Analysis on the Development Trend of Enterprise Information Management Under the Background of Data and Internet

Pengwen Xiao

Abstract

Informatization involves the development and change of various fields of modern society, especially for the development of the national economy has a profound impact. In other words, the enterprise and general management, but not necessarily be governance. Further extended the policy implication is that: the establishment of the basic corporate governance structure is the form of the restrictions, not all companies need to establish the corporate governance structure. Only with the direction of general enterprise development in line, can really play a role in guiding the enterprise information, so as to further promote the overall development of enterprises as information planning and development needs accuracy only in the establishment of accurate information. Guided by this perspective, this paper proposes the novel enterprise information management paradigm under the background of data and Internet, the proposed methodology solves the related challenges well.

Keywords: Development Trend, Enterprise Information, Data and Internet.

Introduction

In practice, management activities appear much earlier than governance. Management plays a very important role in the organization (business and society) before governance is generated. From the initial owners of enterprises began to existed management. If you go back, as early as thousands of the years ago, management activities exist in people's practical activities, the Egyptian pyramid and China's Great Wall is the most obvious example. Management and governance of the boundary to explore practical significance lies in time: when weighing the weight of the two, first should be a management activities began in governance activities of management with enterprise organization form, while the governance is accompanied by institutional form of the joint-stock company as is the product of two rights separation. In other words, the enterprise and management, but not necessarily be governance. Further extended the policy implication is that: the establishment of the corporate governance structure is the form of the restrictions, not all companies need to establish the corporate governance structure. In the enterprise, property right reform is not yet in place before the conversion of the enterprise at the center of the work is to improve the management level, not in spite of the time is right or not to force for corporate governance.
In the market economy, the product life cycle is short, replacement fast, so that enterprises for the development of new products and development costs will continue to rise, especially for the products with high technological content of knowledge-based enterprises, there we must be strong research and development costs, it may be consistent with the needs of customers of technological innovation, so that enterprises in the fierce competition in the market to maintain their own advantages, and ready to put into production for new products, technical design on the expected cost level and cost reduction play a decisive role. Because the design phase of product design to a large extent determines the cost of the production product cost level. Therefore in new product design, we should pay attention to the combination with technology, emphasizes the design of products to meet customer needs for degrees make the cost management from the source of the cost of product development and design. In the later sections, we will discuss these issues in detail.

Our Proposed Methodology

**Data and Internet and Enterprise.** In the era of large data, the more complete the underlying data used to analyze, the more reliable the results are, and the greater the value of the business to improve management. In the era of large data, companies with forward-looking strategic vision will clearly recognize that the focus of management should be a "word of mouth" communication and "cognitive" the value of the spread of the brand management and management. Smart business will be based on the own brand and brand development needs as well as give priority to the application of large data management, to their own brand strategy to a core higher level. Our country small and medium-sized enterprises account for 94% of the total number of domestic enterprises and they are the most dynamic in the market. In the large enterprise demand for the computer has leveled off, small and medium-sized enterprise users is especially prominent as small and medium-sized enterprises due to the limited scale of the enterprise itself, there is no ability to their own independent development and internal management software, and is not very perfect internal management system and the urgent need of systematic management, it is for the enterprise management software development laid the solid foundation which should be considered from the following aspects.
• In the big data time, the tradition business model by the future commercial development ultimate direction and the new driving influence, the personalization will substitute. The big data has provided the full provisions and the general sustainable development hotbed for the personalization commercial use. The enterprise may analyze these data through the research fine to grasp each consumer's different interest, and by chance, and aims at this to provide the exclusive personalized product with the service.

• Large data so that they can grasp the consumer's previous behavior, with ongoing "real-time" behavior, but also the future behavior of the forecast analysis. The emergence of large data, making the whole life of consumers is likely to be tracked, download, analysis. Big data is based on the real behavior of the consumer, rather than their description of their behavior. According to the new insight provided can give birth to a new brand strategy.

• As a kind of ubiquitous mineral deposits, data need to dig deeper, and enterprise must first have to harness big data management talents, to do deep mining. Enterprises can rely on is good at big data management talent cultivation, reform, optimizing the management pattern, full and effective use of big data, mining of additional value, will certainly to gain a foothold in increasingly competitive global economy environment and healthy growth.

