

# 因数为智 化智为能 助力酒业集团数字化转型

德勤中国领先的多元专业服务能力与阿里云先进的技术解决方案相结合，助力历史悠久的白酒企业拥抱数字经济时代，从营销域和供应链域两大路径着手，为客户打造数字化大屏、移动管理驾驶舱、业务分析看板，助力客户全面提升数据管理和洞察能力。



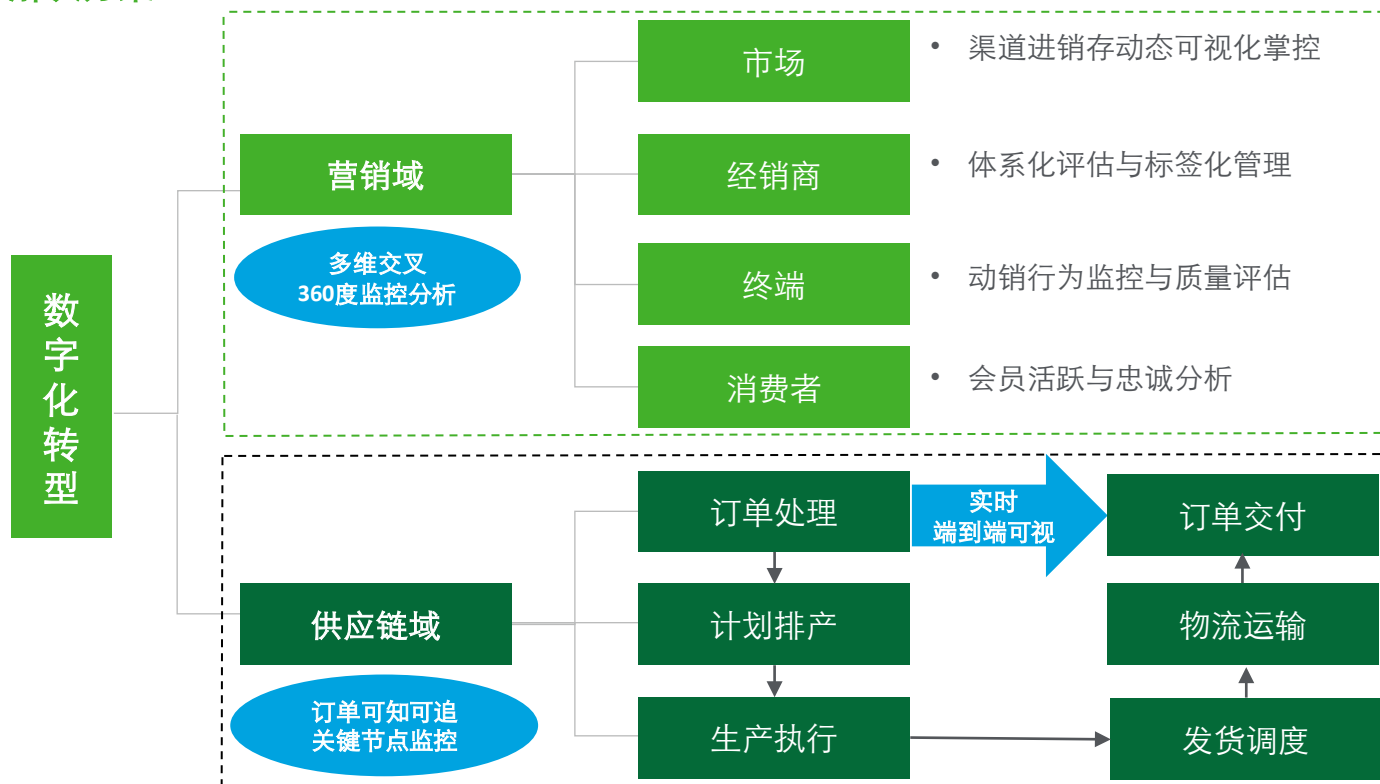
## 关于客户

客户是中国老八大名酒企业，中国制造业500强企业，是以中国第一家同时发行A、B两支股票的白酒类上市公司为核心的国家大型一档企业。客户以白酒为主业，商旅业、类金融业、大健康产业等为辅业，持续推进战略5.0，致力打造“数字化、国际化、法治化”的酒业集团。

## 客户诉求

数字经济时代，白酒行业逐步迈入存量博弈的多元化竞争阶段，如何利用数字化能力应对变革与挑战，支撑未来发展目标是企业当前思考的重点。根据“因数为智、化智为能”，集团需以提升数据能力为抓手，全面建设数据中台，深化数字化转型。

## 解决方案



项目成果



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。德勤中国生态与联盟团队在资源协调、流程推进和能力建设等方面发挥了重要作用，致力于为客户创造价值增长并赢得市场声誉。

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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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## Intelligence from Data, Empowerment through Intelligence

### Facilitating the Digital Transformation of a Chinese Liquor Group

Combining Deloitte China's leading multi-disciplinary professional service capabilities and Alibaba Cloud's advanced technological solutions assisted a historic Chinese liquor company embrace the digital economy era. By focusing on two key areas - marketing and supply chain - the partnership has delivered digital dashboards, mobile management cockpits, and business analysis to significantly enhance the client's data management and insight capabilities.



