Research on Strategies of Based on "Internet+" Enterprise Information construction and promotion

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Abstract: With the rise of "Internet +", enterprise information construction is facing new challenges. Problems arise in the construction of information, such as weak penetration of new information technology, low investment in information, and an extreme shortage of talents. It is necessary for enterprises to build a proprietary information management system "Internet +", improve the penetration of enterprise information technology, increase investment in information construction, and train information technology talents. Therefore, improving the level of enterprise information construction is particularly important.
Keywords: Internet +; Enterprise information; Construction

1. Challenges faced by enterprise information construction

1.1 Increasing the amount of corporate information data

Enterprise data is currently showing a trend of rapid growth. In response to the rapid growth of enterprise information data volume, enterprises must continue to increase information storage equipment. Enterprises will face the problem of insufficient storage equipment and insufficient collection and storage of enterprise data. Therefore, companies must improve storage technology and collect data in a timely manner to improve their efficiency[1].

1.2 Increasing risks of enterprise information construction

With the application of information technology in enterprises, enterprise information systems are constantly updated. In the meantime, they also bring some unexpected risks . Sometimes, their information management system cannot operate normally, controlled by information software developers, technical bottlenecks, and the information system lacks of legal protection. Enterprise risk management and internal control have also brought some new challenges.

1.3 Continuous innovation of information technology

At present, enterprises are paying more and more attention to information technology innovation, and the speed of information technology innovation is also getting faster and faster. Most companies believe that their newly built information systems are for close integration with technological innovation. Therefore, the construction of enterprise information also poses a challenge to the talent needs of information system construction and enterprise operation [2].

2. Problems in the construction of enterprise information

2.1 Insufficient information work and lack of planning

Although business leaders attach great importance to information construction, they are still relatively casual about information construction. Enterprise information construction is short of overall planning and special planning, core business and information technology integration is insufficient, information system construction is lagging behind, and a good service system has not been established.

2.2 Lacking of an information management system

Most of the enterprise information construction mainly relies on social service platforms and cooperation with software developers. There is no proprietary information management system, and very simple applications are mainly used in the information management system. Because the proprietary information management system requires a large number of operation and maintenance technicians, it is worried that the investment of the information management system is too high, the application value is not great. They are afraid it is a waste of resources.

2.3 Insufficient penetration of new information technology

New information technology is the realization of new technologies such as information digitization, information transmission network, information service and information processing intelligence. Enterprises have not yet applied the latest information technology yet. Information technology has not been quickly transformed into enterprise productivity, and the penetration of new

enterprise information technology is not strong.

2.4 Low Information investment and the scarce talents

The construction of enterprise information requires a large amount of continuous capital investment, including the investment of information hardware, software and information technology personnel. However, the actual situation is often unsatisfactory. The main reason is that the current shortage of information technology R&D talents is too high, and the introduction requires a lot of funds. Compared with information technology software outsourcing, the cost of information technology software outsourcing is lower than the cost of introducing information technology R&D talents. Therefore, most companies currently adopt information technology software outsourcing and other forms.

3. Strategies for the improvement of enterprise information construction

3.1 Improving informatization work capacity and making overall planning

The bottleneck encountered by enterprises in the implementation of information construction is mainly the ability of enterprise information. Only when business leaders attach importance to the construction of enterprise information, can they promote the construction of enterprise information. Formulate information construction management rules the regulations, strengthen the implementation of the information construction management system, and improve the execution of. At the same time, enterprises must insist on starting from the actual situation of the enterprise and formulate special plans and overall plans for enterprise information construction.

3.2 Building an enterprise-specific information management system "Internet +"

So, it is rather important to establish a modern enterprise information management system and strengthen information sharing and collaboration. Information management system is arelatively complex system engineering. Enterprises have to establish scientific management methods and develop proprietary enterprise information management systems that are compatible with modern enterprise management. They are likely to share internal company information.eliminate information islands and strengthen information sharing and collaboration [3].

3.3 The Improvement of penetration of enterprise information technology

With the rise of "Internet +", the amount of information received by enterprises is also increasing. Enterprises can strengthen cooperation with software developers, implement software supplier outsourcing services, and conduct information construction management. Software vendors introduce information resources to meet the needs of cooperative clients. Cooperating with outsourcing software suppliers can obtain advanced information technology, obtain more good methods and the best competitiveness. Enterprise should pay attention to new enterprise Internet technology, improve the digitization degree of enterprise information processing, and thus increase the penetration of new enterprise information technology .

3.4 Increasing investment in information construction and cultivating information technical personnel

Enterprises should increase capital investment in information construction, raise funds through multiple channels, strengthen ties with local governments, and strive for support from local government policies. Enterprises must train and introduce technical talents for information technology construction, increase the training of information technology talents, train information system software developers and information system operators, improve talent training and introduce incentive mechanisms, introduce advanced information technology talents, and use international Information technology transforms the traditional information management mode of enterprises [4].

4. Conclusion

The amount of information in enterprises is growing rapidly, and the information they need is also increasing. Enterprises are required to improve their information technology capabilities so that they can obtain new information. "Internet +"enterprise information construction is also facing new challenges. This paper finds out the problems of enterprise information construction, gives the strategies to improve enterprise information construction, and promotes the stable and healthy development of enterprise information.

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