

# Strategy and Optimization Analysis of Enterprise Information Management System

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**Abstract:** As the most important part of the management, the financial risk management of the enterprise has a far-reaching impact on the long-term development of the enterprise. With the continuous improvement of China's information technology level, the combination of enterprise financial management and information technology can effectively reduce the risk of enterprise financial management. By analyzing the risks in the enterprise financial management, this paper expounds the practical application of the enterprise financial information technology in the enterprise financial management system, and puts forward the strategic optimization of the effective information management system construction for the reference of the relevant personnel.

**Keywords:** Financial Management; Information Technology; Strategy

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## Introduction

At the present stage, under the support of information technology, the business scope of each enterprise is constantly expanding. How to carry out information construction and realize fine management has become the most important problem in information management, and it is also the ultimate goal of enterprises to build information management system in the new era. In view of this, enterprises should give full play to the value and function of information technology, apply it in enterprise operation and management, explore the effective strategy optimization of building enterprise information management system, and provide more guarantee for social and economic development.

### 1. The significance of enterprise information management system to enterprises

At present, information construction is the key work of all walks of life, enterprises want to long-term development must not ignore information construction. In recent years, the rapid growth of China's economic level, people's living standards, consumption level has been significantly improved, which has brought opportunities for the development of enterprises, so that the development scale of enterprises continues to expand. However, with the emergence of various science and technology today, the traditional management mode of enterprises has been unable to meet the requirements of the development of the new era, which limits the improvement of the management level and competitiveness of enterprises. Therefore, under the background of informatization, it is imperative for enterprises to actively use information technology and informatization means to strengthen the enterprise construction and management, and the operators and managers of enterprises should actively carry out the corresponding work.

### 2. The problems existing in the construction of the current enterprise financial management system

#### 2.1 The less enterprises and the information management system corresponding to the information system

From the overall research, if enterprises want to truly realize the construction and implementation of enterprise information management system, they first need to have sufficient funds to ensure the construction of information software and hardware system,

and at the same time, to establish a management system matching with the system. At present, most enterprises also realized the importance of information construction, invest a lot of human and material resources to the construction of information system and upgrade, but in the process of construction, but ignored the corresponding management system to strengthen the information management system, on the formulation and implementation of internal mechanism also has a lot of unscientific, non-standard place. For example, some enterprises despise the construction of information management system, and only arrange a few professionals to take charge of the complex system maintenance, data entry and adjustment and optimization, which greatly affects the work efficiency, and employees will be bored for a long time. At the same time, they neglect the management of the operation authority and password management, which will cause operation errors and information leakage, posing a threat to the internal information security of the enterprise<sup>[1]</sup>. In addition, in order to improve the effect of internal control, some enterprises do not take the corresponding information means to establish the internal control system, but apply the traditional working mode to manage the data, the advantages and value of information can not be played. In addition, the computer and manual ledger run together for a long time, and the workload of employees is huge. As time passes, the staff will have slack and fatigue, which will affect the long-term development of the enterprise.

## **2.2 Enterprises lack of correct understanding of the information management system**

For information understanding and understanding, most enterprise managers and operators as simple through operating computer control to complete the corresponding work, did not really understand the essence of the enterprise information management system, also unaware of the construction of information management system is a long-term, complex, huge systemic engineering. Under the influence of this one-sided concept, the information construction of enterprises is difficult to get the ideal effect. In fact, the enterprise in the information construction in addition to the computer network construction, program development, and to readjust the business process, establish a new management system, want to achieve the goal of information construction, enterprise managers and operators should have the correct understanding, can effectively promote the construction of enterprise information management system.

## **2.3 Lack of staff management literacy and lack of professional services**

At present, when the information construction, most of the internal information construction personnel are technical personnel, although they have a high level of information technology, but lack of rich management knowledge and experience, it is difficult to meet the requirements of enterprise information commercialization and incremental benefits. In addition, enterprises have to carry out the maintenance of complex information management system every day. In the maintenance process, there will be various thorny problems. In addition, there are few consulting agencies on information management in the market, which also increases the difficulty of maintenance and promotion of enterprise information management system to a certain extent.

## **2.4 Too much attention to the construction of a separate information system, light overall coordination construction**

In the development and establishment of enterprise information management system, some enterprises lack of global, failed to coordinate the construction of the unified, between various enterprises, internal departments alone, by smooth communication, information transmission factors such as limit enterprise capital, information sharing between units, sharing, to the development of the industry increased difficulties, it is difficult to effective information integration. In addition, the level and degree of informatization construction of each enterprise are different, the internal information system of the enterprise lacks a scientific and consistent data interface, and the information between the internal systems cannot be shared. In addition, in the construction of information, some enterprises use unprofessional information software leading to incomplete information, the information provided can not bring valuable reference to the leadership and management, and even lead to enterprises miss good development opportunities, resulting in the development of enterprises to lag behind others. The above problems are the problems existing in the process of information construction and management of most enterprises, which have a great impact on the enterprise information management system, and urgently need to be solved by effective strategies.

### **3. Promote the effective strategy optimization of the establishment of enterprise information management system**

#### **3.1 Clear the construction ideas of the enterprise information management system**

When constructing the information management system, the enterprise should clarify the following points: first, the enterprise should establish the corresponding information management system according to its own production and operation factors; second, the enterprise has a clear and clear understanding of the established information management system and the overall operation; third, establish the management objectives according to the development direction and characteristics of the enterprise; fourth, define the main control subjects in the information management system. In general, it will be constructed according to the functions, with the IT organizational structure as the first layer, all the maintenance and management around the enterprise business resources and new technology; the second layer is the enterprise operation layer, which controls the update and optimization of enterprise information management system and the actual operation of IT technology. At the same time, the management personnel can change the emergency in the enterprise operation management, timely update the technology with the development, upgrade and maintain the management system; the third layer is the strategic guidance layer, mainly for the leadership and management, to provide scientific reference for the development strategy, and timely optimize the current management decisions and standards according to the management and industry changes, to ensure the long-term healthy development of the enterprise.

#### **3.2 Realize integrated integrated management**

If an enterprise wants to improve the overall management level by establishing the information management system, it should first make clear whether the internal basic management is standardized and scientific, and also realize the basic management process, reflecting the continuity of birth, production, supply and marketing; the standardization of financial treatment; the integration of finance and business treatment<sup>[2]</sup>. At the same time, in the construction of information management department, enterprises should have a clear understanding of computerization, information, only through the computer instead of manual work is the realization of computerization, which is the most basic part of information construction, only the realization of computerization is unable to let the enterprise resources can be effectively used. Enterprise real process informatization, to combine the characteristics of enterprise development and actual, constantly adjust the current business structure, adhere to the business flow dominated business principle, improve the enterprise operating efficiency at the same time, reduce the operating costs of enterprises, create greater benefits for the enterprise, is the biggest goal of enterprise integration of integrated management.

### **4. Epilogue**

To sum up, with the increasingly fierce market competition, if enterprises want to gain a foothold in the market for a long time and maintain a good development trend, they should actively build the information management system. In this regard, according to the characteristics of the enterprise and the development needs of the enterprise, clear construction ideas, realize integrated management, strengthen the management of rights and responsibilities, authority, to provide a solid guarantee for the future development of the enterprise.

### **References**

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