Research on Cultural Enterprise Information Management in the Background of “Internet +”

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ABSTRACT

"Internet +" era of Internet technology and cultural enterprise combine to bring new opportunities for the development of cultural industries. Cultural enterprises "Internet +" is a data-oriented full-service, need to integrate all kinds of technology, mining and integration of personal and social software platform for data, "Internet +" is not only the level of thinking and influence the strategic level, and more is the concept of corporate culture, organizational structure, products, innovation, management, marketing etc. rebuild. Cultural enterprise with its movies, music, advertising, animation and other cultural products as the core, the network platform, to mobile Internet as a channel, multi-domain, cross-platform business development, promote the transformation and upgrading of traditional cultural enterprises through the integration and development, take practical action to explore the "Internet +" era of cultural enterprises in the new format, new mode.

Right now the hottest word is "Internet +", "Internet +" is a set of Internet information technology platform (including mobile Internet, cloud computing, big data, internet of things and other supporting technologies) in various sectors of the economy, social life diffusion, application, and continue to release the data flow process. Cultural industry is currently considered the most promising sunrise industry, the people after the material needs to fully meet the demand for cultural goods and services increased year by year. China's cultural industry structure is undergoing great changes, transformation and upgrading of traditional cultural industries is imminent, the Internet companies are the dominant culture industry mergers and acquisitions and integration of resources. Cultural enterprises to take advantage of information and communication technologies and the Internet platform for Internet and cultural and creative industries in-depth integration. Internet penetration into the field of cultural industries, it will have a profound impact on the use of technology, business models and industrial organization.

For cultural enterprise, only with Internet thinking is not enough, the enterprise is an organic whole, only the changes in the brain, there is no management evolution, the support of strategic adjustment, system reform, everything is just a slogan, a castle in the air.

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Cultural Enterprise Information Infrastructure in the Background of “Internet +”

Now many cultural enterprises through the Internet to do multi-channel distribution, make use of micro-blog, WeChat, website and so on to carry on the network marketing, this is a very simple application. Cultural enterprises need to carry out the “Internet+” activities using the Internet thinking, reform the management thinking of the cultural enterprise, make the Internet and cultural enterprise business value chain depth integration, to achieve a comprehensive Internet based.

The essence of "Internet +" is online and data of traditional industries, cultural enterprises should strive to achieve online transactions, generate "live" data, Infrastructure in the Background of “Internet +” shown in Figure 1. Cloud refers to the cloud computing, big data infrastructure, the mobile Internet era, there are Ali cloud, Baidu cloud, Tencent cloud etc. For many small, small micro-enterprise culture, information system construction is constrained through the resource Ali cloud computing services, to achieve the ultimate cultural products, to reduce the human and material resources and reduce costs. Cloud computing offers powerful computing capabilities, to support cultural enterprises powerful creative space. Intelligent terminal as the access interface through the depth of mining mobile instant messaging, mobile payment, maps and other capabilities in the areas of its core application building super APP platform[1].

Cultural Enterprise Information Platform Strategic Construction in the Background of “Internet +”

For cultural enterprises, in the era of “Internet +”, should make IT strategy and architecture planning, to solve the problems of the existing system or new IT system planning. Under the Internet thinking, integrating the old and new IT systems, so that the new IT architecture model integration with existing systems to support the transformation of cultural enterprises to the Internet, through the Internet and IT technology to find new business innovations.

"Internet +", "Cloud computing, Internet of things, mobile Internet, big data, smart city" continued repeatedly, but also enable enterprises to completely fragmented information, cultural enterprises to open up their internal and external information
platform, shorten business processes, build a platform to integrate fragmented information, sufficient connection with client and interactive, integrate fragmented user needs to tap the potential needs of users. This platform consists of three parts, comprising: a unified application platform, mainly provides for the internal management operations systems development, integration, operation, management and other support services; enterprise Internet operating platform for delivering Internet class enterprise application development, operation, transportation maintenance support, and to provide operational services platform based; basic technology underlying part, including mobile, big data, social networking and cloud computing. Through this platform and digital technology, corporate culture can create a cross-enterprise, cross-cultural hardware and software products to create a network, transverse to achieve customer, supplier production collaboration, to achieve longitudinal management, the implementation layer, layer interconnection equipment [2].

Cultural Enterprises How to Transform in the Background of “Internet +”

Cultural enterprises should draw this "Internet +" positive transformation of the wind, realization of online business and offline business together. The essence and core of the Internet is the "data", culture enterprises put all the data of the business process, all business processes recorded, including digital, documents, images, audio, video etc., data forming a closed loop through the data it becomes possible to make all the business of analysis, in order to better grasp the market and users, to quickly provide solutions to the problem. Achieve seamless and fast turnaround logistics, information flow, flow, cash flow, innovation, transformation and restructuring in big data.

In the background of “Internet +”, culture enterprises need to build four platforms: platform staff, supplier commerce platform, internal platform, customer platform. Employees platform to enable a new generation of employees work habits freer and faster communication mechanism. Supplier commerce platform integrated suppliers, distributors, outsourcers ordering, logistics, invoicing, etc., while the completion of business communication and collaboration. Through the internal platform for real-time communication and real-time management, enhance enterprise information sharing and communication, enhance the execution of the enterprise and the team's ability to work together with cohesion, improve work efficiency. By customer platform to understand customer needs, building a fan circle, publish product information, conversions and other services to promote business opportunities[3].

The real value "Internet +" transition is to gather customer traffic to improve enterprise income increase, operation of old customers than to attract new customers more easily, the cost is lower, but also the customer stickiness is relatively high. Cultural enterprises relying on the Internet platform, through digitization, recording each customer's consumption behavior, the formation of a real-time closed-loop data about customer behavior, use these particle size, breadth, width, depth, accuracy is very high data, can be more cultural enterprises good consumer insight and timely predict changes in consumer demand. Cultural enterprises can create their own or through a third party platform mobile service portal, integration of existing enterprise business systems, mobile terminals complete customer service and management, completed the "Internet +" magnificent turn at the same time, improve their efficiency and perfect customer satisfaction[4].
As long as "one mobile phone in hand," "people online," cultural enterprises through "Maker" "Crowdfunding" "Crowdsourcing" in order to obtain large amounts of information, Docking numerous venture capital investment, decomposition manufacturing process, change cultural creativity for real products. Cultural enterprises in a big connection era, the mobile Internet, big data, cloud computing and other new technologies rapidly rising, so that all connections become possible.

CONCLUSIONS

“Internet + Cultural industries” will stimulate creativity, releasing endless cultural productivity, so that the cultural industry to achieve prosperity in the transformation and restructuring. Culture has been Forced to stand on the age of the Internet + air should be introduced as soon as possible the way the Internet has become the "Internet +" information age the other end "air pigs" fly farther.

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