

CFO new focus: Enterprise transformation in "Internet Plus" economy



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Outline

1. “Internet Plus” : the new economy
2. Enterprise Transformation & Digital Transformation
3. Case Sharing
4. CFO focus in the “Internet Plus” economy



- Promoting Internet Plus offers an important opportunity for **economic transformation**
- Integrating the mobile internet, cloud computing, dig data, and the Internet of Things with **modern manufacturing** and **traditional industries**, to encourage the healthy development of e-commerce, industrial networks, and FinTech
- Helping **emerging industries** to increase their presence in the international market
- Integrating Internet with traditional industries through Internet platform and information and communication technologies. Aims at creating a **new ecology** in new areas



#1. One Belt One Road

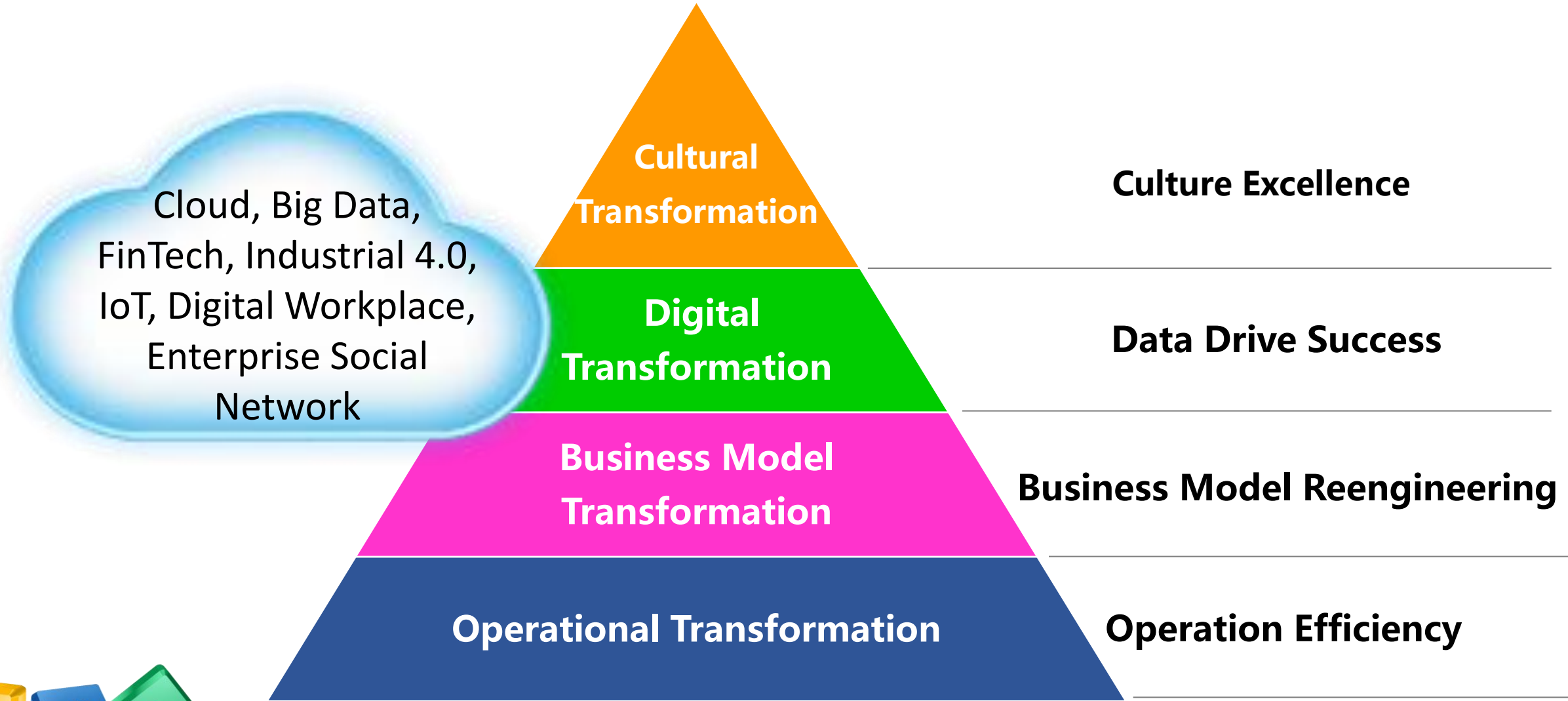
#2. Made in China 2025

- *Transition from 'Big Industrial Economy' to 'Powerful Industrial Economy'*
- *Smart Manufacturing*
- *Industrial Transformation & Reform (Innovation, Quality, Green)*

