Today, the digital wave is sweeping across industries at lightning speed. Explosive growth of data, rapidly changing market environment, intensifying competition, and diverse consumer needs are bringing challenges to more and more businesses while opening the door for forward-looking players to turn crisis into growth opportunities.

Shandong Commercial Group Co., Ltd. (Lushang Group), a state-owned cross-industrial company facing multiple challenges from digital disruption, has been taking action in response to the government's call for digital transformation, embarking on its own digital transformation journey.

Chen Xi, Associate Director, Big Data Operation & Service Center, Lushang Group
As our company grows rapidly in recent years, we need to find a way to create synergy within our company and drive company-wide innovation. So we decided to make big data and digital transformation our strategic priority. However, to achieve the goal of full migration to cloud, we need professional help.

In May 2019, Lushang Group created their Big Data Operation Service Center and made digital transformation a priority high on its CEO's agenda. By partnering with Alibaba and Accenture, Lushang has launched data mid-platform and digital application projects in order to plan for digital scenarios in different industries, integrate data assets, and build pilots for industrial intelligent operation as well as retail innovation.

Wang Qiwei, Head of New Retail Architect, North Region, Alibaba Cloud
Lushang is the largest commercial group in Shandong Province. It has a responsibility to replace old growth drivers with new ones, revitalizing the rural economy for the whole Shangdong province.

In March 2019, Alibaba is honored to sign a strategic partnership agreement with Lushang Group. In Phase I, by building a big data foundation, we helped Lushang take a big first step in its digital transformation journey through which we have not only helped Lushang cope with business uncertainties through the freeflow of its data but we've also been using data to identify...
business issues

In phase I, we’ve brought 2 major changes to Lushang
One is the revolution of tools
This equips each business line with digital tools and improves efficiency and effectiveness
The other is decision revolution, in which experience-based decision-making was replaced with a data and algorithm-based approach
It will determine how far Lushang can go in its digital transformation journey
In the future, Alibaba Cloud will continue to help Lushang pivot to the new

Guo Tao, Associate Director, Big Data Platform, Accenture Alibaba Business Group
Lushang Group covers many industries making it more difficult to transform
Based on years of industry experience and insights, Accenture made a comprehensive and systematic digital transformation plan for Lushang
Now the Phase I project, Lushang Data Middle-platform has been completed and gone live
As a next step, we will build on the data middle-platform to further optimize the client’s data assets and data services
Lushang Group has had the vision and courage to be a digital pioneer by empowering itself with the power of the ecosystem and driving growth through transformation
We look forward to collaborating with Lushang to build the client into an industry benchmark of digital transformation

Through joint efforts with Accenture and Alibaba Cloud, synergy among Lushang’s diverse industries and economies of scale are making positive impacts
data visualization
informed decision-making
agile adaptation
targeted marketing

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