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Partner for a New Era

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# 制造业的数字化转型 Digital Transformation of manufacturing industries



We have been recognized both by partners and industry analysts for our extensive

Pactera is a trusted consulting and technology services partner

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Consulting | Solutions | Outsourcing

Consulting Solutions Outsourcing

We have been recognized both by partners and industry analysts for our extensive

Consulting Solutions Outsourcing



Partner for a New Era



We have been recognized both by partners and industry analysts for our extensive services and capabilities that help clients who in today's global



Consulting Solutions Outsourcing

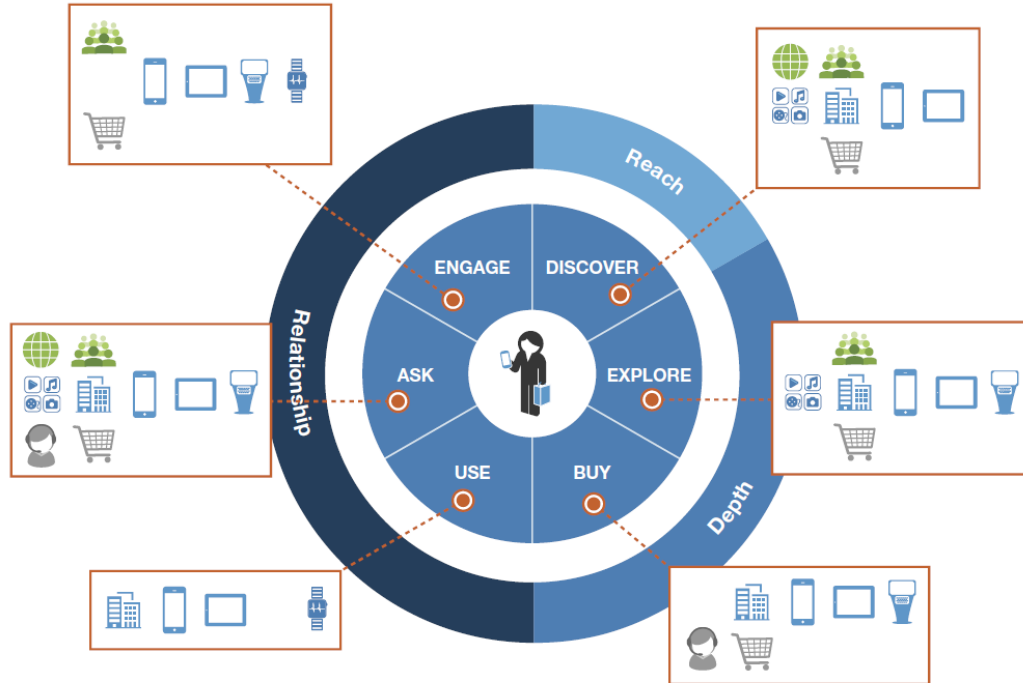
# 全新的世界

## A Whole New World



# 客户在变

# Customers Are Changing



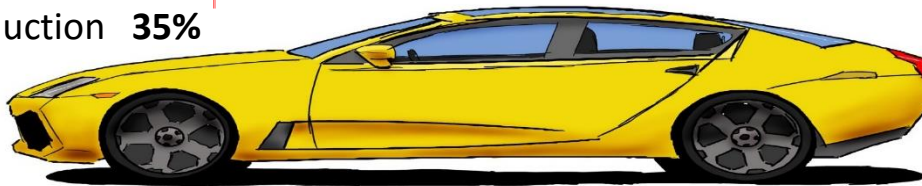
# 产品和服务在变

## Products & Services Are Changing



Year 2016

Cost of Software in  
overall production **35%**



Year 2020

Cost of Software in  
overall production **60%**

# 商业逻辑要变

## Business Logics Need Change



# IT厂商的视角

## Perspective Of IT Vendors

| Merchandising                         | Logistics/ SCM                    | Store Operations/ Management   | Customer Relationship Management         | Channel Management             |                           |                    |
|---------------------------------------|-----------------------------------|--------------------------------|--|--------------------------------|---------------------------|--------------------|
| Merchandise Planning                  | Demand Forecasting                | Store Management               | CRM Analytics/ Big Data                  | Physical Stores                | Customer Support          |                    |
| Category/Display Management           | Procurement Management            | Store Back office Management   | Customer Loyalty Management              | Online/web based Stores        | Finance & Accounting      |                    |
