

REAL
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EFS
CONSULTING

业务数字化 & IT战略
业务简介
Business Digitalization & IT Strategy
Business Overview

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业务领域总览 | Business Areas Overview

品牌与产品战略
Brand & Product Strategy

塑造未来，把握先机
Shaping the future, before it happens

平台创建 & 生命周期管理
Platform Creation & Lifecycle Management

创建模块化平台，管理全生命周期的复杂度
Creating modular platforms and manage their complexity over lifecycle

出海战略及海外运营
Overseas Strategy & Operation

进入海外市场需要纵身御风的勇气，更需要稳操胜券的着陆
Entering the overseas market requires the courage to ride the wind, but also the landing of the victory

成本、价格策略与盈利模式
Cost, Price, Margin

通过降低成本和优化定价策略来提高利润
Enhancing margin by reducing costs and optimizing the pricing position

售后 & 循环经济
Aftersales & Circular Economy

在不断变化的市场环境中，售后 & 循环经济是增加客户粘性和创造价值的机会
In a changing environment, aftersales is the opportunity to create value and retain customers

供应链、生产与质量管控
Supply Chain, Production & Quality

通过坚实而高效的全球和本地战略运营来创造竞争优势
Creating competitive advantage by implementing robust and efficient strategies & operations – globally and locally

业务数字化 & IT战略
Business Digitalization & IT Strategy

通过将业务和IT完美链接来为客户创造价值
Creating customer value connecting Business & IT

合规及法律法规
Compliance & Legal

全球化为企业带来了新机遇，相关合规性问题必须要受到重视
Providing insight and support in the field of product compliance & Open-Source-Software compliance

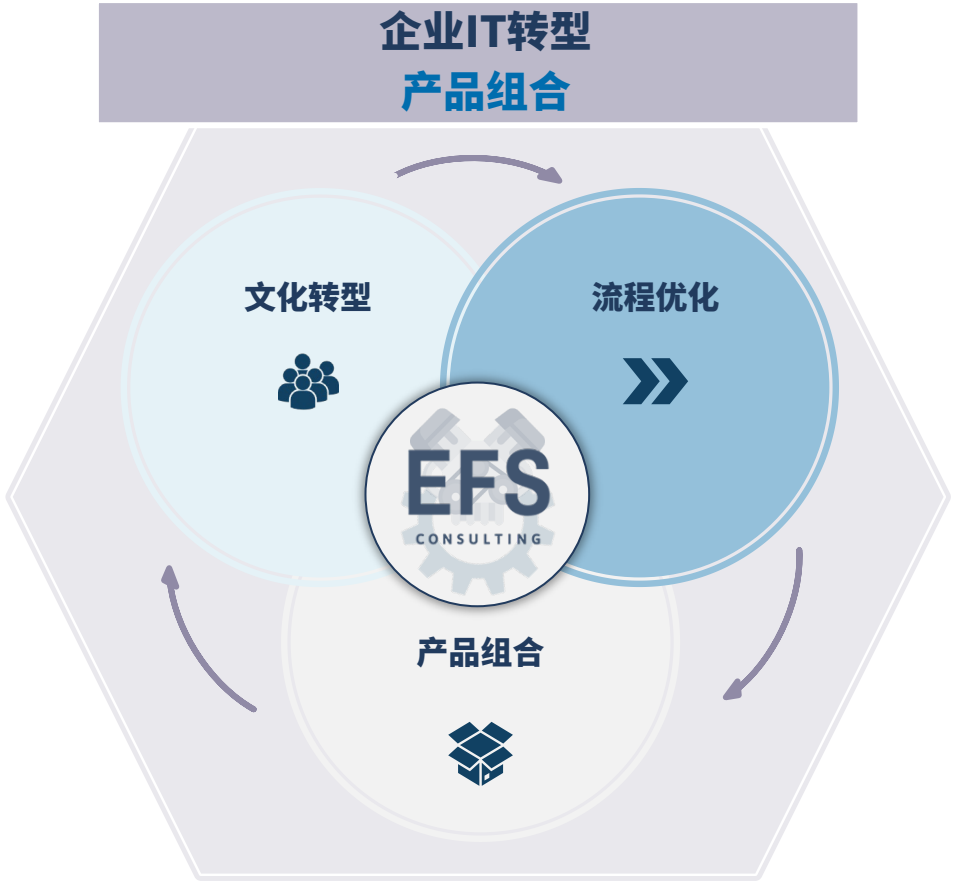
信息安全 & 网络安全
Information Security & Cyber Security

