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Shun Feng Enterprise Digital Intelligence Transformation Path and Enterprise Performance Analysis

Zifan Wang

Asia-Australia Business School, Liaoning University, Shenyang, China
zf15541358111@outlook.com

Abstract. Under the background of the development of digital intelligence economy and the country's promotion of digital intelligence upgrading of traditional industries, the logistics industry is facing the efficiency bottleneck of the traditional model, and it is urgent to respond to changes in market demand and industry competition through digital intelligence transformation. This article takes Shun Feng Express (SF) as a case, and uses the case study method to explore its digital intelligence transformation path and its impact on enterprise performance. The study found that SF Express has solved the pain points of the industry such as decision-making lag through the transformation of integration, digital intelligence, informatization and intelligent globalization, and achieved a double improvement in financial and customer-level performance: revenue and net profit grew steadily, new business expansion achieved remarkable results, customer satisfaction continued to lead, and the cooperation penetration rate of head enterprises was high. The core of its transformation lies in the upgrading of technical roles, in-depth coordination of software and hardware, and the development model of technology reinvigorating enterprises. This research enriches the theoretical cases of the digital and intelligent transformation of the logistics industry, provides practical reference for the transformation of logistics enterprises, and also provides reference ideas for the digital and intelligent upgrading of traditional industries.

Keywords: Digital and intelligent transformation, logistics industry, financial performance

1. Introduction

Since the reform and opening up, a modern circulation system has been formed from "Internet +" to the "14th Five-Year Plan", and the policy focus has shifted from "reducing costs and increasing efficiency" to "building a modern logistics system in China". In recent years, various policies and the increasing number of outlets have pushed the logistics industry from labor-intensive to technology intensive. Nowadays, the manufacturing industry is "fast return of small orders" and cross-border e-commerce has skyrocketed, and the traditional whole vehicle shipment has been forced to be fragmented into "one ticket and one ticket". What Party A wants is not the lowest freight, but the flexibility of the supply chain. Logistics enterprises must use digital intelligence to cope with extremely uncertain delivery times and fulfillment complexity, which greatly increases the difficulty and competition of the logistics industry [1].

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Digital intelligence transformation is not a simple technology upgrade or information transformation, but a systematic reshaping of traditional business models and business processes by enterprises with the help of the deep integration of digital technology and intelligent algorithms. Digital intelligence transformation takes the Internet of Things, cloud computing, big data, artificial intelligence and operation optimization as the technical base, fully maps the physical operation of the physical world into the real-time mirror image of the digital world, and cleans, mines and deduces massive data through algorithms, and finally feeds the output data results directly back to computer equipment or front-line execution terminals, realizing the leap from "human-focusing process" to "data targeting data". Its core characteristics are reflected in three points: first, real-time perception, business status changes from delayed statistics to millisecond-level visualization; second, self-optimization ability, resource allocation no longer depends on experience intuition, but assists resource allocation by dynamic models; third, ecological coordination, enterprise boundaries are broken, and the upstream and downstream of the supply chain realize reliable and equal interconnection in the digital space. For logistics and physical industries, the ultimate goal of digital intelligent transformation is not simply to reduce manpower costs, but to obtain the resilience to cope with emergencies and uncertain factors by building a "digital twin", and to find the best solution to balance efficiency and experience between the extremely fragmented market demand and the extremely personalized service expectations in the logistics industry. Therefore, it is essentially a redistribution of enterprise decision-making, a change from "system assistant" to "system definition of optimal solution".

With the continuous development of the digital and intelligent economy, the real economy has become the cornerstone of Chinese-style modernization, and the composite service infrastructure industry is still the key point of the real economy. In July 2024, the Party has made it clear at the Third Plenary Session of the 20th Central Committee that it is necessary to improve national standards to lead the optimization and upgrading of traditional industries, support enterprises to use digital intelligence technology and green transformation technology to improve traditional industries, and repeatedly emphasize the importance of digital intelligence transformation of enterprises, which marks that the digital intelligence transformation of enterprises has become a key element in promoting the development of enterprises and the development of new quality productivity of the country [2].