| Promotion Management                  | Inventory Planning/Replenishment  | Labour Optimisation Management | Customer Support Services (voice/online) | Mail & Catalogue Management    | Human Resource Management |                    |
| Space & Assortment Planning           | Route/Transportation Optimisation | Store Optimisation             | Marketing/ Promotion Management          | Multi channel Management       | Horizontal Functions      |                    |
| Private label Management              | Distribution Management           | Workforce Management           | Customer Insights/retention management   | Vendor Relationship Management |                           |                    |
| Branding Management                   | Warehouse Management              | Point of Sale (POS)/Kiosks     | Campaign Management                      | Mobile & Social Media          |                           |                    |
| <b>Products/Service Offerings</b>     |                                   |                                |  |                                |                           | Knowledge Services |
| Application Development & Maintenance | Infrastructure Services           | Packaged Application Services  | Integrated value chain solutions         |                                |                           |                    |

■ Emerging 
  Mature

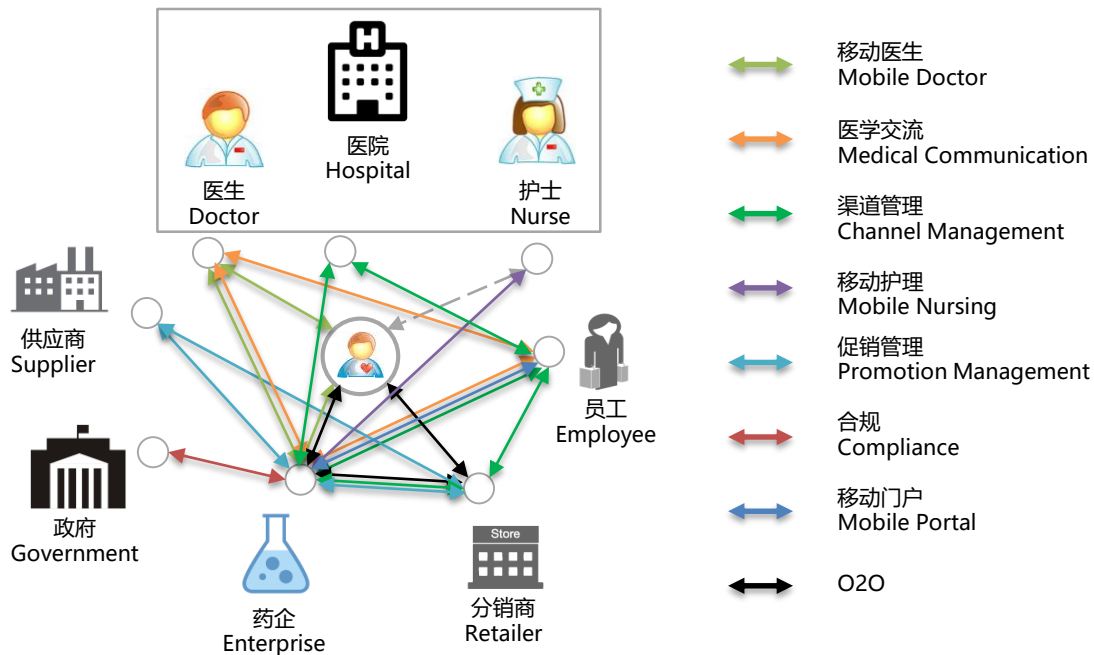
Source: NASSCOM

# 重构你的商业模式

# Restructure Your Business Model

## 客户生态系统

## Customer Ecosystem



# 案例：咖啡机

## Case : Coffee Machine

Bonaverde Berlin



目标群体：咖啡爱好者  
Target : Coffee buffs

众筹  
Crowdfunding

农场直供绿色咖啡豆  
Green coffee beans directly supplied from farms

每袋咖啡豆都有独一无二的NFC ID  
Each bean pouch has a unique NFC ID

根据云端参数对咖啡豆进行烘焙、研磨和冲泡  
Roast-grind-brew according to the parameters in cloud

以10美元每月的价格在咖啡馆畅饮6个月  
6 months “free” coffee in coffee shops: flat rate  
10\$/month