The Internet enhanced one for the enterprise and the customer to be possible to carry on the two-way exchange the channel, might cause the enterprise further to develop its formalization to have the interactive market marketing way. This kind of marketing way characteristic is: On the one hand made the enterprise to understand customer's demand even more directly, rapidly, on the other hand, enable the enterprise to have the spatial place, provided the richer value content to the user pre-sale and the post-sale service. The Internet makes various aspects information the exchange to speed up as greatly and then reduced greatly the sales cycle. Improve the ability and function of the information planning, information planning and enterprise development strategy of their own combination, taking full account of the business and management of the development direction, to avoid falling into the enterprise development goals only blind construction difficulties. Only with the direction of general enterprise development in line, can really play a role in guiding the enterprise information, so as to further promote the overall development of enterprises. Information planning and development needs accuracy only in the establishment of an accurate information under the basic environment only healthy information research results, the establishment of a healthy information platform and basic management model which will influence the further decision results.

**Enterprise Information Management Innovations.** Enterprise technology center supervisory work general encompassment research and development project, research and development work development. The research and development project take the scientific research and tackle the key research project management as a goal that carries on investigation and study initiating a project, the dispatch instruction, the appraisal approval after the research and development project, appraises the entire process management. The research and development work take researches and develops the business management as the goal, carries on the resources tube in view of the unit scientific research work to control, the inspection reorganizes the inspection appraises the entire process management, by responsibility clarification, material standardization, work flow process, management institution guarantee implementation. The integration of the information on the one hand to ensure that the decision-making information can be accurately passed to the grass-roots level, on the other hand also ensure that the process of information transmission can be interpreted for some different classes to understand the language, accepted for all classes, the smooth implementation of the
decision-making. In addition, it is also easy for the grass-roots technical staff of the book resources, archives and other useful information access which can be shown as the figure two.

![Figure 2. Enterprise Information Management.](image)

The information integration has provided the information support for enterprise's high-level decision-making. The enterprise high-level mostly is enterprise's decision-making strata, they and develop the whole direction function to enterprise's plan. Their decision is closely linked directly with the enterprise life or the death. Same, the enterprise high-level decision also directly responded the enterprise survives the quality report in this profession development basic condition as well as this profession under the domestic overseas macro-environment. It is precisely because decision-making strata has the so tremendous influence to the general enterprise's development, therefore, enterprise's decision-making strata to the information demand degree is in the entire enterprise highest.

Informatization involves the development and change of various fields of society, especially for the development of the national economy has a profound impact. It is conducive to the realization of the economic mode from the extensive to intensive change is conducive to optimizing the enterprise's resource allocation as is conducive to adjust the industrial structure, reduce resource consumption improves labor productivity. If you can make full use of effective information as you can well achieve the market forecast, as well as the market feedback on the enterprise information, so that enterprises in the scientific management on the basis of scientific decision-making.

**Enterprise Management Developmental Trend.** Improve the level of the corporate strategic decision-making, but also be good at looking for key factors in the success of the industry that focus on resources to form a competitive advantage. For the enterprises, resources are always limited. Many successful enterprises at home and abroad are good at using resources, good at the limited resources into the business success of the key factors, in order to build the enterprise's core competencies. If the use of comparative analysis of enterprises, user surveys and other methods to identify these factors, focus on the use of basic resources, higher than the opponent as will be invincible. This is for small enterprises, is involved in international competition must pay attention to a basic strategy. From the perspective of the actual situation of our country many enterprises, in order to improve the level of strategic decision, we must pay attention to enhance strategic environment investigation and forecast, provide scientific basis for strategic decisions. Strategic decisions including related to enterprises of all internal factors and external factors. Strategic environment analysis can be divided into macro environment analysis, unemployment environment analysis and enterprise strength analysis.
Therefore, we propose the following suggestions. (1) The management foundation is not good, the enterprise finally is the soft foot giant that is difficult to continue to then develop. Effective strategic management system is a complex system engineering program, including the target system, planning process, organization structure design and corresponding enterprise culture and a series of work, not a short duration of time can be completed. (2) The strategic plan must analyze "what the market wants me to do" from the perspective of customers and the market. Another advantage of the strategic plan is to incorporate the competitor's behavior analysis into the program's content and thus be able to cope with the changing market competition environment. (3) The establishment of strategic objectives, vision and business activities such as the definition of regulatory documents. Many companies simply use the business philosophy (such as quality first, customer first) and even corporate culture values instead of strategic objectives. In fact, business ideas and values cannot replace the statement.

Conclusion

Informatization involves the development and change of various fields of society, especially for the development of the national economy has a profound impact. It is conducive to the realization of the economic mode from the extensive to intensive change is conducive to optimizing the enterprise's resource allocation as is conducive to adjust the industrial structure, reduce resource consumption improves labor productivity. Therefore in new product design, we should pay attention to the combination with technology, emphasizes the design of products to meet customer needs for degrees make the cost management from the source of the cost of product development and design. This paper proposes the novel enterprise information management paradigm under the background of data and Internet, the proposed methodology solves the related challenges well.

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