

烟草企业全域智能协同平台 全面建设现代化治理体系

德勤中国与阿里云携手为客户构建“企业大脑”全域智能协同平台，通过整合内外部数据，建立实时监控预警体系，开展多场景智能分析，实现全域感知，打造集监测、分析、决策于一体的数字化治理中枢，全面提升企业现代化治理能力。



关于客户

客户是中国烟草行业现代化建设的领军企业，拥有覆盖卷烟研发、生产、销售的完整产业链，并积极践行数字化转型战略，依托工业互联网平台建设，推动智能制造升级，持续提升企业现代化治理水平，致力于建设精益高效智慧绿色和谐的优秀企业。

客户诉求

在烟草行业数字化转型背景下，企业各业务领域已具备一定信息化基础，亟需提升战略闭环管理、跨部门高效协同和数据价值挖掘能力，通过构建“企业大脑”全域智能协同平台，强化数据感知、监测预警、洞察分析、决策指挥与工作协同，提升整体数字治理能力，支撑从传统运营向现代化治理体系的全面转型。

解决方案

借鉴各省市“城市大脑”先进经验，利用阿里云数据分析与大模型产品，采用数字大屏、数据看板，结合定制化开发，围绕核心功能——**数据呈现、监测预警、分析评估、决策智慧及交互入口**进行场景建设。

数据呈现

基于数据中台，利用Quick BI工具进行敏捷化看板开发，围绕5大业务领域管理重点，构建主题数据看板70余套

监测预警

在现有体系基础上，整合各业务部门风险控制需求，形成一套企业整体的风险监测和预警应用系统

分析评估

通过调研5大业务领域的实际需求，落地7项立即投用的数据分析评估应用

决策指挥

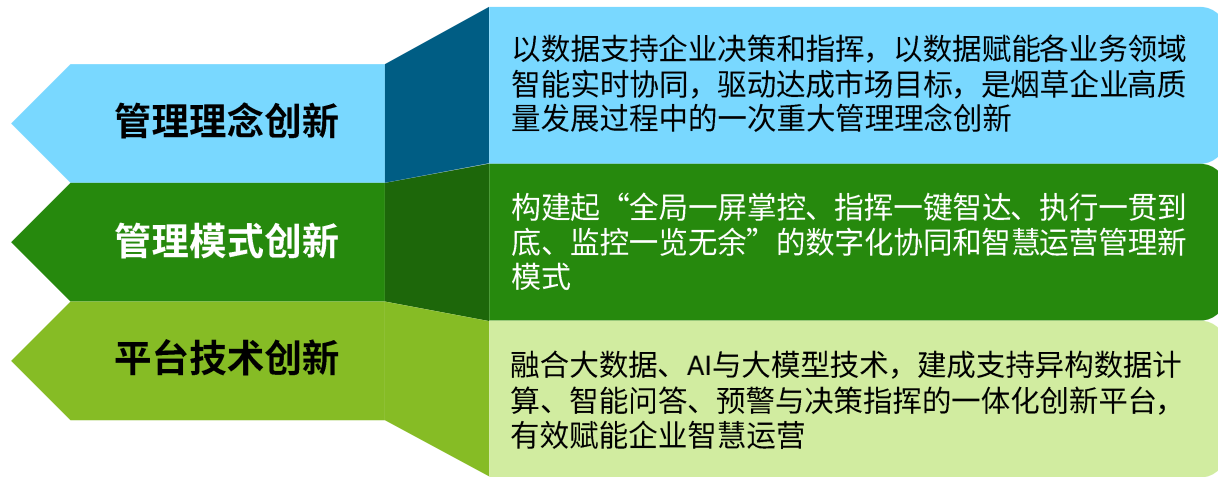
基于经济运行、经营目标和研产供销协同3个模块，构建8个决策指挥应用，强调数据共享、业务联动和统一决策

交互入口

实现10个数据大屏联动，并基于阿里云工业知识平台和百炼大模型，开发智能问数功能，支持PC与移动端协同

交付价值

“企业大脑”平台作为烟草行业“十四五”期间的数字化转型的重要创新实践，基于中台架构，集成AI平台，打造了决策辅助系统，在数据指标体系构建、AI场景应用等方面均实现了行业突破性创新。



德勤中国 | 阿里云

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 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

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因我不同
成就不凡

始于1845

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Ecosystems & Alliances

Client Success Stories

Tobacco Enterprise-Wide Intelligent Collaboration Platform

Building a Modern Governance System

Deloitte and Alibaba Cloud co-develop an “Enterprise Brain” - an intelligent, enterprise-wide platform that integrates data, enables real-time monitoring and smart analytics, and serves as a unified digital governance hub for sensing, analysis, and decision-making, elevating modern governance capabilities.