As a leading enterprise in China's logistics industry, SF enterprises seize the development opportunity, keep up with the trend of the times, and begin to explore the transformation path of enterprise digital intelligence and develop the development strategy earlier. After continuous exploration of digital intelligence transformation, SF Express has made a lot of achievements. It has long been no longer a simple "express company" but has reshaped as a leading integrated logistics enterprise in Asia. It has become the largest comprehensive logistics service provider in Asia and the fourth largest in the world, which is enough to prove its outstanding achievements in the transformation of digital intelligence. Fruit. Based on this, this paper studies the digital intelligent transformation path and enterprise performance of SF Express enterprises.

2. Overview of SF digital intelligent transformation

2.1. Introduction of SF

Founded in 1993 and headquartered in Shenzhen, SF Holdings Co., Ltd. has now developed from an express company to the largest in Asia and the fourth largest comprehensive logistics service giant in the world, and will be ranked 393rd in the Fortune 500 in 2024.The core of its success lies in the

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construction of a unique intelligent supply chain system of "sky network (own air fleet and Ezhou Huahu freight hub), ground network (land transportation and warehouse distribution network covering the whole country), and information network (big data and artificial intelligence)", which not only ensures its leading position in high-end time-limited express services, but also drives the company to expand to express, cold transportation, international, supply chain and other diversified business, and completes the strategic transformation into "the world's leading digital logistics solution service provider" [3].With excellent service quality and continuous scientific and technological investment in the direct operation mode, SF is deeply participating in the construction of the global supply chain, leading the process of intelligence and internationalization of China's logistics industry.

2.2. The motives and difficulties of the transformation of SF digital intelligence

First of all, in the past, the dilemma faced by SF Express was the delay in decision-making. The outlets of tens of thousands of express networks relied on dispatchers to use telephones and walkie-talkies to command tens of thousands of vehicles. The adjustment process required manual real-time follow-up, which was time-consuming and labor consuming. Secondly, it was manifested in the limit of physical strength. Hundreds of pieces per hour was already the ceiling. However, under high-speed and high-pressure, the error rate would increase. In order to cope with the rapid growth competition of the express industry, the operating cost must be reduced. Finally, it was manifested as information was blurred, and many address information and its vagueness, which was difficult for couriers to find. This reflects the efficiency paradox under today's large-scale logistics demand. The larger the scale, the lower the efficiency. When the complexity of the business exceeds the critical point of human brain decision-making and manual labor, SF Express's answer is not to speed up people, but to convert thinking and reconstruct business logic with intelligent technology [4]. Secondly, customs agreements, trade agreements and tax agreements of various countries are very different. In the traditional way, many cross-border parcels will have problems because they don't understand the rules. A cargo may go through sea, air and land transportation, and there will be several transits in the middle. During this period, even if there is a problem with a small link, the effectiveness of the whole route may collapse, and the long link will amplify this small fluctuation into a big delay.

3. SF digital intelligent transformation path

SF Express has carried out an integrated transformation. First of all, SF Express develops an intelligent dispatching system to solve the delay in decision-making and plan the optimal path at the minute level to ensure the effectiveness of transportation capacity and optimal cost. Secondly, an automatic sorting line is built. The current sorting center, the industrial camera can read the surface list in seconds, the robotic arm supplies parts, and the cross-band sorting machine is accurately diverted. At the same time, the automatic weighing function is integrated. The whole process is unmanned, and efficiency is as high as tens of thousands of times per hour, which is dozens of times the manual limit. Finally, the self-developed logistics special map solves the problem of information blur. The self-developed map can be accurate to the floor of the building. Through the Automated Optical Inspection (AOI) gridization of the city, the delivery range of hundreds of thousands is clearly defined. The identification accuracy rate reaches 99.3%, and the distribution time limit is increased by 25% [5, 6].

