

生态与联盟 | 客户成功故事

打造能力开放平台 助力航司构建行业互联生态

德勤中国携手阿里云，为国有大型航司成功打造了集枢纽、平台、共享功能于一身的**能力开放平台**，其对外能够提供标准化的开发接口，对内打通企业能力孤岛，为客户打造以产品和服务为基础，以技术能力为支撑，以数据安全为保障，以完善的生态系统为价值驱动的核心竞争力。

关于客户

客户是国有大型航空公司，拥有2大基地、20家分公司、境内外共逾70家营业部。客户以数字化、便捷化为着力点，致力于为旅客打造一流的服务体验，并通过加快推进数字化转型，开启高质量发展的新征程，不断向具有全球竞争力的世界一流航空运输企业的目标迈进。

客户诉求

随着市场竞争的加剧，消费者需求逐渐多样化，客户希望打破以机票售卖为主的传统商业模式，通过构建能力开放平台，实现航空产业链的上下游资源整合，吸引更多的合作伙伴，共同构建行业生态圈，提供更加丰富多样的服务，改善用户体验，增强品牌竞争力。

解决方案

聚焦航司高质量发展总体思路，德勤中国携手阿里云，深度调研航空业IT能力发展趋势及跨行业客户的能力开放平台建设方案，从三个方面为客户实施部署：



IT解决方案

- ✓ 开发一套**标准的API接口**并对合作伙伴开放，并提供详尽的文档、技术培训等，降低技术门槛，帮助合作伙伴快速接入平台
- ✓ 开放云资源、容器、微服务中间件等，提供一站式资源管理、应用部署等



产品解决方案

- ✓ 客运方面，联动**上下游价值链**，接入酒店、用车、旅游等领域合作伙伴，完善以机票为中心，多种附加产品组合的多元服务
- ✓ 货运方面，与代理商、中转站等机构共享物流数据，包括货物运输、装卸、仓储等方面）的开放
- ✓ 机务方面，通过能力开放平台管理飞机维修保养、性能监测等业务



中台能力管控

- ✓ 统一数据结构，**打通中台业务能力**，完善的权限控制和监管体系，实现对中台服务的集中管控（数据安全、操作日志、访问及流量控制等）

建设能力开放平台的独特价值



产品与用户

- ✓ 完善高附加值、创新、个性化的服务和产品矩阵，满足多元化的市场需求，实现价值提升
- ✓ 突破客户自有平台触达人群的限制，通过对接第三方应用、社交媒体、移动物联应用，实现更广、更深的用户触达



生态与体系

- ✓ 打通航空产业价值链上下游，拓宽业务边界，形成生态圈，并建立起优秀合作伙伴的吸引、激励、管理机制，丰富第三方资源库，打造了完善的航空相关服务体系



技术与协作

- ✓ 为合作伙伴提供一站式技术支持，提升开发效率和对接质量
- ✓ 提升客户内部技术和协作能力，为其进一步信息化、智能化发展夯实基础
- ✓ 凭借开放的技术平台和不断迭代的功能模块，有效促进业务模式创新与跨行业合作，推动生态体系不断发展



数据与安全

- ✓ 具备完善的数据、隐私保护机制和健全的合规体系，树立了深受用户信任的品牌形象
- ✓ 安全可靠的权限控制和平台风险管理体系，能有效预防数据泄露和滥用等问题，提高合作伙伴信任度

德勤 | 阿里云

作为阿里云全球战略合作伙伴，德勤将领先市场的创新能力、专业洞察和行业经验与阿里云的前沿技术相结合，建立起全球性的联盟网络，致力于为企业数字化转型提供高质量、全方位的解决方案，为客户创造价值增长并赢得市场声誉。



敬请联络德勤：

孙晓臻

德勤中国阿里云联盟主管合伙人

scottsun@deloittecn.com.cn

张志钢

德勤中国咨询业务总监

zhigzhang@deloittecn.com.cn

如有任何咨询事宜，请联系全国生态与联盟管理办公室：cnalliance@deloitte.com.cn

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始于1845

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我们诚信为本，坚守质量，勇于创新，以卓越的专业能力、丰富的行业洞察和智慧的技术解决方案，助力各行各业的客户与合作伙伴把握机遇，应对挑战，实现世界一流的高质量发展目标。

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Building an open capability platform Assist airline in establishing an interconnected industry ecosystem

Deloitte China has partnered with Alibaba Cloud to successfully develop a comprehensive capability open platform for large state-owned airline. This platform integrates hub, platform, and shared functionalities, offering standardized development interfaces externally while internally connecting capability within the enterprise. It aims to create a core competitive advantage for client based on products and services, supported by technological capabilities, embedded with data security, and driven by a complete ecosystem.