About Client

The client is a leading enterprise in China’s tobacco industry, with a fully integrated R&D, production, and sales value chain. Embracing digital transformation, it leverages an industrial internet platform to advance smart manufacturing and continuously enhance modern governance - aiming to build a lean, efficient, intelligent, green, and harmonious enterprise.

Client Requirement

Amid the tobacco industry’s digital transformation, the enterprise - already equipped with solid IT foundations - needs to enhance strategic execution, cross-functional collaboration, and data-driven insights. By deploying an “Enterprise Brain” platform, it bolsters real-time sensing, monitoring, analytics, decision-making, and coordination, accelerating the shift to modern digital governance.

Solution

Leveraging “City Brain” best practices and Alibaba Cloud’s analytics and large models, the solution uses dashboards and custom development to deliver five core functions: **data visualization, monitoring & alerting, analysis, intelligent decision-making, and interactive access.**

Data Presentation

Built 70+ thematic dashboards on the data mid-platform using Quick BI, covering five key business domains.

Monitoring & Early Warning

Built an enterprise-wide risk monitoring and early-warning system by integrating cross-functional risk control needs on the existing framework.

Analysis & Evaluation

Delivered 7 ready-to-use data analytics applications based on actual needs across 5 business domains.

Decision-Making & Command

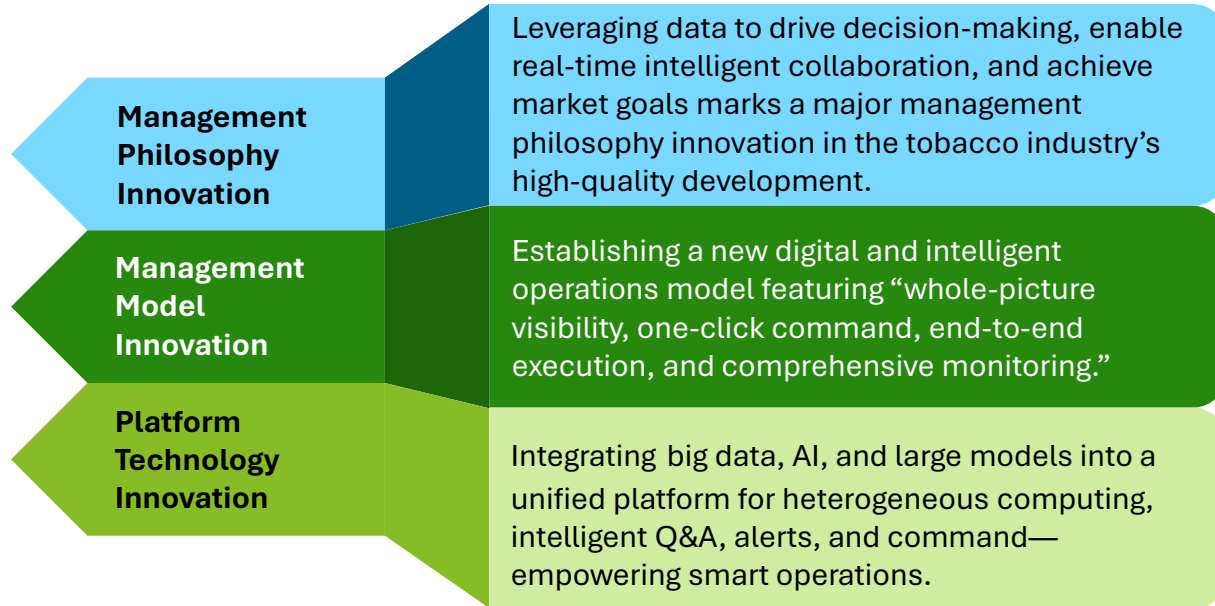
Built 8 decision-support apps across economic operations, business goals, and R&D–production–sales coordination, emphasizing data sharing, synergy, and unified decisions.

Interactive Access

Linked 10 data dashboards and added AI-powered querying via Alibaba Cloud’s Industrial Knowledge Platform and Bailian LLM, supporting PC/mobile collaboration.

Deliver Value

The “Enterprise Brain” platform, a key digital transformation initiative in China’s tobacco industry during the 14th Five-Year Plan, leverages a mid-platform architecture and integrated AI to deliver a decision-support system, achieving breakthrough innovations in data metric frameworks and AI-driven use cases.



Deloitte | Alibaba Cloud

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 Please contact Deloitte:

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