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SF Express is undergoing technological transformation. The heart of the sorting express delivery industry, the decomposition efficiency of a transit field, directly affects the overall effectiveness of the whole network. In the past, scenic equipment could handle tens of thousands of express parcels per hour on average, but when it comes to Double Eleven and other big promotion nodes, the number will skyrocket, making the express delivery to the corresponding direction faster has become a problem to be solved. SF Express uses digital twin technology to build virtual digital models. In the virtual environment, people can repeatedly test the sorting strategy, adjust the sorting order, and optimize the flow of express parcels. There is no need to invest in real parcels or coordinate on-site manpower. It can make the sorting process smoother and the flow of packages in the transit field can be significantly accelerated.

SF Express conducts information transformation. The company invented the bar gun. Through the courier scanning the waybill barcode, the entire waybill information can be sent back to the headquarters, so that the location of each express can be seen and the status of each express package. Creating the first generation of routing system to solve the problem of logistics black box. Today, a package is not only a number, but also firmly bound to the vehicle, track and route. Relying on strong data processing ability, it has become a full-link electronic ledger. OCR optical character recognition technology is used to identify handwritten handwriting on the waybill, automatically enter the system in segments, and generate receiving and sending information online, so that the accuracy of information entry is increased to 99%. The first set of industry billing engines is launched. The billing engine contains various variables such as weight, distance, area, etc., and the quotation is calculated by the system.

SF Express has also carried out an intelligent and global transformation. SF Express uses artificial intelligence models as decision-making brains, drones and unmanned vehicles as executive hands, conducts experiments in the global market, and finally forms a "conscious" supply chain network, which can detect dangers in advance, respond to changes in time, and quickly make early warning and decision-making. Regarding intelligence, SF Express has successfully developed two core tools based on logistics cases, Fengyu and Fengzhi Models. Fengzhi is the decision-making brain of the supply chain, which can preview the plan in the digital twin system; Fengyu is a "common expert" for employees, which greatly shortens the processing time of complex problems. Regarding globalization, in 2025, SF Express will successfully promote the scientific and technological capabilities verified in China overseas. Supply chain solutions are rapidly entering Southeast Asia, Australia, Japan, South Korea and other core regions. This is not only a simple outlet, but also the wisdom of exporting Chinese logistics.

4. Analysis of the impact of SF digital intelligence transformation on enterprise performance

4.1. Financial aspects

After the digital transformation, the scale and efficiency of SF Express have increased, and the profit quality has been continuously optimized. SF Express's digital transformation has produced significant synergistic effects of scale and benefits in terms of financial performance. According to official information, in the first half of 2025, the company achieved an operating income of 146.858 billion yuan, an increase of 9.26% year-on-year. The net profit attributable to the shareholders of the listed company reached 5.738 billion yuan, a significant increase of 19.37% year-on-year, and the net profit margin attributed to the parent company increased to 3.9%, compared with the same period last year. Increase by 0.3 percentage points. This leap in profitability comes directly from the deep empowerment of digital intelligence technology, and the deep empowerment of SF Express

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enterprise performance by integration, digital intelligence, information, intelligence and globalization [7]. At the same time, the company's financial structure shows a steady growth trend, with a net free cash flow of 8.74 billion yuan, an increase of 6.1% year-on-year. The abundant cash flow supports it in raising the medium-term dividend ratio to 40% of the net profit attributable to the parent company, sending a clear long-term value signal to the market [8]. In addition, the digitalization of SF enterprises is not a simple logic of cost reduction, but has opened up a new value growth curve: express business achieves revenue of 19.57 billion yuan, instant distribution in the same city verifies the sustainability of the service model of digital intelligence empowerment with a year-on-year growth rate of 38.9%, and the supply chain and international business rely on Hubei The digitally intelligent chassis of the state hub has achieved a revenue of 34.23 billion yuan, and more than 95% of China's top 500 enterprises have become SF Express partners. This shows that the transformation of digital intelligence is promoting SF Express to shift from "cost control" to the two-way empowerment of "cost reduction + revenue creation".