#3. Guangdong-Hong Kong-Macao Greater Bay Area (粵港澳大灣區)

- *11 Cities, Population 100 millions, GDP USD 1300 billions*
- *1% of land and >10% of GDP*
- *People, Goods, Capital, Information*
- *Digital & Innovation is core engine for the development*





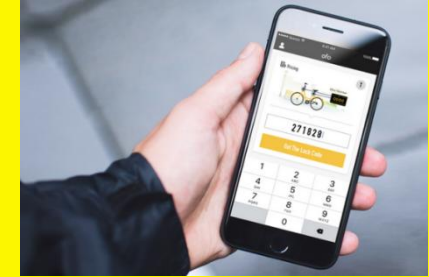


Offline to Online
Transformation

Online to Offline
Business



End-to-End
Integration
From
Manufacturing
To
Customer



Sharing Economy
Mobile make
Approval &
Monitoring
Efficient



O2O

Transformation



Transformation

Before



Now



Case 1 : Bliss Cake

Famous **O2O** bakery in Mainland China, **over 2 million members** order online from its own Bliss Mall, WeChat, Taobao. Sold more than 20,000 cakes per day.

Cakes are **freshly made** from national wide production and distribution centers and delivery to 80 cities in Mainland China.

Guaranteed **delivery within 3 – 5 hours**, or **FREE** for 30 minutes late!



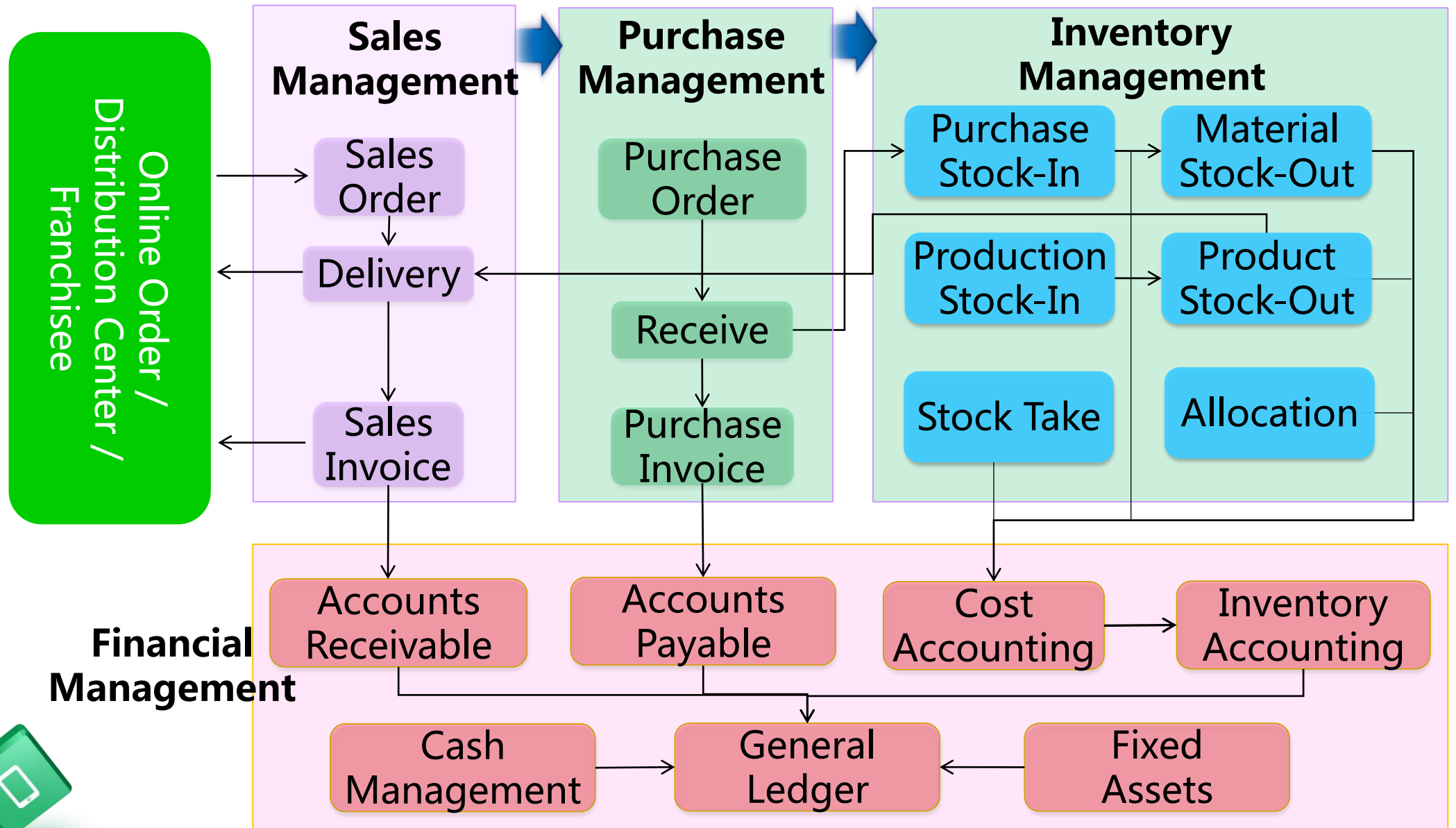
Bliss Cake has experienced two major **transformations**:

1. traditional bakery shop → O2O business model
2. self-operation → franchising

The management believes that the success of these two transformation are from **Cloud ERP**'s help:

1. Improving internal communication in regards to financial control
2. Approval process becomes 5 times faster
3. Facilitating product quality control across regions





Brand Owner Manufacturer

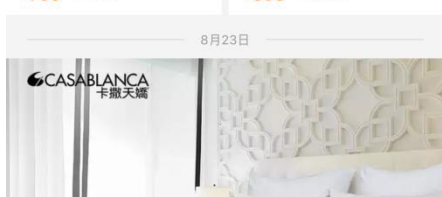
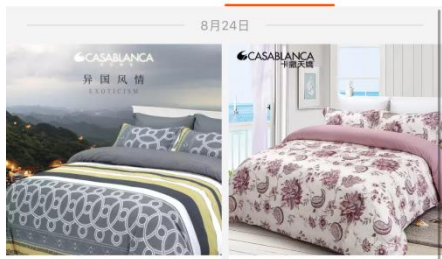




Casablanca Group Limited is leading branded bedding products companies and has been listed on the HK Main Board. The Group is headquartered in Hong Kong, with a modern production base and logistics center in Huizhou City. Casablanca sales network covers about 80 cities in the Greater China region.



Case 2 : Casablanca Group



E-commerce



Cloud ERP

MES



POS



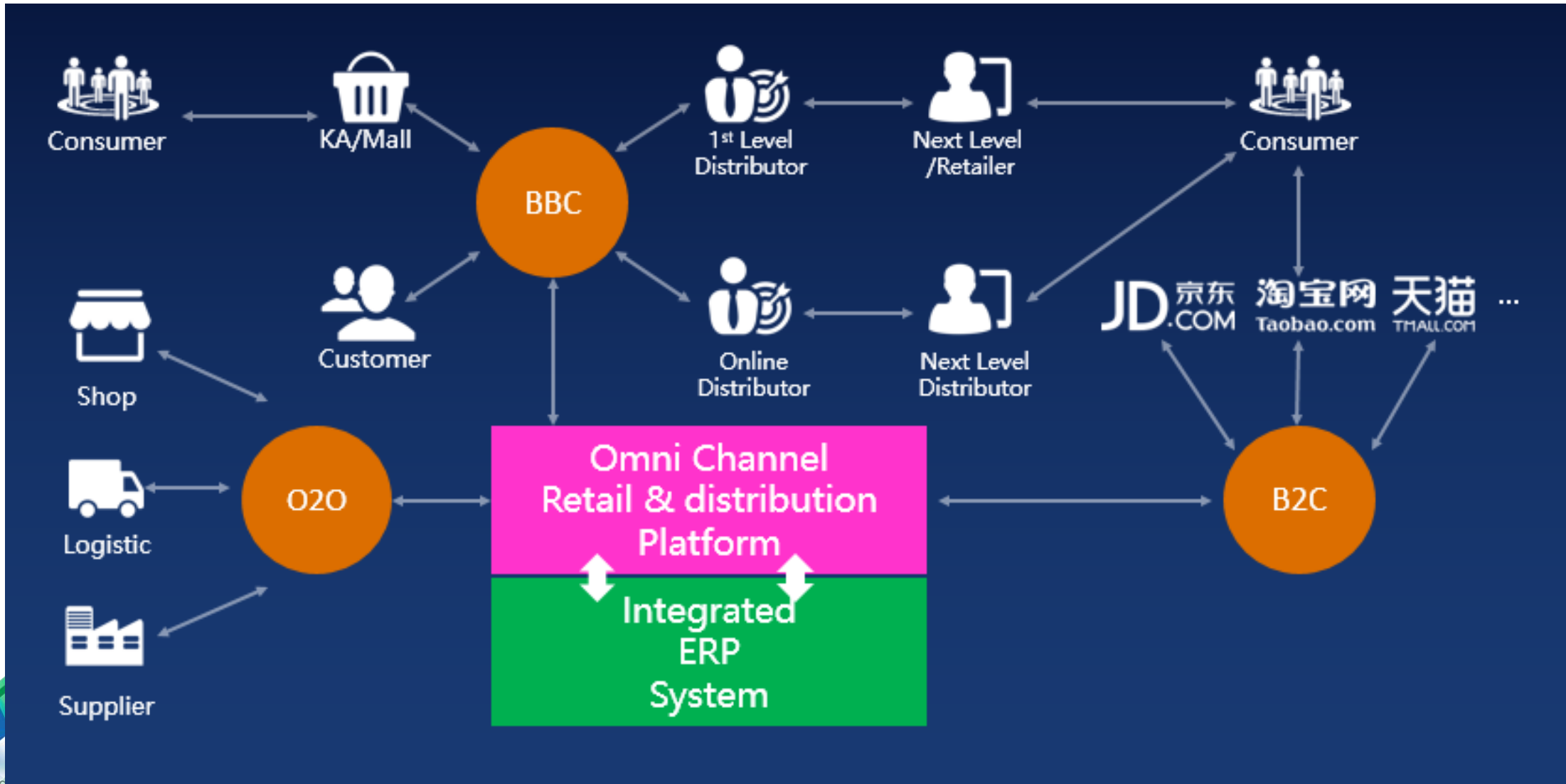
B2B + B2C = B2B2C



- An e-commerce model that combines B2B and B2C for a collaboration process, that creates mutually beneficial service and product delivery channels
- Manufacturer uses B2B2C business model where (1) not only sell through distributors and retailers, but also (2) direct-to-consumers via their e-commerce channel



Sample of B2B2C Architecture



Sharing Economy



ofo



Obtain a Passcode:



Unlock the Bike:



Ride and Return:

ofo Brings You True Bike Sharing

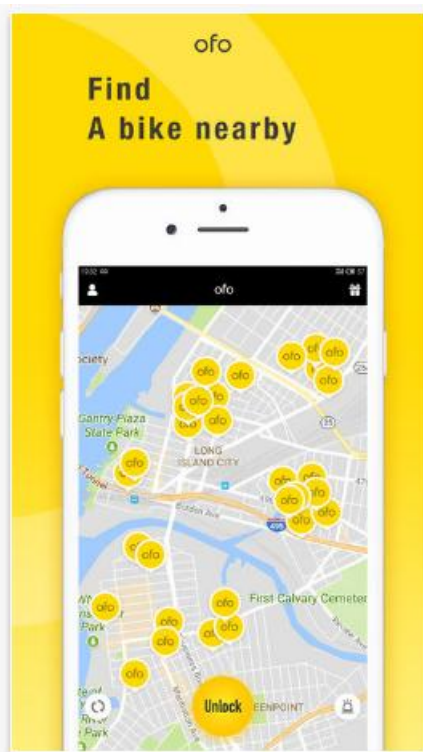
bikes on demand

DOWNLOAD APP

Case 3 : ofo – Bike Sharing

The world's first bike sharing company to allow for a "non-docking" platform for users.