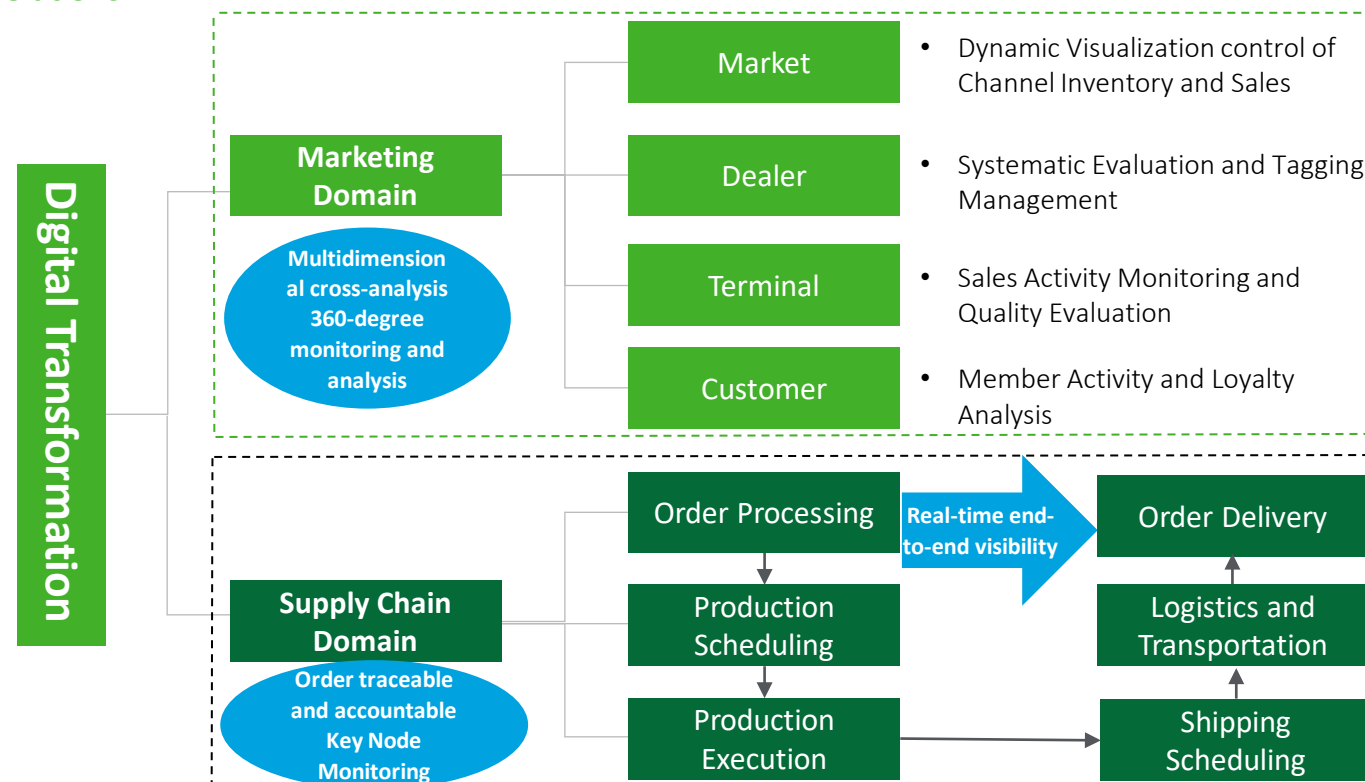
## About Client

The client is one of China's top eight renowned liquor companies and ranks among the top 500 manufacturing enterprises in China. As a large-scale national enterprise, it is centered around China's dual-listed Chinese liquor company to issue both A and B shares. The client primarily focuses on liquor production, with supplementary businesses in the travel industry, financial services, and the health industry. The client is continuously advancing its Strategy 5.0 to build a "digitalization, internationalization and legalization" liquor enterprise.

## Requirements

In the digital economy era, China's Chinese liquor industry has entered a phase of diversified competition within a saturated market. Leveraging digital capabilities to address changes and challenges and support future development goals is a key focus for the company. Following the principle of "Intelligence from Data, Empowerment through Intelligence," the group need to enhance its data capabilities, build a comprehensive data platform, and deepen its digital transformation.

## Solutions





## Results

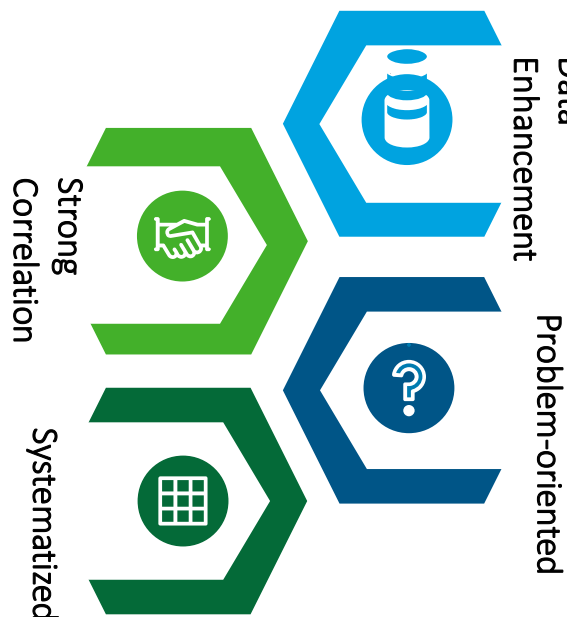
Business Synergy  
Strengthen Integrated  
Management

Integrate data from over  
**20** business systems  
Driving the  
transformation of over  
**10** business systems

### Focus on company-level business

Toward Comprehensive  
Tiered Planning

Establish a management  
indicator system  
Organized over **190**  
marketing-related  
metrics and over **200**  
supply chain-related  
metrics



### Governance through Utilization

Quality improvement,  
normalized management

Cleaned up **400,000**  
outdated network data  
entries and over **150**  
completed wine data entries.  
Cleared overdue inventory  
exceeding **3** billion

Data→Problems→Business

Implemented over **30**  
business scenario alerts and  
over **20** metric alerts

## 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. The Deloitte China Ecosystems and Alliances team has played a significant role in resource coordination, process advancement, and capability building, dedicated to creating valuable growth for clients and winning market reputation.



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