数字化世界的核心是信息安全
Information Security is the center of a digitalized world

企业IT转型

通过公司文化转型、流程优化与产品组合配置，使企业的IT转型战略可以平稳落地

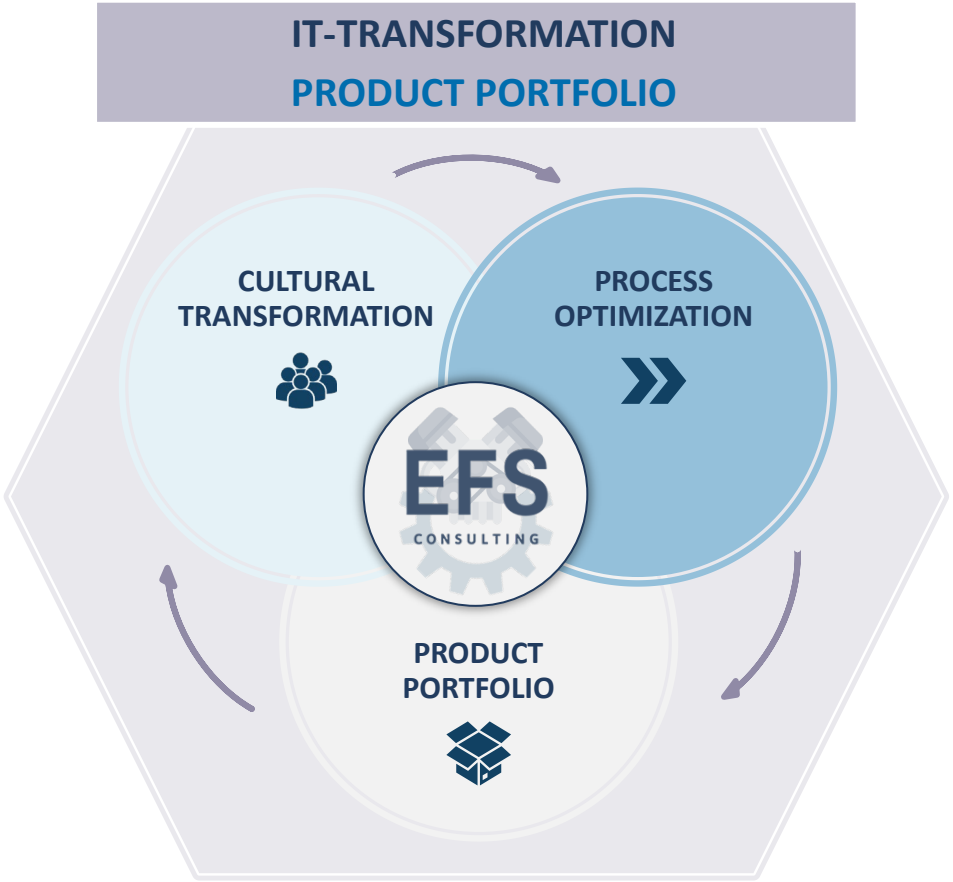
- 文化转型： 组织发展、变革管理、以价值为导向的团队合作、韧性提升
- 流程优化：业务分析、端到端责任制、精益和敏捷设计、解决方案整合
- 产品组合： 数字化工作场所（DWP）、硬件资产管理（HAM）、软件配置、云迁移



IT Transformation

Implementing IT Transformation strategy successfully through cultural transformation, process optimization and product portfolio.

