



# LUSHANG GROUP: DOUBLE DOWN FOR BUSINESS AGILITY AND GROWTH

## VIDEO TRANSCRIPT

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 Shandong 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

smarter management  
Lushang Group's digital transformation  
is being fully activated

Digital transformation is a key driver  
for Lushang's development in the future  
The partnership with Accenture and Alibaba  
illuminates our road of transformation ahead  
Next, we will dive  
deeper and expand wider  
to accelerate our digital transformation  
and reinvent our group to become a data  
powered  
innovation driven  
digital champion by riding on the digital eco-  
system  
to better serve our people  
in Shandong Province

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