# 几个要点 Tips

以客户为中心，将战略数字化  
Be customer-centered, digitalize your strategy

强调商业模式的转型，技术只是实现手段  
Emphasize business model, technology is only the means

高管牵头，建立自己的客户体验团队  
In the charge of a C-suit member, build your own CX team

借助外力，为转型提速  
Utilize external talents, accelerate your transformation

# 文思海辉：数字化转型专家

# Pactera : Digital Transformation Expert



数字化产品和服务  
Digital Products & Services



数字化营销  
Digital Marketing



数字化运营  
Digital Operation

核心数字化能力  
Core Digital Capabilities



数字战略  
Digital Strategy



创新体验设计  
Creative Design



技术  
Technology

支持的基础性能力  
Supporting Foundational Capabilities



数据科学/分析  
Data Sciences/Analytics



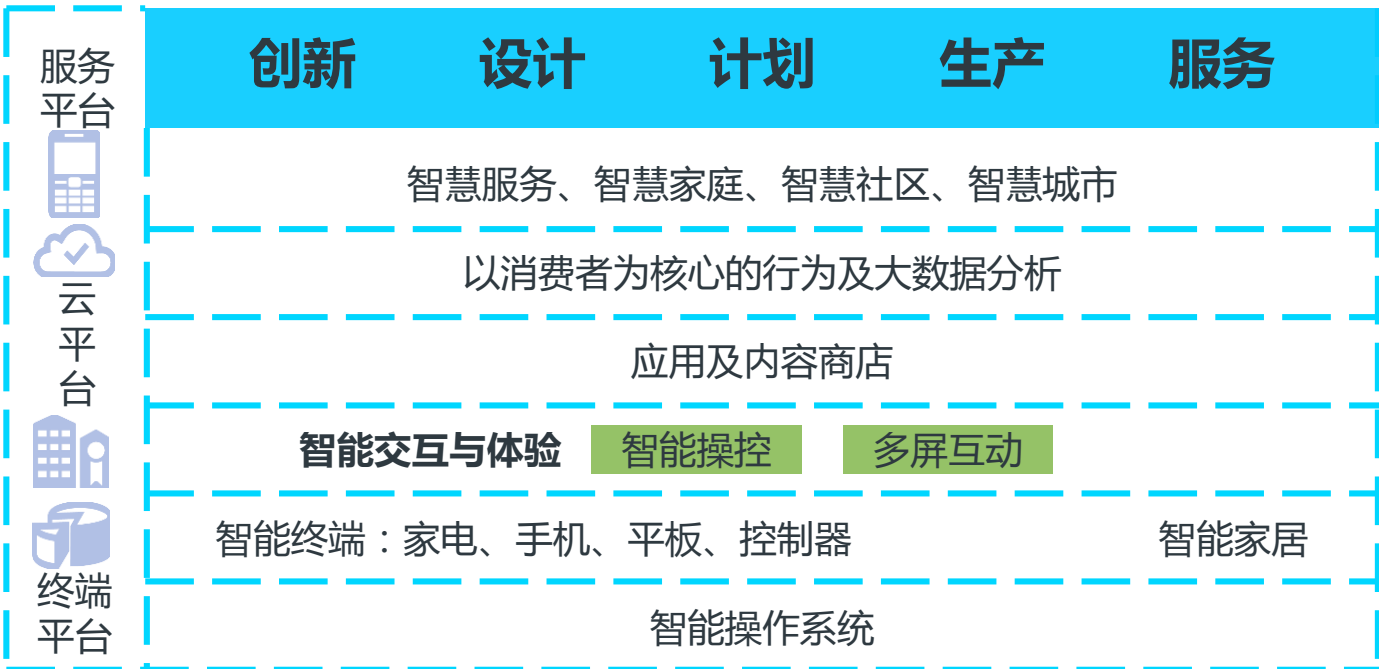
安全  
Security



云/基础设施  
Cloud/Infrastructure

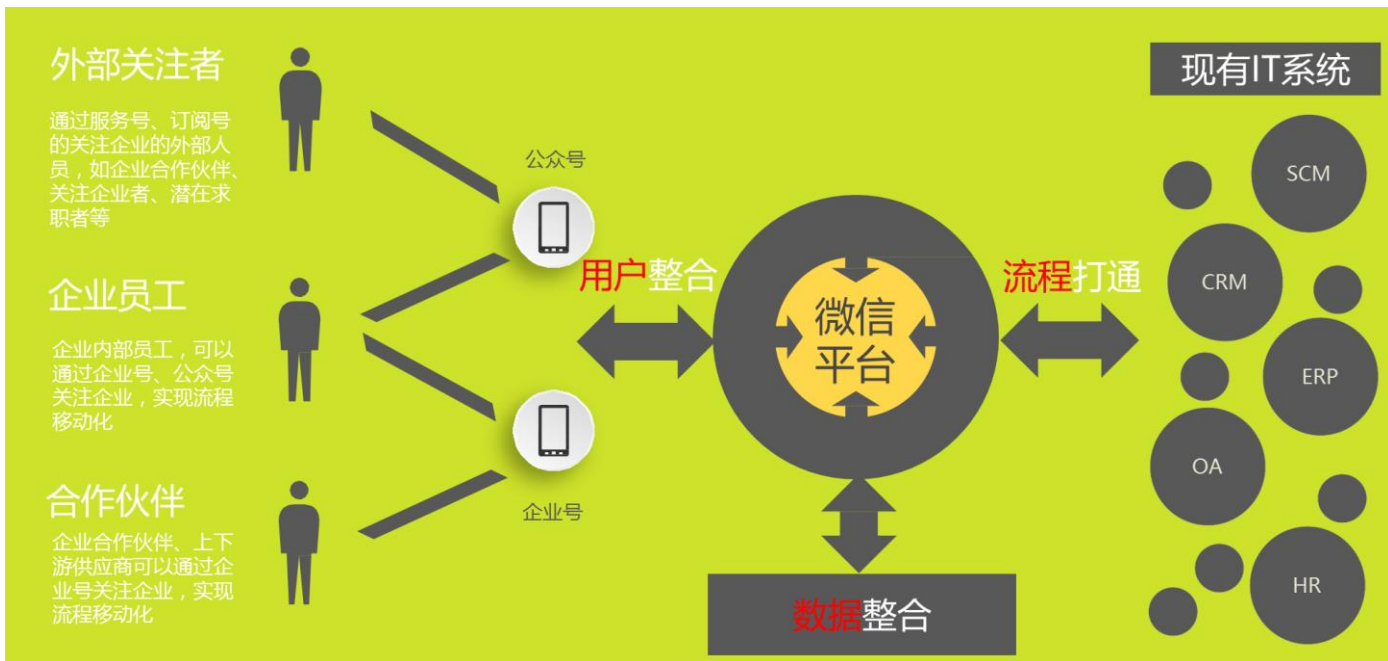
# IOT : 制造业转型的催化剂

## IOT : Activator Of Transformation



# 基于微信的数字化运营

## Wechat-based Digital Operation



# 文思海辉简介

## Pactera Profile

- 中国最大的、面向全球客户的数字咨询和IT服务公司
- 全球总员工数为26,000+。业务覆盖美国及欧洲地区、亚太地区以及大中华区，在全球12个中国大陆以外的地区和国家设有办公室及交付中心



# 谢谢！



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