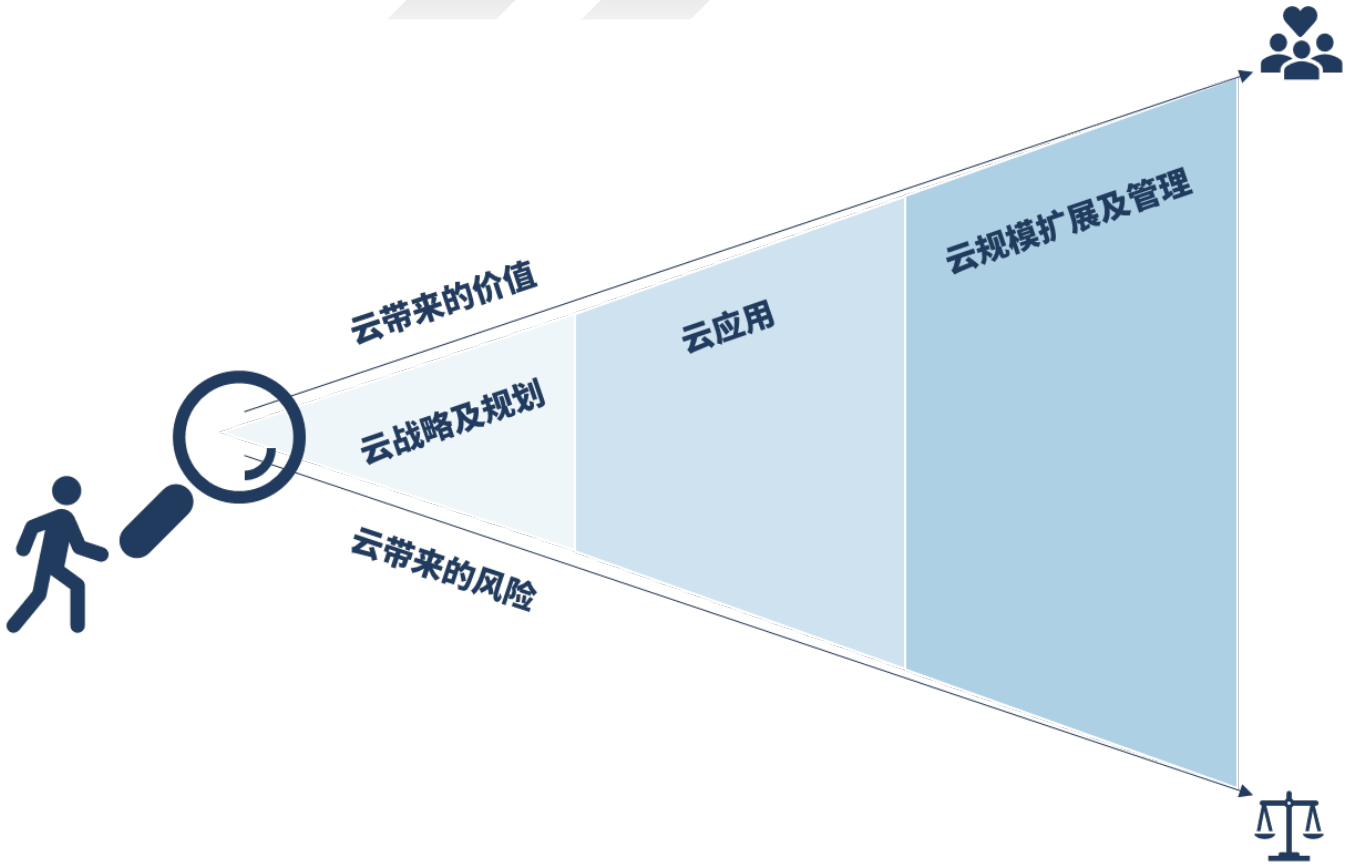
- Cultural transformation: Organizational development, change facilitation, value-driven teamwork, resilience enhancement
- Process optimization: business analysis, end to end responsibility, lean and agile design, solution integration
- Product portfolio: Digital workplace (DWP), hardware asset management (HAM), software provisioning, cloud migration



