An Analysis of the Innovative Mode of Enterprise Information Resource Management Based on "Internet +" and Cloud Computing

Wei GUO
Baicheng Normal University, Baicheng, Jilin, China
4015936@qq.com

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Abstract. Enterprise information is very important for enterprises. It is the main way to know enterprises in detail, the reflection of economic activities and structure of enterprises, and the reference basis for enterprises to act as a system. "Internet +", artificial intelligence, cloud computing, big data, Internet of things and other emerging technologies have provided new impetus for the development of enterprise informatization, prompted a series of changes in the production, operation and management of enterprises, and accelerated the process of enterprises' transformation to fine management. The proposed Internet +, cloud computing technology of enterprise information resource management integration innovation model, induction and summary to the enterprise information processing, and make the enterprise information resources management from the periodic control to real time control, shift from soft constraint to management hard constraints, shift from activity on the closed to open, transparent management, enterprise information management system to shift from the linear structure to flat structure. It can meet the need of enterprise information management under the new environment, promote enterprises to timely understand the development trend of the market, formulate scientific development strategy, realize the maximization of enterprise benefits, and promote the sustainable development of enterprises.

Introduction

Under the tide of Internet economic development, "Internet + e-commerce", with Internet technology as the main body and multiple nodes such as Internet of things, cloud computing and big data, has become the main transaction mode of enterprises. How to ensure timely transmission of information, correct management, safe storage and effective use of financial information in the "Internet +" environment is the core and key point of enterprise information resource management today.

The Connotation of Enterprise Information Management under the "Internet +" Environment

Internet + environment, the enterprise information management integration by means of database, the information organization as a whole, focus some scattered resources, in order to facilitate integration, management, use and service, so as to realize information to optimize the utilization of resources, meet the demand of enterprise business and financial information, and improve the management benefit of enterprise. Internet + environment connotation embodied in the enterprise information management: a quick and convenient access to the required information effectively, can effectively reduce the cost of information transmission, able to ensure the timeliness in access to financial information, can effectively improve the utilization rate of financial data and information and can provide guidance for the enterprise decision-making basis, can steadily improve the efficiency of the existing enterprise information management system.
Problems Existing in the Original Enterprise Information Management Mode under the "Internet +" Environment

Lack of "Internet +" environment management awareness and management concept

In the process of managing enterprises in the context of Internet +, most enterprises only pay attention to statistics and collation of enterprise data, and pay little attention to enterprise operation information data. Enterprise managers can only summarize the financial data and production table data of the enterprise, and only know the daily production and operation of the enterprise from the surface. They cannot predict the development prospect and direction of the enterprise, and cannot obtain information that is conducive to the development of the enterprise.

Lack of complete architecture and data processing solutions

In the Internet + environment, the main problem faced by enterprise management is how to deal with data information of different platforms. From the perspective of the current management of big data by Chinese enterprises, there is a lack of complete structure of enterprise information and processing scheme of massive data. From the data of internal information management of enterprises, data information of various business departments has not been shared. In the process of business management and data management, managers focus on economic benefits and profitability, and do not analyze and process non-important business data. Therefore, in the era of rapid development of big data, the lack of enterprise data framework and processing scheme will have a direct impact on the smooth, orderly and healthy development of enterprises.

Lack of security protection

Enterprise information resource management includes the management of enterprise finance, production, personnel and other information. In the Internet + environment, enterprise managers use big data to manage enterprise information. Due to the lack of information security protection measures, a series of data security problems will occur. Data security management is not guaranteed, it is easy to appear data loss. Data security problems, enterprise management will have potential economic risk loopholes. Some lawbreakers will take advantage of loopholes in enterprise data information management to obtain enterprise information or attack the security protection system, which will result in the loss of enterprise data information, economic damage, and more seriously affect the future development and business decisions of enterprises.

Construction of Enterprise Information Management Innovation Mode under the "Internet +" Environment

Construction Idea

"Internet +" environment of enterprise information management innovation mode by way of "Internet + data" to information resources organization as a whole, the disorderly resources into orderly, is advantageous to the management and application, maximizing the value of information resources, and in accordance with the "assessment identification analysis transformation - real-time feedback on how to construct the" + "Internet environment for innovation of enterprise information resource management model. It is necessary to set up "one central point" and start from this aspect: to build a big data integration system and coordinate the implementation of e-commerce means. Enterprises should build big data integration system according to their own needs, so as to facilitate the sharing and integration of a variety of data, so as to conduct more efficient data processing. The Internet era provides support for enterprises to grasp the external environment and seize the opportunity for development.

The new enterprise information management mode constructed should have the following characteristics

Management system is flat, efficient and safe. Under the Internet + environment, the new enterprise information management system has changed from the original linear structure to the
current flat structure. By using data fusion and data integration, the information management system can open the "box" of information collection, transform the original simple data collection into deep data mining, and improve the utilization rate of information. The information management system can also redesign the interface. The internal information port and the external information interface are two relatively independent interfaces, which can be accessed by two entry points respectively. Different processes can be executed at the same time without interfering with each other and operating in parallel. Managers can refine and subdivide the inner and outer layers, and improve the security of the information system by means of secondary encryption and special person accountability, so that the whole system will not be invaded due to the intrusion of a certain node.

**Management function diversification management function diversification, intelligence.** The former information management mode emphasizes the function of information transmission and storage, but now the new information management mode emphasizes the information analysis, which has the function of supporting decision-making and can be diversified and intelligent information management. Information management system has always been an integral part of enterprise management system, diversification, intelligence has always been very important. Under the background in the era of big data, in order to adapt to environmental change, the information management system to establish a diversified and intelligent management platform, initiative, adaptability, and organized as the main characteristics, lays the foundation for enterprise information management platform construction.

