

Digital Transformation Services

数码转型服务

In today's digital world, globalization, emerging technology, and demographics have been the megatrends which are reshaping the way people live and work, creating abundant business opportunities and bringing unprecedented risks and threats across all sectors.

To prepare for the future and succeed in a digital business environment, companies must not only provide superior experiences, but also have to go on an innovative and far-reaching mission—digital transformation. Digital transformation is an evolution of business transformation which is an integration of digital technology into all areas of a business, resulting in fundamental changes to how companies operate and how they deliver value to clients. Companies inevitably require digital transformation to meet the ever-changing business needs and market landscape, so as to achieve new business strategic objectives.

在现今的数码世界，全球化、新兴科技及人口结构已成为大趋势，正在重塑人们的生活及工作方式，创造大量商机，并为所有行业带来前所未有的风险及威胁。

为了为未来做好准备并在数码营商环境中取得成功，公司不仅须具备无可比拟的经验，亦须承担创新且意义深远的使命—数码转型。数码转型是业务转型的演化，将数码科技融入业务的所有领域，致使公司的营运方式及为客户提供价值的方式产生根本变化。为迎合日新月异的业务需求及市场环境，公司无可避免地需要数码转型以达成新业务战略目标。

Our Professional Services

我们的专业服务

A HR Transformation

人力资源转型

In this rapidly changing world of emerging opportunities, the HR department of a company is being challenged to develop HR strategies that truly meet the new digital demands. SW helps companies to reshape the ideal HR structures and develop effective and feasible HR transformation plans, which can increase business outcomes through scalable and agile operating models.

在这个充满新兴机遇的万变世界中，公司的人力资源部门面临着制定人力资源战略的挑战，以真正满足新数码需求。信永中和协助公司重塑理想的人力资源架构，并制定有效可行的人力资源转型计划，从而通过可扩展及灵活的营运模型提高业务成果。

Objectives :

目标 :

-  To enhance the employees' experience
增进雇员体验
-  To build a more agile and flexible HR infrastructure
建立更灵活敏锐的人力资源架构
-  To increase employee productivity and work efficiency
提升雇员生产力及工作效率
-  To fortify HR capabilities that accelerate the company's growth
强化加快公司增长的人力资源能力

B Finance Transformation

财务转型

Nowadays, growing client expectations, increased industry competition, and stricter regulatory requirements are forcing companies to adopt innovative digital-based procedures. Finance transformation now becomes critical for many companies, as it is almost interrelated to all aspects of the business. Whether it is industry model innovation or a new business ecosystem, SW is able to assist companies to build digital finance capabilities that drive sustainable business value.

现时，日益增长的客户期望、加剧的行业竞争及更严谨的监管要求，正逼使公司采取创新且以数码为基础的程序。由于财务转型几乎与业务的各个方面都息息相关，故现时对于许多公司而言至关重要。无论是行业模型的创新还是新的业务生态系统，信永中和都能协助公司建立可推动可持续业务价值的数码财务能力。

Objectives :

目标 :

-  To streamline the accounting processes in order to reduce cost
精简会计流程以降低成本
-  To enhance working efficiency
提升工作效率
-  To improve data governance
改善数据管治
-  To reduce risk and improve reporting capabilities
减低风险并提升报告能力

C Marketing Transformation

市场营销转型

Many companies usually find them in a predicament when they have to determine how to continuously build their brand image in the most cost-effective manner and create better client experience. SW can help companies effectively connect clients by exploiting the proliferation of data sources and realizing excellence in marketing execution.

许多公司通常处于的困境是，他们须确定如何以最具成本效益的方式持续树立品牌形象并创造更好的客户体验。信永中和可通过利用数据源头的增多及实现卓越的市场营销策略，以协助公司有效地与客户建立联系。

Objectives :

目标 :





-  To grow customer base
扩大客户群
-  To maximize the return on marketing investment
在市场营销投资中争取最佳回报
-  To increase customer loyalty
提升客户忠诚度
-  To create better brand experience
建立更佳品牌体验

HR Transformation

人力资源转型

Our tools applied:

我们所应用的工具 :

-  Cloud computing
云端计算
-  Native mobile application
本地流动应用程序
-  Data Visualization
数据可视化
-  Web application
网络应用程序

Our scope of services:

我们的服务范畴 :

- Refine workforce strategies
- Evaluate and design HR organizational structure
- Enhance leave and attendance management
- Review and create people performance system under job and competency frameworks
- Improve payroll processes
- Perform analytics on people data and capability
- Conduct HR benchmarking and market assessment
- 完善人力资源策略
- 评估及设计人力资源公司架构
- 提升休假及出勤管理
- 审阅及建立在工作及工作能力框架下的雇员表现系统
- 改善支付薪酬流程
- 分析雇员数据及能力
- 制定人力资源基准及进行市场评估

Finance Transformation

财务转型

Our tools applied:

我们所应用的工具 :

-  Cloud computing
云端计算
-  Web application
网络应用程序
-  Native mobile application
本地流动应用程序
-  Artificial Intelligence (AI) in Accounting
会计的人工智能
-  Net Enterprise Resource Planning (ERP)
线上企业资源规划