云转型

地在上云之旅中，企业需要经历三个重要阶段：上云，用云，扩云及管云

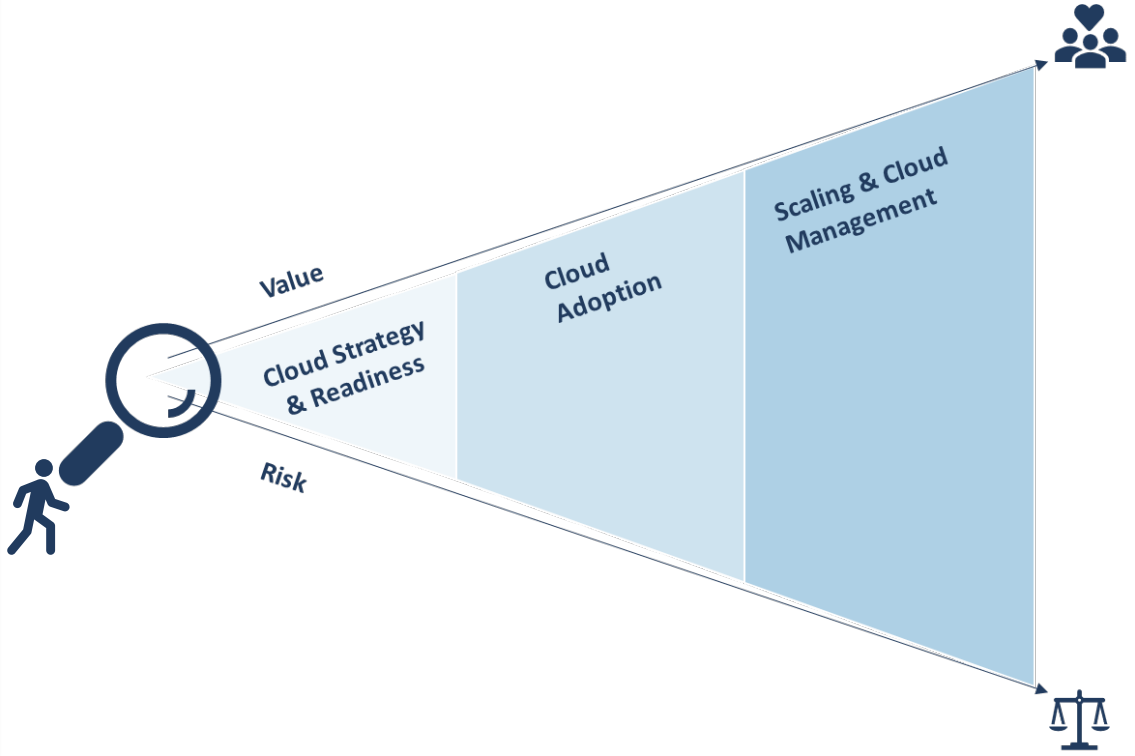
- 云战略规划：分析用例、制定采购战略、评估风险、分析经济可行性、制定商业模式与IT安全初始评估
- 云应用流程：推动业务、招标管理、供应商管理、商务管控、透明化成本及管控与IT安全治理
- 云规模拓展及管理：业务及IT优化、合同管理、云规模拓展及运营、成本优化&透明化管控与IT安全迭代升级
- 云经济：通过云经济和FinOps进行云成本优化，帮助建立云服务平台的商业模式、设立云财务管理平台、成本控制与优化、基于需求预测优化采购方案



Cloud Advisory

In the Cloud Journey the project develops from the initial strategy and migrating into the Cloud and continues with ongoing operations, as well as continuous scaling and optimizations.

- Cloud Strategy & Readiness: Use case (Journey), vendor strategy, risk assessment, business case, business model, IT security initial assessment
- Cloud Adoption Process: Business enabler, tender management, vendor management, commercial control, cost transparency & cost control, IT security governance
- Scaling & Cloud Management: Optimization business & IT, contract management, scaling & execution of cloud operations, cost optimization, cost transparency & cost control, continuous security improvement
- Cloud Economics: Cloud cost optimization with cloud economics and FinOps, helping to establish business model for Cloud Service, set up Cloud Financial Management Platform, optimize and control Cloud cost, and optimize procurement scheme based on future demand prediction.



业务流程自动化和应用程序开发

设计高效、可拓展的业务流程，创建可扩展的跨平台应用程序，以提高员工满意度和协作效率

- 识别企业各部门（人力资源、财务、市场营销、销售等）的业务流程自动化潜力，并根据用户需求梳理出具体的用户故事
- 将用户故事转化为具体的技术要求，作为概念开发的基础
- 将概念开发为原型，并转化为以用户为中心的应用程序



Business Process Automatization & Application Development

To efficiently and scalable design business process and to create scalable and cross-platform applications, in order to increase employee satisfaction and imprivong collaboration efficiency.

