

营销资源管理平台整合升级 推动高端酒业品牌转型与增长

在数字化转型浪潮中，如何让营销资源发挥最大效益，成为传统白酒行业的重要课题。德勤中国携手阿里云上的Salesforce为客户优化营销资源管理流程，基于实际业务场景和数据管理需求，以统一平台支持客户对市场活动过程及成本效益进行洞察与分析，更好地支撑了客户资源统筹与决策。



关于客户

客户是国内知名高端白酒生产与销售企业，具备完善的数字生态体系和信息安全策略，已实现从生产、仓储、物流到渠道、终端及消费者的全业务流程数字化。通过自研活动资源管理平台，客户创新开展数字化营销，全面覆盖签约门店，显著提升消费者体验。

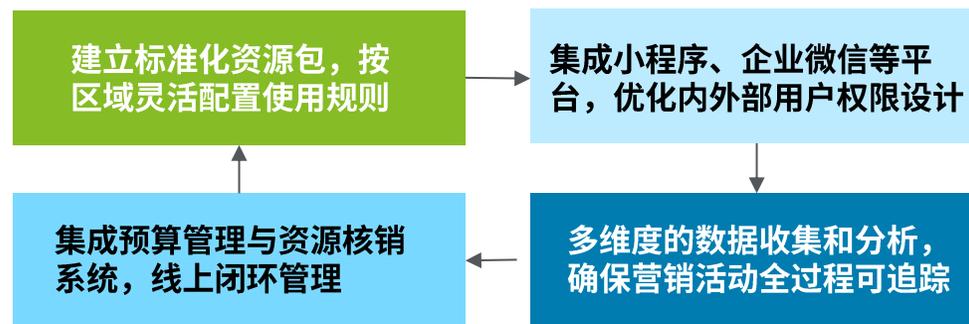
客户诉求

随着白酒行业竞争加剧，企业亟需提升营销资源的使用效益。然而，其自研平台在活动与费用管理方面呈现出明显局限：

- **活动类型**——无法实现多类型、多形态营销活动的统一管理
- **区域适配**——缺乏按区域或省份灵活分配费用的功能，难以针对不同地区设置差异化的活动执行标准
- **数据整合**——系统在费用数据的全面归集与深度分析方面能力不足，制约了营销决策的精细化和业务的可持续发展

解决方案

德勤中国详细调研客户不同业务单元的营销活动需求与资源，整理20余种业务场景，基于阿里云上的Salesforce为客户搭建起打通“**预算-资源分配-活动执行-核销**”闭环的活动与资源管理流程。



交付价值

以统一平台管理全国范围内的市场营销活动，兼顾资源统筹与区域业务特点

实现资源使用全过程可视化，提升管理透明度与活动执行效率

精细化的数据分析驱动未来决策，优化资源投放效果，助力营销收益最大化

基于阿里云上的Salesforce定制平台确保优质操作体验，推动企业数字化策略在一线人员中快速落地

Deloitte | Salesforce

德勤中国拥有全球领先的Salesforce实施团队，在中国的大型Salesforce实施项目已超过百例。借助Salesforce在销售、服务、商务、营销等领域的优势，德勤中国致力于为企业量身打造全链路CRM体系，助力企业实现高质量、可持续的业务增长。

📞 敬请联络德勤：

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Ecosystems & Alliances | Client Success Stories

Marketing Resource Management Platform Integration & Upgrade

Driving Transformation and Growth for Premium Spirits Brands

Amid the wave of digital transformation, maximizing the effectiveness of marketing resources has become a critical challenge for traditional baijiu producers. Deloitte China partnered with Salesforce on Alibaba Cloud to streamline the client’s marketing resource management (MRM) processes, designing a unified platform tailored to real-world business scenarios and data governance needs. This solution enables the client to gain actionable insights into marketing campaign performance and cost efficiency, significantly enhancing resource allocation and strategic decision-making.



About Client

The client is a leading premium baijiu producer with a mature digital ecosystem and end-to-end digitization across production, logistics, channels, and consumers. Through its self-developed marketing resource management platform, it has rolled out digital marketing across all contracted stores, significantly enhancing consumer experience.

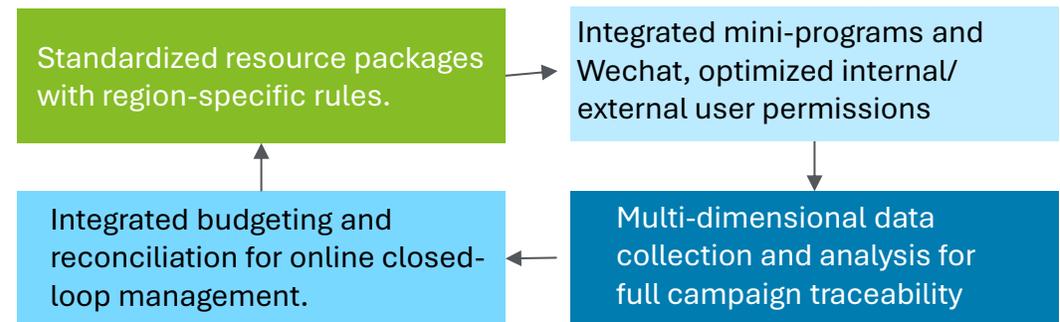
Requirements

As competition intensifies in the baijiu industry, the company urgently needs to improve the efficiency of its marketing resource allocation. However, its self-developed platform shows clear limitations in campaign and expense management:

- **Campaign Types:** Unable to centrally manage diverse, multi-format marketing activities;
- **Regional Adaptation:** Lacks flexible budget allocation by region or province, making it difficult to apply differentiated execution standards across markets;
- **Data Integration:** Insufficient capability in comprehensive cost data aggregation and in-depth analytics, limiting granular decision-making and sustainable business growth.

Solution

Deloitte China conducted an in-depth assessment of marketing needs and resource allocation across the client’s business units, mapping over 20 distinct business scenarios. Based on Salesforce on Alibaba Cloud, we implemented an integrated campaign and resource management workflow that closes the loop from **budgeting - resource allocation - campaign execution - reimbursement**, enabling end-to-end visibility and control.



Results

Unified platform for nationwide marketing campaigns, balancing centralized resource governance with regional business needs

End-to-end visibility of resource utilization, enhancing **management transparency and campaign execution efficiency**

Granular data analytics drive smarter decisions, **optimize resource allocation, and maximize marketing ROI**

Salesforce on Alibaba Cloud - based platform **ensures users experience and fast frontline adoption of digital strategy**

Deloitte | Salesforce

Deloitte China has a globally recognized Salesforce implementation team and has successfully delivered numerous large-scale Salesforce projects in China. Leveraging Salesforce's capabilities across sales, service, commerce, and marketing, Deloitte China helps enterprises design tailored, end-to-end CRM ecosystems to drive high-quality, sustainable business growth.



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