

构建一体化管控平台 助力烟草企业数字化转型

德勤中国凭借深厚的烟草行业经验，融合阿里云的领先技术，助力烟草工业企业迈向数字经济时代。以产销一体化全供应链和业财融合为核心，构建业务中台与一体化平台，帮助客户推进生产经营全流程管控，进一步实现数字化系统全面自主可控。



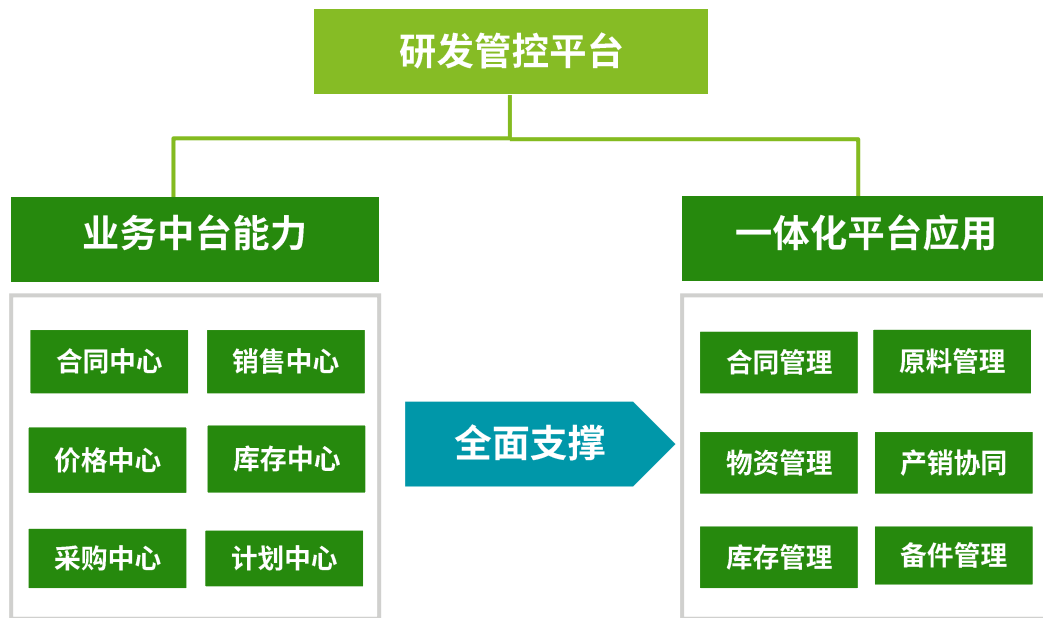
关于客户

客户是中国烟草旗下某省级烟草工业企业，以传统中式卷烟为主，出口卷烟和新型烟草制品为辅，持续推进“企业化运营、一体化管控”战略，不断强化总部对下属单位的一体化管控能力。

客户诉求

“十四五”以来，烟草行业进入增量放缓、存量结构优化的高质量发展新阶段。面对行业“云+中台+微服务”的新架构要求，客户亟需以双中台为核心，打破信息孤岛，推动各业务板块深度数字化转型，支撑行业统一要求与企业战略目标落地。

解决方案



交付价值

1

技术赋能

基于阿里云的技术支持，帮助客户实现数字化系统全面自主可控，助力企业技术能力的升级。

2

业务中台管控

打破信息孤岛，帮助客户深度推进数字化转型，支撑行业统一要求与企业战略目标落地。

3

一体化管控平台

构建覆盖全供应链的一体化管控平台，推进所有应用系统改造上云，实现企业业务协同能力的提升。

德勤中国 | 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：

如有任何咨询事宜，请联系全国业务增长平台-生态与联盟管理办公室

cnalliance@deloitte.com.cn

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因我不同
成就不凡

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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Build an Integrated Control Platform Empower Digital Transformation for Tobacco Enterprises

Deloitte combines deep tobacco industry expertise with Alibaba Cloud’s advanced technology to help tobacco manufacturers enter the digital economy. Focused on integrated production-supply-sales operations and finance-business alignment, we build a unified business mid-platform and control platform - enabling end-to-end operational oversight and fully autonomous digital systems.