More than 20 million users with operations in nearly 40 cities in China, U.S., Singapore and U.K.



Accounting:

- Expense Management
- Mobile Approval
- Costing Management

Cloud ERP Application of

Accounting
Cloud



Supply
Chain
Cloud

Supply Chain:

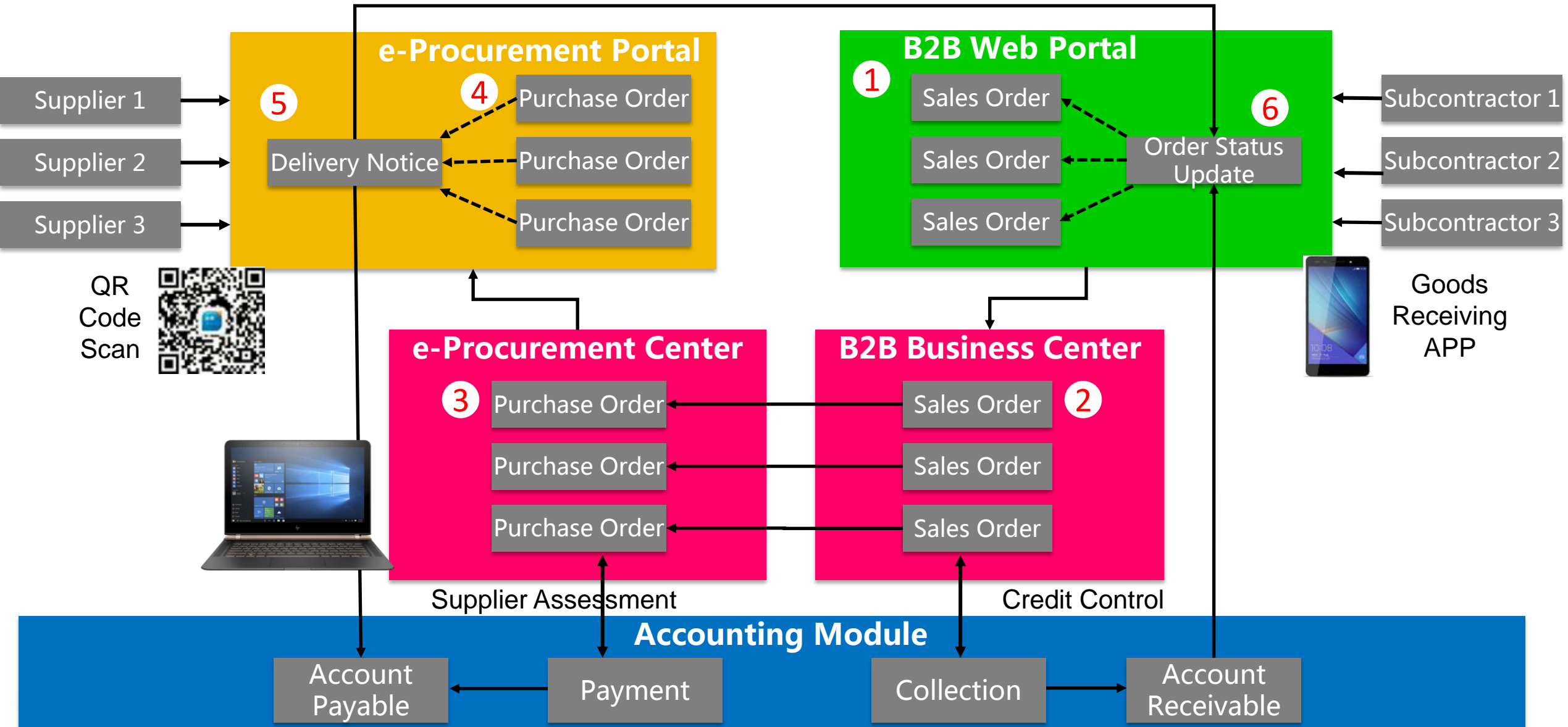
- Parts Purchase
- Bike Assembly
- Bike-To-Market