About Clients

The client is a major state-owned airline with two hubs, 20 subsidiaries, and over 70 offices worldwide. It prioritizes digitalization and convenience to deliver a first-class passenger experience. By accelerating the digital transformation process, it is embarking on a new journey towards high-quality development, and aiming to become a globally competitive, world-class airline.

Requirements

With the intensification of market competition and the gradual diversification of consumer demands, client seeks to move beyond the traditional ticket sales model. By developing an open platform, it aims to integrate resources across the aviation industry, attract partners, build an industry ecosystem, offer diverse services, enhance user experience, and boost brand competitiveness.

Solution

Deloitte China and Alibaba Cloud are collaborating to research IT capability trends in aviation and develop an open platform for cross-industry client, focusing on high-quality airline development. We implemented the solutions for client from three aspects:



IT Solution

- ✓ Developed a **standard API interface** and open it to partners, providing detailed documentation, technical training, etc., to lower the technical barrier and help partners quickly access the platform
- ✓ Open cloud resources, containers, microservice middleware, etc., providing one-stop resource management, application deployment capability



Product Solution

- ✓ In terms of passenger transportation, collaborate with **upstream and downstream** value chain partners, including hotels, vehicle services, and tourism industries, enhance air ticket services with diverse product offerings
- ✓ In terms of freight transportation, shared logistics data with agents and transfer stations, covering cargo transport, loading, unloading, and warehousing
- ✓ In terms of maintenance, aircraft maintenance and performance monitoring are managed through an open platform with capabilities



Middle platform capability control

- ✓ Standardize the data structure, **integrate the capabilities of the middle platform**, establish a comprehensive access control and supervision system, and achieve centralized management of services, including data security, operation logs, access, and traffic control

The unique value of establishing an open capability platform



Product and User

- ✓ Improved the high value-added, innovative, and personalized **service and product matrix** to meet diverse market needs and increase value.
- ✓ Breaking through the limitations in reaching target audiences on customer platforms, by integrating third-party apps, social media, and mobile IoT, client aims to achieve broader customer out-reach.



Ecosystems and Systems

- ✓ Integrated the **upstream and downstream of the aviation industry value chain**, expanding business scope, building an ecosystem, and establishing mechanisms for attracting and managing top partners to enhance the third-party resource pool and develop a **comprehensive aviation service system**.



Technology and Collaboration

- ✓ Offered **one-stop technical support** for partners to enhance development efficiency and integration quality.
- ✓ Enhanced client's **technical and collaborative capabilities**, laying a solid foundation for further digital and intelligent growth.
- ✓ By leveraging an open technological platform and iterating functional modules, effectively promoted **innovation in business models and cross-industry collaboration**, driving the ongoing development of the ecosystem.



Data and Security

- ✓ Having a comprehensive **data and privacy protection mechanism**, as well as a sound **compliance system**, it has established a brand image that is highly trusted by users.
- ✓ A secure and reliable access control and risk management platform can effectively **prevent risks such as data leakage and misuse**, and improve partner trust.

Deloitte | Alibaba Cloud

As a global strategic partner of Alibaba Cloud, Deloitte leverages market leading innovation capabilities, professional insights, and industry experience with Alibaba Cloud's cutting-edge technology to establish a global alliance network, committed to providing high-quality and comprehensive solutions for Chinese enterprises going global and multinational enterprises operating in China, creating valuable growth for clients and winning market reputation.



Please contact Deloitte :

Scott Sun

Deloitte China Alibaba Cloud Alliance Leader
scottsun@deloittecn.com.cn

Zhigang Zhang

Deloitte China Consulting Businesses Director
zhigzhang@deloittecn.com.cn

If you have any questions, please contact: cnalliance@deloitte.com.cn

For more information, please visit: <https://www2.deloitte.com/cn/en/services/consulting.html>

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始于 1845

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