



www.global-seres.com

INDUSTRY

Automobile

PROFILE

Seres, a leading new energy vehicle brand established in 1986, is a technology-driven automotive enterprise with a core focus on new energy vehicles. As a publicly listed A-share company employing 16,000 professionals and ranking among China's top 500 enterprises, Seres is involved in the research, development, manufacturing, sales, and service of new energy vehicles and key powertrain components. The company is leveraging advanced technologies to enhance operational efficiency and customer experience, pioneering the digital transformation of smart new energy vehicles.

Seres Reduces Data Delivery Time by 88%, Empowering Business Autonomy

Business Challenges

Seres' ambitious digitalization goals face a significant hurdle: integrating digital initiatives with real-world operational conditions. The digital and process operations teams act as intermediaries, translating complex business requirements into IT data requests. For example, the manufacturing headquarters handles over 60 BI requests daily, placing substantial strain on the IT department and delaying access to critical data — this in turn impedes timely decision-making in logistics and production.

Moreover, every vehicle produced triggers the generation of hundreds of millions or even billions of data rows each month across various regional factories. The traditional ETL process, used to consolidate such massive volumes of data into a centralized warehouse, introduces further delays, making it difficult for business teams to access real-time data. Consequently, production efficiency, supply chain optimization, and effective assembly line monitoring remain suboptimal, undermining the full potential of Seres' digital investments.

Solution

To address these challenges, Seres implemented the Denodo Platform. Denodo's logical data management capabilities, powered by data virtualization, quickly integrates data from multiple sites and factories, regardless of whether the underlying database architecture is SQL Server, Oracle, or another system, thereby streamlining subsequent analysis via BI tools. Denodo's robust query optimization capabilities have significantly accelerated data delivery — achieving speeds 88% faster than traditional ETL methods.

Additionally, Seres employs a low-code platform, which has facilitated the creation of over 600 applications within its first year of operation. The solution addressed the architectural constraints related to data extraction from the low-code platform, which had traditionally required complex coding and lengthy processes.

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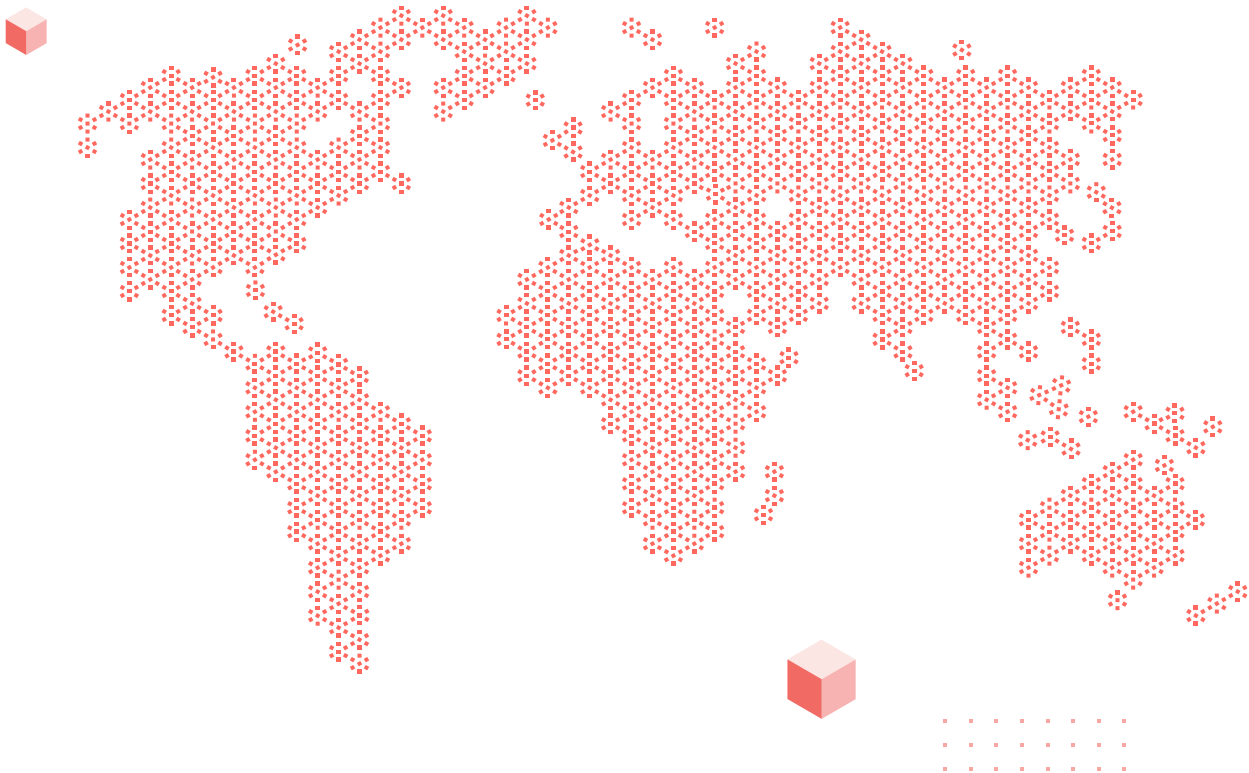
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The time needed to construct a table in the data warehouse was typically around 40 minutes; however, by using the Denodo Platform to leverage the low-code platform's API as a data source, this process has been reduced to just over 6 minutes.”

Benefits

- **Enhanced Production Efficiency:** Real-time monitoring of assembly line operations enables the prompt identification of bottlenecks and inefficiencies.
- **Optimized Logistics and Supply Chain:** Integrating data from multiple factories facilitates improved material allocation and enhanced supply chain visibility.
- **Empowered Business Self-Service:** Teams can independently access data through BI tools, significantly reducing the burden on IT.

This case study exemplifies how Denodo's data virtualization and integration solutions have enabled Seres to not only achieve rapid data delivery, but also to drive operational excellence and support its broader digital transformation initiatives.



Denodo is a leader in data management. The award-winning Denodo Platform is the leading logical data management platform for delivering data in the language of business, at the speed of business, for all data-related initiatives across the organization. Realizing more than 400% ROI and millions of dollars in benefits, Denodo's customers across enterprises in 30+ industries all over the world have received payback in less than six months.

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