**Integration of financial information management.** Enterprise internal departments and other stakeholders through financial information processing layer for financial information sharing, in order to achieve the purpose of lowering the cost of enterprises and related parties to get information, and increase the accuracy of decision. In the integration process, each application system connects with internal departments and external stakeholders to realize information sharing. At the same time, all departments within the enterprise directly obtain relevant financial information through sharing, and take it as the basis for the enterprise's production and operation and financial decision-making. Correspondingly, these "bases" will have a direct impact on the benign operation of the enterprise through management activities. The external stakeholders can log into the relevant financial information system of the enterprise conveniently according to the authority they have and inquire the relevant information they need to guide them to make relevant decisions, such as requesting cooperation and making additional investment. Will benefit the enterprise financial information management integration, on the one hand, reduces the cost of enterprise financial management, on the other hand to provide related to enterprise external benefits more transparent information exchange platform, it will certainly bring more benefits for the enterprise development.

**Construction of innovation mode**

According to the construction ideas and characteristics of the innovative mode of enterprise information management under the environment of "Internet +", a new enterprise information resource management mode is constructed. The new enterprise information management mode consists of application system layer, information analysis layer, financial information processing layer and data layer. Application system layer: it includes the information processing system of each department within the enterprise, the information storage system of data generated by the communication between various stakeholders (such as customers, suppliers, Banks, governments, etc.) and the enterprise information, and the enterprise portal website. Information analysis layer: it is responsible for external information collection, data conversion, data analysis, information transmission, information compilation and data synchronization, and its purpose is to provide decision-making support for enterprise strategy and improve enterprise performance. Financial information processing layer: the processing process includes four processes: information collection and data generation, financial statements generation, financial verification and audit, and information output. Data layer: the core of the data layer is the cloud database, whose information is gathered in real time from the information of various systems. The cloud database requires higher authority and is the information source for managers to make management decisions for enterprises.
The implementation of enterprise information management innovation mode under the "Internet +" environment

Establish a business big data platform for enterprise data information management

Enterprise data information management under the Internet + environment needs to rely on the commercial big data platform to complete the information mining and analysis. As a data analysis method, big data platform mainly provides fast and fully managed petabyte data warehouse solutions through data computing services, enabling enterprises to analyze and process massive data information economically and efficiently. Analyze the business value of enterprise data information, so as to provide assistance for enterprises to make correct business decisions. Information management based on the commercial big data platform can control the quality and efficiency of information transmission in the links of enterprise information collection, identification, processing, mining and output, so as to ensure the security of the overall system. After the completion of the construction of the commercial large data information platform, enterprises can mine the production and operation, product circulation, financial management, customer management and other information of enterprises according to the market competition demand for their own products, so as to realize the information exchange between the production, management, sales, finance and other departments of enterprises. At the same time, the commercial big data platform also has the function of information integration, which can realize cross-platform and business-level information data processing through the network connection of the cloud server.

Pay attention to "Internet + data driven" way of enterprise management. In the past, traditional enterprise management took business objectives and operating benefits as the primary factors for enterprise management decisions. In the context of Internet +, enterprise management should change the original business management concept, and help complete the decision-making of enterprise business strategy by introducing the "Internet + data-driven" mode of enterprise management. "Internet + data-driven" enterprise management mainly includes the following three aspects: data management, data conversion and data-driven. Data management: it is the collection, identification, classification and sorting of enterprise information, mainly stored in the commercial big data platform. Data mining: it is to extract, transform and transfer all useful data, and can process a variety of heterogeneous data information. Data driven: mainly through the collation and analysis of enterprise operation related data information, to complete the decision-making of enterprise operation business. Therefore, paying attention to the "Internet + data-driven" mode of enterprise management, can achieve effective management within the enterprise, is the in-depth optimization of enterprise management and strategic innovation.

Change the old way of decision-making, change the old way of decision-making, take the data as the basis of enterprise operation and decision-making

Traditional management mode of decision-making for the enterprise top managers often and his team, but with the advent of the era of Internet +, since the emergence of media and social networking, affect the enterprise information security of unstructured data is increasingly, therefore caused the enterprise operation and decision-making is also more and more uncertain factors, cause there are many unpredictable factors, risk degree is becoming more and more high. So to change the way past decisions, in the era of Internet +, back to the enterprise information management innovation in the form of unstructured data information management of enterprises of the importance of new knowledge and understanding, and in its products and user experience to add these data and gathering, enrich the enterprise information database content. At the same time, the enterprise's management personnel must manage these information well, strengthens the supervision and the inspection all the time, and enhances the enterprise information management efficiency. Finally, the enterprise must carry on the depth development to the data information, will take the data as the enterprise movement and the decision-making basis.
The construction conforms to the enterprise own development characteristic modernized information network

In the past, the focus of enterprise management was product management, and the cost and marketing of products was the most important starting point. Internet + time development building conforms to the enterprise development mode of modern enterprise information management, the management ways to change the past, attaches great importance to the quality of services to the enterprise information network reconstruction. Reform enterprise information management and give full play to the role of enterprise information network in the Internet + environment. Carry out the resource transformation of the enterprise industry chain, determine the information of the personnel in each link of the enterprise industry chain and the relationship between enterprise managers and employees, and build a modern information network in line with the characteristics of the enterprise's own development.

Conclusion

In the context of "Internet +" and cloud computing, only by sorting out the management mode of its own business information data and financial information and updating the enterprise information management mode, can an enterprise gain insight into the development trend of the market, formulate a scientific development strategy, maximize the enterprise benefits and promote the sustainable development of the enterprise. Enterprise information management will also usher in a new opportunity for development. Constructing scientific and orderly enterprise information management mode and designing efficient enterprise information management process are the only way to realize systematic and efficient development of contemporary enterprise information management.

Reference