- In the initial stages, potentials are filtered out in the areas of human resources, accounting, marketing, and sales which are then elaborated on with specific user stories.
- These user stories can then be rephrased into specific technological requirements as a foundation for the actual concept development
- In the end these concepts are prototyped and transformed into final applications with user-oriented solutions with intuitive user interfaces



数据科学与分析

数据科学与分析包括数据的结构化整合以及在全面的数据分析基础上优化战略决策，最大程度地在数据中获取价值

- 建立以数据分析和管理为核心的系统，设计项目方案并实施
- 梳理企业现状，识别项目机遇与风险
- 从数据一致性、数量和完整性的维度定义数据质量
- 确定合适的统计方法后，筛选潜在的可用数据
- 定义数据科学分析的应用业务领域，并排列优先级
- 方案落地并持续迭代升级



Data Science and Analysis

This contains the structuring of data and improving decision making based on sound data analyses, maximizing added value of data.

- Build data analysis- and management focused systems, as well as concepting and implementing projects
- Establish an organizational status quo and create awareness under consideration of opportunities and risks
- Establish the data quality in terms of congruency, quantity, and integrity
- Based on the data quality an appropriate statistical approach can be chosen and line out the potential within
- Considering of priorities and application fields to specify and best fit identified potential
- Implementation takes place iteratively



IT治理与协作

通过端到端的模式进行统一管理，确保变更项目的成功实施，并为合作奠定信任基础

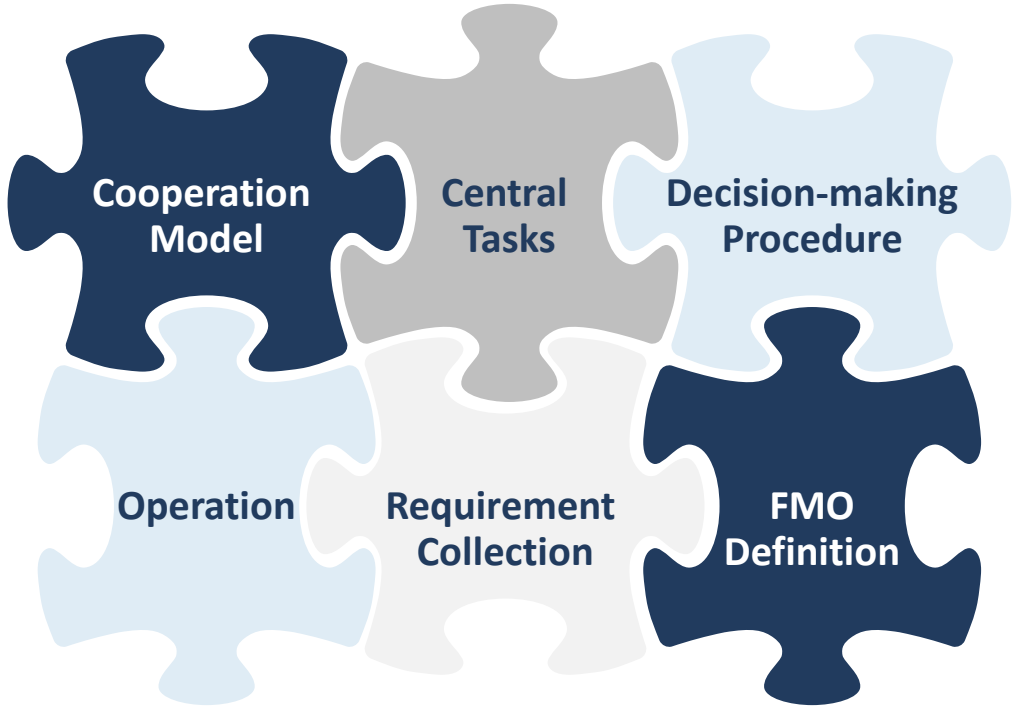
- 根据组织结构和流程特点创建合作模式
- 与利益相关方建立沟通，划分角色、权利和责任
- 明确划分中心任务
- 建立管理委员会和决策机制
- 管理新产生的接口
- 根据客户需求建立运营组织
- 收集并整合利益相关方给出的与流程相关的要求
- 定义目标流程和服务模型（FMO定义）



IT Governance and Collaboration

Through End-2-End Collaboration Model, holistic governance model ensures the successful realization of change projects and creates the basis for trusting collaborations.