4.2. Customer side

The satisfaction of SF Express enterprises continues to lead, and the transformation of digital intelligence has built the service effect and brand premium ability that SF Express cannot replicate. 2025 is the 16th consecutive year that SF Express has ranked first in public satisfaction with express service. Behind this long-term record is the thorough restructuring of service quality and efficiency by digital intelligence technology. At the end of 2025, SF Express will launch the "overtime compensation" service. Relying on the optimal resource path and commitment to customers, the limitation commitment will be transformed from brand slogans into quantifiable and compensable contractual products, which reflects the certainty of logistics under the empowerment of digital intelligence. According to official information, in the high-value enterprise customer market, the penetration depth of SF Express is particularly bright. More than 95% of China's Fortune 500 enterprises choose SF Express to cooperate with, and the proportion of the top 500 enterprises using its international products and services exceeds 60%.Behind this data is the integrated smart supply chain solution built by SF Technology for large customers - a head enterprise has opened up the unified order management of 29 e-commerce platforms and more than 250 stores through Fengzhiyun series of products. The average daily order volume has jumped from 5,000 orders to 100,000 orders, and the cost of store warehousing has been reduced by about 15% [9]. In addition, SF Express has made the shipment volume of blueberries and other special crops jump from 50,000 pieces in 2018 to tens of millions in 2025 through drone low-altitude logistics network, intelligent sorting and other technologies, realizing the ultimate time-effective experience for customers. These cases jointly confirm that the digital intelligence transformation has upgraded SF Express's customer claim from a single "fast" to a comprehensive experience integrating timeliness, precision, stability and active service [10].

5. Conclusion

The digital economy is developing rapidly in today's era, and various industries in China are facing great challenges for survival and development. The service industry led by SF Express has carried out the digital and intelligent transformation of enterprises in this environment and shown remarkable results in improving enterprise performance. First of all, the digital and intelligent transformation of enterprises is conducive to reducing costs and increasing efficiency. Most express delivery industries rely on manpower to complete sorting, screening, decision-making and other

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tasks, which are expensive and inefficient, while SF Express does not need a lot of manpower to carry out various tasks, but relies on digital and intelligent transformation to use intelligent systems to complete efficiently, reduce costs and improve efficiency. Secondly, the digital transformation of enterprises plays an important role in promoting and expanding to the international market. SF Express exports Chinese wisdom to foreign countries and promotes its own experience of digital intelligence transformation to overseas, which is greatly conducive to the market development of enterprises, improves enterprise performance, and improves the technical benchmark of the entire express delivery industry. Finally, the digital and intelligent transformation of enterprises also shows high resilience. In the economic SF season, digital intelligence ensures customers' high-end experience; in the economic pressure period, the dynamic scheduling network is capricious. The establishment of this resilience is not only a guarantee for the steady improvement of enterprise performance but also provides strong support for today's multifaceted market environment.

However, the digital and intelligent transformation of enterprises also has a certain negative impact on the performance of enterprises. At the human level, front-line employees are under pressure, resulting in a "digital divide". In order to control costs, SF Express lowered the delivery amount under the conditions of sufficient transportation capacity, but under this condition, in order to ensure customer satisfaction, the assessment and fines are getting stricter. Each rider faces the gap of "high requirements and low return", which leads to dissatisfaction. At the same time, the academic qualifications and skills of grass-roots employees are uneven, and it is difficult to quickly adapt to intelligent equipment, which hinders the implementation of new technologies. At the business level, the conflict between SF Express's new and old models has caused enterprises to "fight each other". SF once used the independent brand "Feng.com" to develop the market and improve performance. However, the positioning of Fengwang's low-priced products is vague from that of the previous middle and high-end products, and the teams on both sides dumped each other to grab orders. This situation not only led to a large number of order downgrades and a decline in income but also impacted the original brand image. In terms of cost, the investment cost of digital intelligence transformation is huge. Although digital intelligence can reduce costs, its transformation itself still requires a large amount of continuous capital investment, resulting in a gradual rise in outsourcing costs.

Therefore, on the future road of digital transformation of SF Group, people should not only take the initiative, bravely face the wave of the times, actively cater to the national reform and opening up policy, constantly expand the scale of the enterprise, and improve the performance of the enterprise, but also reflect on shortcomings in time, correct the disadvantages, carefully examine the challenges brought about by the transformation, and balance the relationship between development and risk to ensure the steady development of digital transformation.

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