Our scope of services:

我们的服务范畴 :

- Develop finance strategies
- Establish and optimize digital operational processes, including order processing, procurement management, inventory control and project management
- Implement and enhance Customer Relationship Management (CRM) system
- Develop finance data management and analytics
- 制定财务策略
- 设立并优化数码营运过程，包括订单处理、采购管理、库存控制及项目管理
- 实施客户关系管理系统并提升其成效
- 开发财务数据管理及分析

Marketing Transformation

市场营销转型

Our tools applied:

我们所应用的工具 :

-  E-Commerce
电子商贸
-  Web application
网络应用程序
-  Social media
社交媒体
-  Viral video
网络短片
-  Search engine optimization (SEO)
搜寻引擎最佳化

Our scope of services:

我们的服务范畴 :

- Design integrated marketing resource management solutions
- Develop flexible client database and personalized messages
- Enhance client life cycle management
- Identify the most effective marketing promotion programs
- Develop strategic campaign execution and budget planning
- 设计综合市场营销资源管理解决方案
- 打造灵活的客户数据库及个性化信息
- 提高客户生命周期管理
- 确定最有效的市场推广计划
- 制定战略性市场推广活动及预算计划



Our Approach 我们的方法

SW is committed to providing professional digital advisory services, focusing on the digital transformation on human resources, finance and marketing. Our professional team will assess the corporate structure holistically and work closely with the client to tailor a pragmatic, strategic and comprehensive solution.

Sometimes, solely taking a traditional top-down approach to perform digital transformation from the management level to the entire company may require huge investment in manpower, time and resources. Therefore, the transformation process might be time-consuming and easily diverged due to volatility of the macro economy and social uncertainties. SW here adopts a bottom-up approach, advising clients to evolve their business across departments or teams in a flexible and efficient way. We lay out a carefully planned digital structure to empower our clients to be digital mature to create value from the digital economy.

信永中和致力于提供专业的数码咨询服务，专注于人力资源、财务及市场营销的数码转型。我们的专业团队将全面评估公司结构，并与客户紧密合作，以定制务实且具战略性的全面解决方案。

有时，仅采用传统由上而下的方法来执行从管理层面以至整家公司的数码转型，可能需要在人力、时间及资源上涉及庞大投资。因此，基于宏观经济的波动及社会的不确定性，转型过程或会既耗时又容易分散。信永中和则采用由下而上的方法，建议客户以灵活高效的方式跨部门或团队转化业务。我们会制定规划周详的数码架构，以使我们的数码技术更为成熟，从而从数码经济中创造价值。

- To identify potential threats and major needs for transforming the current business model
辨识当前业务模式转型过程中的潜在威胁及主要需求
- To conduct a digital maturity assessment
进行数码成熟度评估
- To define the scope of digitalization with target time schedule and required budget
按目标时间表及所需预算界定数码化范围
- To build and modify the digital value proposition
建立及修定数码价值定位
- To discuss with the management and chief executives of the company to formulate a comprehensive and the most suitable transformation strategy
与公司管理层及主要行政人员讨论制定全面且最合适的转型策略
- To promote significant improvements and kick off the digital transformation campaign by phases
推动重大改进并分阶段启动数码转型方案
- To evaluate the implemented measures, refine the arrangement and enhance the digital service capability
评估已实施的措施，完善有关安排并增强数码服务能力
- To establish digital project portfolio management system with regular maintenance and support
建立数码项目组合管理系统，并设有定期维护及支援

Contact Us 联络我们

Hong Kong 香港

Website 网址: www.shinewing.hk

Email 电邮: info@shinewing.hk

SW is an international network of independent accounting and consulting firms, each of which is a member of ShineWing International Limited, a Hong Kong company limited by guarantee. ShineWing International Limited is a central coordinating entity and does not provide any professional services to clients. For more information about our network, please visit sw.international.

This publication is intended to provide general information and guidance on the subject concerned. No one should act upon such information without consulting a qualified professional adviser. SW takes no responsibility for any errors or omission in, or for the loss incurred by individuals and companies due to the use of the information of this publication. No claims, action or legal proceedings in connection with this publication brought by any individuals or companies having reference to the information of this publication will be entertained by SW.

信永中和是由独立的会计师事务所或咨询机构组成的国际会计网络，每个独立的会计师事务所或咨询机构也是信永中和国际有限公司(香港一家担保有限公司)的成员。信永中和国际有限公司是为成员所提供管理、协调服务的机构，并不向客户提供任何专业服务。欲了解更多信永中和的信息，请浏览 sw.international。

本刊旨在就有关内容提供一般资料及指引。任何人士不应在没有获取合格专业人士的意见下依据本刊物所载资料行事。信永中和不会就本刊物所载资料的任何错误、遗漏，或任何因使用本刊物所载数据而导致的个人及公司的损失负责。信永中和不接受任何个人或公司就本刊物所载资料提出的索偿或法律诉讼。