Using mobile and cloud application to enhance

1. internal communication,
2. approval processing, and
3. management efficiency



Extension of Purchasing : e-Procurement





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Transformation

Online to Offline
Business



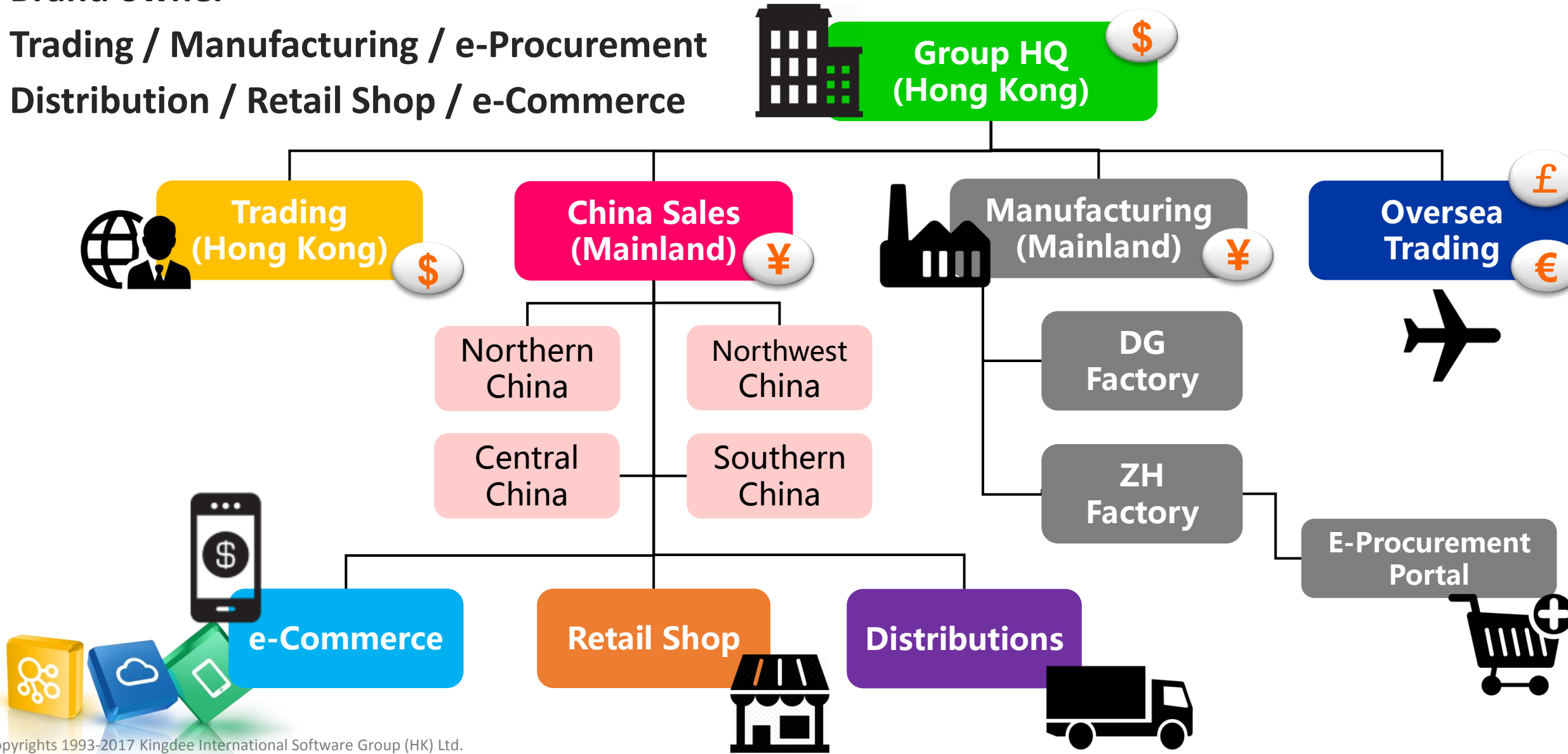
End-to-End
Integration
From
Manufacturing
To
Customer



Mobile
Make
Expense Claim,
Approval &
Monitoring
Efficient



- Brand owner
- Trading / Manufacturing / e-Procurement
- Distribution / Retail Shop / e-Commerce