- Create the cooperation model taking into account the organizational structure and process organization
- Develop roles, rights and responsibilities in consultation with the stakeholders on the basis of bundles of competencies and define them in the steering model
- Create the clear demarcation of central tasks
- Establish the appropriate committee and decision-making structures and thereby achieve greater acceptance
- Define emerging interfaces and manage them methodically
- Develop the appropriate operational organization to realize customer requirements in the best possible way
- Identify stakeholders and collect and consolidate their process-related requirements
- Define a target process and service model (definition FMO) based on harmonization as well as optimization potentials)



IT服务采购与供应商管理

协助客户管理IT合同生命周期，以确保IT服务的有效采购、交付和运营管理，最大化投资回报并减少风险

- **IT合同优化：**通过优化合同条款和管理流程，提升IT服务的交付质量，确保更高的客户满意度。识别并减少导致高成本的因素和不必要的投入，提升资源利用效率，节约成本
- **招标方法及流程优化：**设计和实施高效的招标流程，确保所有相关文档和方法都是最佳实践。确保优化的招标方法能在公司内部高效应用，提升整体效率
- **Tenderee自动化工具：**可以自动化执行招标过程，提高效率。自动化招标文档（RfP）创建和项目管理，使流程更加简化和系统化
- **端到端IT招标管理：**提供完整的招标管理服务，从初始战略制定到最终的供应商定点。支持过渡管理，确保新老供应商的平稳过渡，无缝连接，保障服务的连续性
- **服务管理工具部署：**评估并选择最适合的服务管理工具，确保其能满足公司的需求。根据预先制定的蓝图进行实施，确保工具的成功部署和有效使用
- **优化IT服务管理：**采用最新的行业标准来优化IT服务管理，确保公司始终处于技术和管理的前沿。根据公司的具体需求进行定制化应用，确保解决方案符合实际业务情况



IT-Sourcing & Provider Management

End-2-End expertise along the entire IT contract lifecycle. Intendering, transition and operation.

- Optimizing Tendering Methodology:

Effective processes, documents & methods

Efficient use in your company

- Automize with Tenderee

Software tool for automated execution of tenders

Document creation (RfP)&project management

- End-2-End Management of IT-Tender Projects

Tender management from strategy to allocation

Transition management

- Roll-Out Service Management Tools

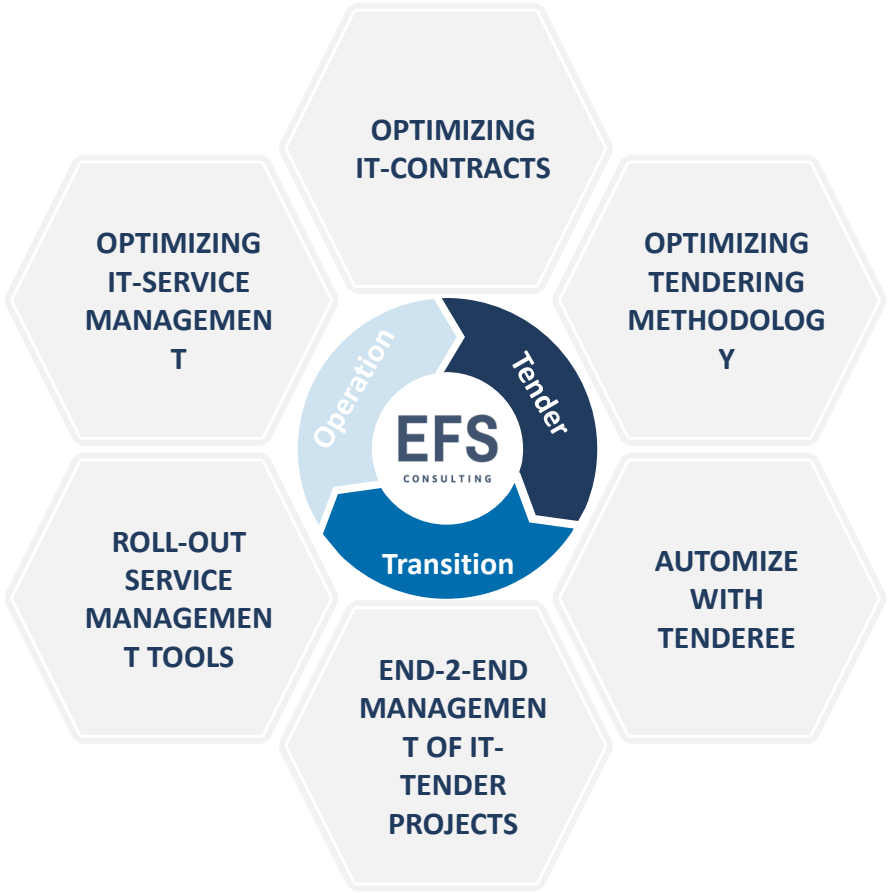
Evaluation of suitable tool

Implementation according to a structured blueprint

- Optimizing IT-Service Management

State-of-the-art industry standards

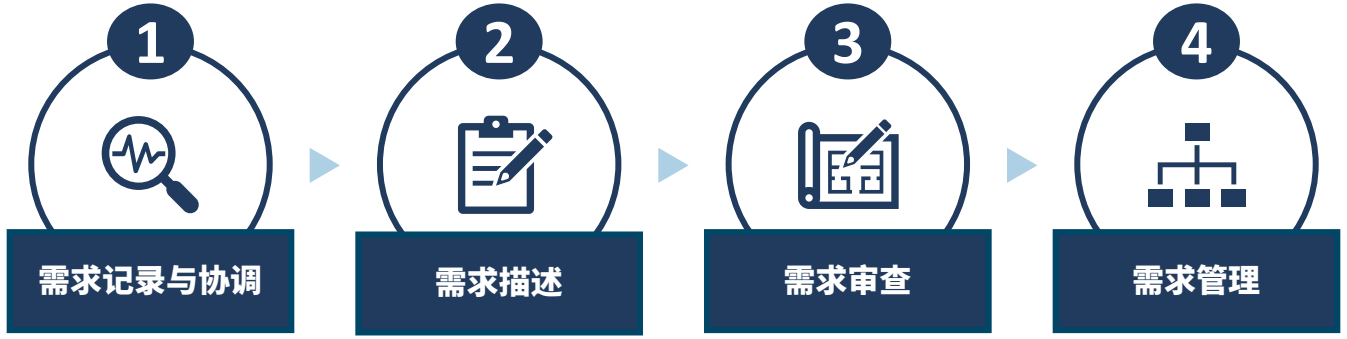
Customized application



需求工程

充分理解和纳入利益相关者的需求，并通过细致的规划和有效的沟通来确保项目的成功实施

- 需求记录与协调：确定需求来源与需要引入的利益相关方
- 需求描述：确保所有需求完整、清晰、易于理解，确认所有需求的一致性和完整性
- 需求审查：全面考虑所有方面，确保无遗漏
- 需求管理：对需求进行优先级排序和结构化管理，设立明确的变更管理系统，确保所有需求都易于理解



Requirements Engineering

We create a common understanding of all stakeholders to the object of development to ensure a successful implementation.

- Recording & reconciliation of requirements
- Describing requirements
- Reviewing requirements
- Managing requirements



企业架构管理（EAM）

企业架构管理（EAM）在实现业务目标和执行公司战略中扮演着至关重要的角色。EFS帮助企业定义EAM工具在日常工作和项目中的可持续使用案例，并支持其在技术维度、智能维度和流程维度的全面推广

- 梳理定制业务版图：业务版图是企业的监管框架和通用语言，是EAM的基础。EFS结合自身专业领域的知识，同客户利益相关方通过访谈及工作坊的形式为企业量身打造其业务版图
- 治理架构设计：在聚焦业务及IT架构的同时保障治理架构的高度灵活性。明确责任分工、活动和决策流程。保障决策的快速响应
- EAM工具筛选及推广应用：EAM工具应具备对所有架构层次（业务、信息、应用和技术）进行建模的能力，提供全面的知识库，促进不同团队之间的协作，并生成适合管理层的报告



Enterprise Architecture Management (EAM)

EAM plays a critical role in achieving business goals and in implementing the corporate strategy

☐ **Tailor Business Capability Map**

Business Capabilities are a neutral regulatory framework & common language which can be used as a basis for Enterprise Architecture activities.