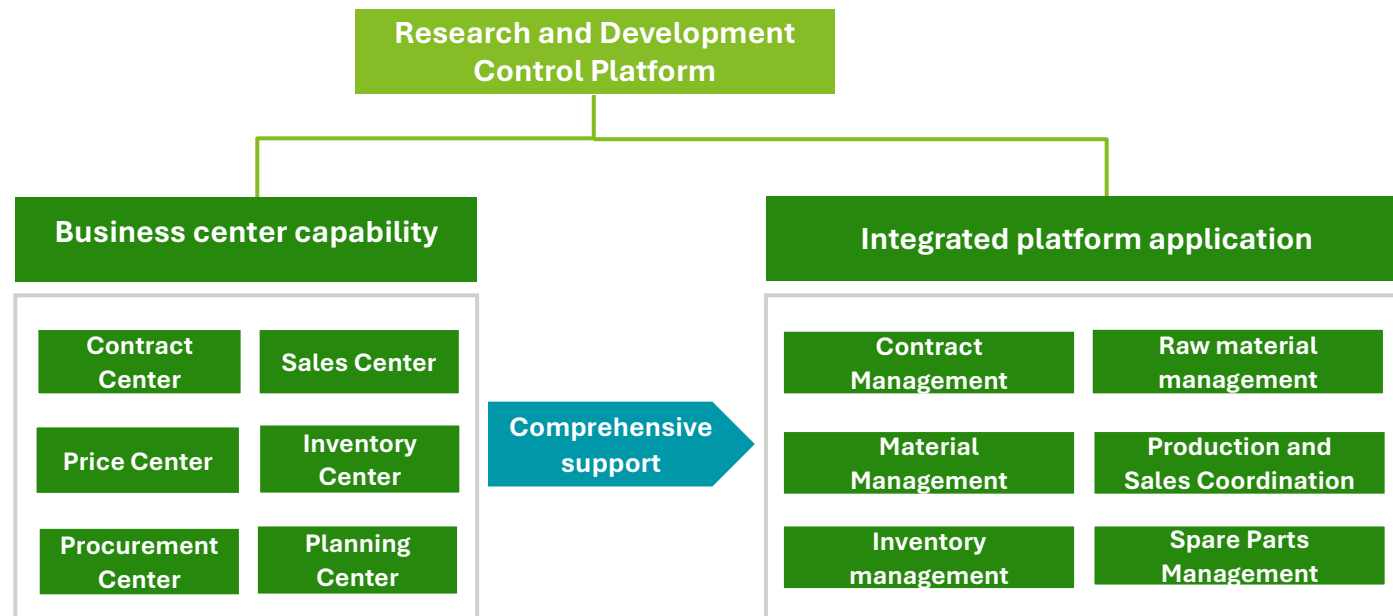
About Client

The client is a provincial China Tobacco industrial enterprise focused on traditional Chinese-style cigarettes, supplemented by exports and novel tobacco products, advancing a “corporate operation, integrated control” strategy to strengthen centralized oversight.

Client Requirements

Since the 14th Five-Year Plan, China’s tobacco industry has shifted to high-quality development with slower growth and structural optimization. To meet the “cloud + mid-platform + microservices” architecture, the client must leverage a dual-mid-platform model to break data silos and accelerate digital transformation - aligning with industry standards and strategic goals.

Solution



Deliver Value

1

Technology Empowerment

Leveraging Alibaba Cloud's technical support, we help customers achieve full autonomy and control over their digital systems, driving enterprise-wide technology capability upgrades.

2

Business Mid-Platform Governance

Break down information silos to deeply advance the customer's digital transformation, effectively supporting the implementation of industry-wide standards and enterprise strategic objectives.

3

Integrated Control Platform

Build an integrated control platform spanning the entire supply chain, drive the cloud migration and transformation of all application systems, and enhance enterprise-wide business collaboration capabilities.

Deloitte | Alibaba Cloud

As a Global Strategic Partner of Alibaba Cloud, Deloitte combines our market-leading innovation capabilities, professional insights, and deep industry experience with Alibaba Cloud's cutting-edge technologies to establish a global alliance network. Together, we are committed to delivering high-quality, end-to-end digital transformation solutions that drive measurable value creation for clients and enhance their market reputation.



Please contact Deloitte:

If you have any questions, please contact National Office, Growth Platforms - Ecosystems & Alliances

cnalliance@deloitte.com.cn

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