1. More Strategically-focused, more Value-focused and more Future-focused
2. Internet + New Initiatives = New Opportunities
3. Business data drive success:
 - **before:** financial accounting, cost accounting, management accounting
 - **now:** integration with external parties and collaboration with internal parties
4. Enterprise Transformation & Digital Transformation
5. Transformation Roadmap: Accounting System → ERP → Cloud → ERP+

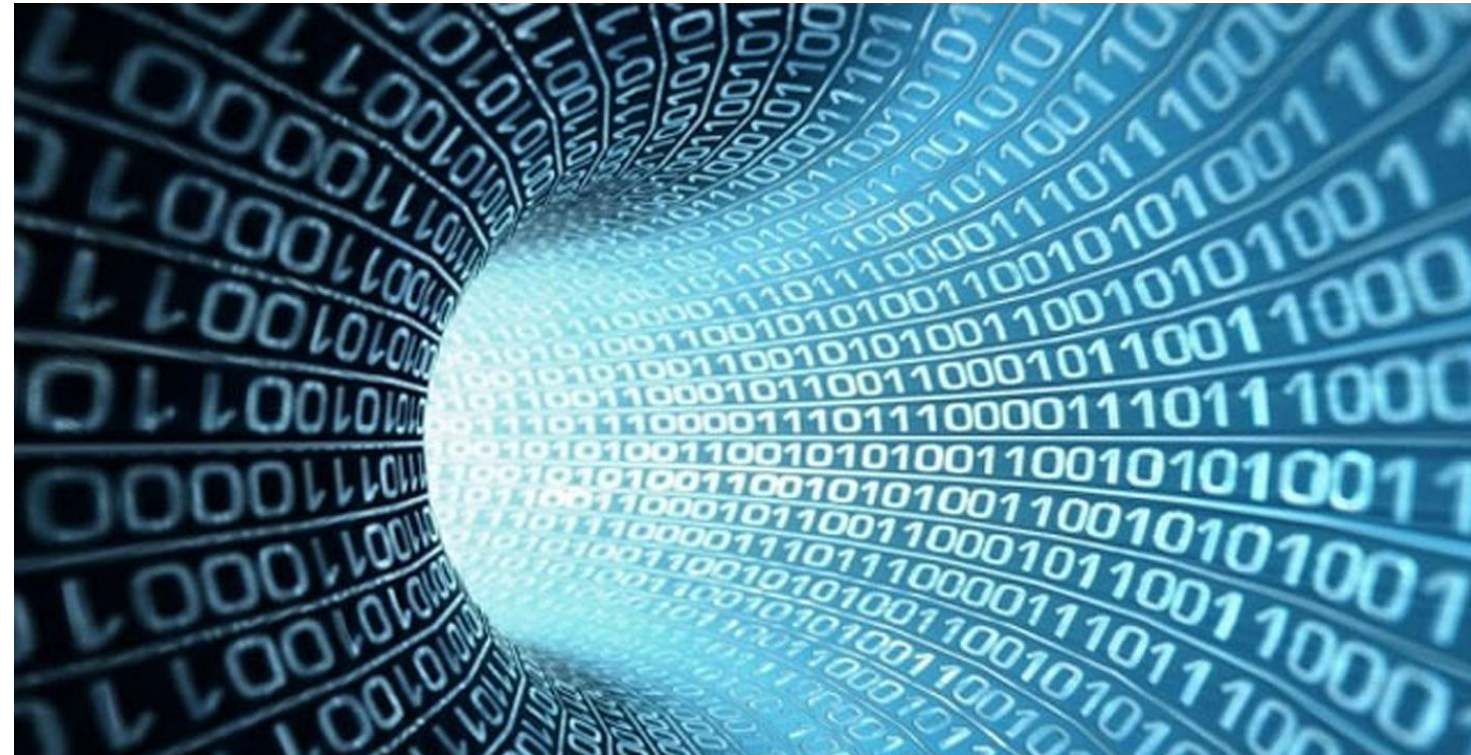


The world's most valuable resource is no longer oil, but data
-- The Economist, May-2017

Last century



The new fuel - DATA



F for ... Forecasting or Fortune-telling



The future is already here – it's just not evenly distributed.

—by William Gibson, Science Fiction Writer



**Are you ready for
Accounting Transformation**



Kingdee 金蝶

ERP+

感謝

ありがとう

Thanks

ขอบคุณ

terima kasih

谢谢