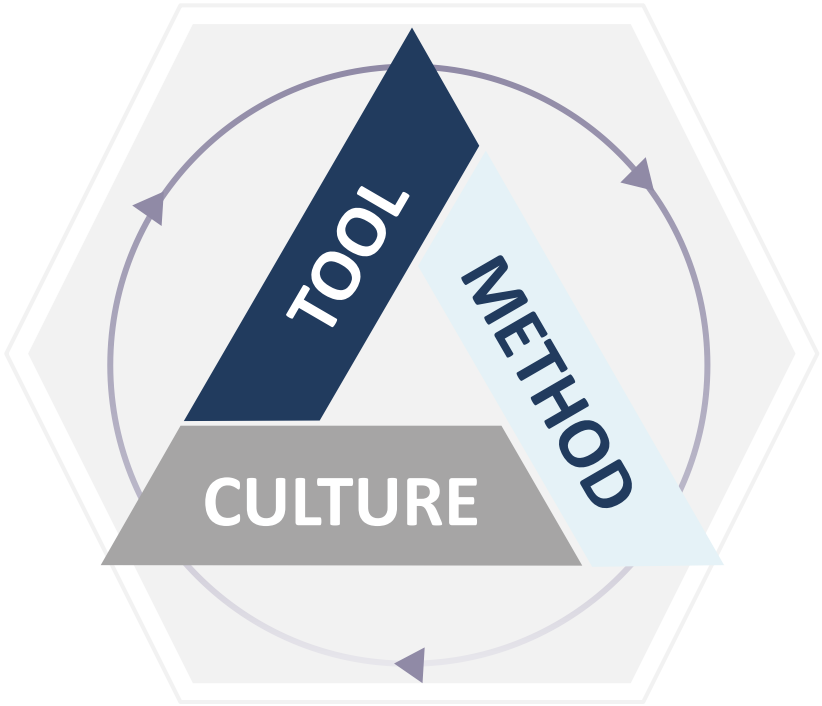
We use proven blueprints from different industries and enrich them with existing and new information from the specialist areas to build an individually tailored Capability Map.

☐ **Design Governance**

When designing the governance, we pay attention to a high degree of flexibility and a targeted focus on the business and IT architecture. It is important to have a transparent overview of responsibilities, activities, and decision-making processes, as well as being able to react quickly to decisions.

☐ **EAM Tool Selection & Rollout**

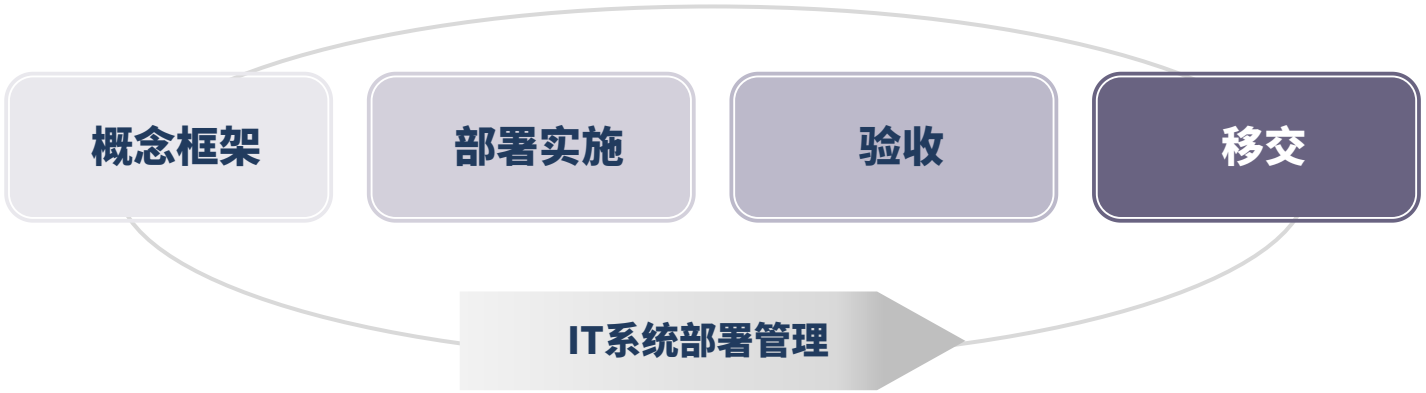
EAM tool should enable the modelling of all architecture levels (business, information, application & technology), a comprehensive repository, collaboration between different teams and the generation of reports suitable for management.



IT系统部署管理

IT 系统部署方案描绘了从订单说明、项目实施到移交和生命周期管理的整个部署过程

- 设定IT系统部署框架和管理概念
- 系统部署实施、开展用户培训、落实运营理念
- 测试与验收
- 向企业内部 IT 部门移交和指导



Roll-Out Management

EFS Rollout Blueprint: From order clarification and implementation to handover and life cycle management.

- Setting the Framework & Rollout Conceptualization
- Rollout Implementation
- Testing & Acceptance
- Handover to IT and coaching

