

Research on Financial Information of Enterprises

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ABSTRACT. Financial information is the core of enterprise information construction. With the arrival of artificial intelligence era, financial information is moving towards a new era, financial intelligence era. In the process of financial information construction, enterprises should unify their thoughts, improve their understanding, raise financial information to the strategic level of enterprise development, standardize the financial information construction of enterprises, and build a financial information security system.

1. Introduction

Financial information, originated from the use of computer-aided financial personnel in American enterprises to complete standardized and repeated accounting work, ease the work intensity of accounting personnel, and improve the efficiency of accounting work. Later, some enterprises developed financial information software and implemented it in the financial work of enterprises. On April 12, 1990, Gartner first proposed "ERP" in "ERP: the vision of the next generation of MRPII". Many multinational companies began to launch ERP projects, which completely subverted the traditional financial management mode, and financial informatization brought unprecedented changes to the financial management of enterprises.

Financial information includes two basic concepts: "finance" and "information". Financial information refers to the use of information means to achieve the goal of improving financial efficiency, and provide information support for management decisions. As an important part of the enterprise information system, financial information system supports the realization of financial cycle in the information system by applying innovative information technology, helps the process reengineering and organizational change of enterprise finance, and helps the enterprise realize financial transformation. We are in the information age, financial information will be an inevitable trend, financial information will have a great impact on the current accounting both in theory and in practice.

2. Development process and current situation of enterprise financial informatization

So far, the financial informatization of enterprises has gone through three stages.

The first stage is accounting computerization. In this stage, based on the LAN technology, the computerized management of accounting bookkeeping, query, making accounting statements and financial analysis is realized, which helps the financial staff gradually get rid of the manual bookkeeping mode, reduces the repetitive, tedious and procedural daily accounting operations, and greatly improves the efficiency of financial work.

Accounting computerization system greatly simplifies the daily operation of accounting personnel, but the information source of the system is still not free from manual input or partial data import. The scope of collection and processing of accounting information is limited and lack of timeliness, especially the disconnection with production and operation links, lack of monitoring of business processes of enterprises, and the help of informatization to management improvement is still limited within the financial department.

The second stage is ERP stage. With the promotion of Internet technology, the application of enterprise financial information system has turned to support business development. Through internal information integration, process reengineering and process control, it can improve business

management and enhance the value of products, services or customer relationships. On this basis, the enterprise obtains the advantage over the competitors through the information management ability. The enterprise enters the ERP stage and realizes the financial integration of procurement, production and sales business.

The third stage is financial sharing. With the maturity of Internet technology, managers began to consider the establishment of a centralized control platform to improve the efficiency of enterprise financial management, reduce costs, through centralized accounting, improve the standardization of enterprise financial accounting, and promote the integration of enterprise financial business. Financial Shared Service Center is born based on this concept. Financial Shared Service Center concentrates all kinds of financial processes in a specific place and platform. This mode has brought obvious results in improving efficiency, controlling cost, strengthening internal control, information sharing, improving customer satisfaction and resource management.

Through resource integration, Financial Shared Service Center will allocate resources more effectively, avoiding the phenomenon of idle resources under the traditional decentralized processing mode. At the same time, enterprises can optimize the allocation of various resources, including human resources. In the shared service center mode, the requirements for financial personnel are no longer as comprehensive as before. Before there was no shared service center, all branches had their own financial departments. On the premise of cost control, each financial staff was required to be familiar with the whole financial system and be able to independently complete all account processing. But in the shared service center, each financial staff only needs to complete one or several links in the whole account processing. For example, accounts receivable is the same business content for branches in China, Japan and South Korea. A financial person does not need to do a full set of account processing in one country, but only needs to handle the same account processing link in several countries. This is just like the industrialized assembly line, which reduces the requirements for employees in each assembly line. Even the newly graduated college students are competent. While saving a lot of human resources and human costs, it also ensures the accuracy and reliability of the operation, and clarifies the responsibilities of each person, which is conducive to the performance appraisal of employees.

3. Development Trend of Financial Information

With the arrival of the era of artificial intelligence, the extensive application of big data, cloud computing and other technologies, the growing maturity of business intelligence technology with data warehouse, multi-dimensional analysis and processing, data mining technology as the core, financial information is moving towards a new era, financial intelligence era. The traditional financial analysis faces the past, with limited analysis perspective and significantly insufficient prediction ability. Due to the poor timeliness and information lag of financial analysis, the analysis results often do not have the guiding value for business decision-making.

Technological revolution is the key to realize financial intelligence. With the emergence of big data technology, the level of data that finance can use has changed. Traditional financial data is constrained by technical conditions, and can only record information in a limited dimension, while the emergence of big data technology makes massive data recorded in an efficient and low-cost way. Data from the financial to business, structured to unstructured, internal to external three expansion can get strong technical support. In addition, big data technology can provide relevant data mining capabilities. This makes the vision of traditional financial analysis expand, and can find more key factors that affect business results based on big data analysis, and make financial personnel have the opportunity to identify the impact of these key factors, and improve business performance by intervening in the key factors.

The analysis and prediction based on big data can improve this situation, and the accumulation and analysis based on massive historical data can combine application scenarios (such as project input-output prediction) to build a more perfect prediction model. Compared with the traditional model, the big data prediction model will form a relationship network supporting prediction. The nodes of the network are various factors that affect the prediction results of the scene, and the link

relationship between the networks is the quantitative influence weight between the factors. In addition to traditional experience identification, the discovery of these factors can also rely on big data technology to actively discover through data analysis. In addition, the quantitative relationship between factors will be based on big data analysis. Such a new prediction model can more effectively reflect the quantitative relationship between business behavior and business results, and help the financial decision-making support ability to extend effectively from the post to the pre.

Li Liyan [1] thinks that the operation scale of group enterprises is large and the internal organizational structure is very complex. In order to improve the concentration of financial management, it is necessary to standardize the business operation of all financial management objects, and building a unified financial data management platform is the most effective way. Ji Xinhua [2] believes that the core content of establishing financial decision support system is to realize data integration and intelligent data analysis. Based on the establishment of financial management information platform, strengthen the collection of different business information, and make systematic classification and application for different information, effectively realize the accurate and comprehensive processing of all information, in addition, the realization of financial and business integration is also an important condition for the realization of data integration. Therefore, the group enterprise needs to use the online management mode to bring all the data information into the data warehouse, rely on the computer to realize the accurate processing of the data, make a comprehensive diagnosis of all the matters of the group enterprise and provide the diagnosis report, so as to provide effective support for the group decision-making.

Chen Hu and Sun Yancong [3] believe that in the future, with the support of information technology, enterprises will be able to collect, process, analyze and report massive financial and non-financial data, and management accounting functions such as budget management, performance management and cost management can be operated and carried out more efficiently and smoothly. At the same time, the rapid development of cloud computing will change the organization, process and business operation mode of enterprises, and the business and transaction processing of enterprises will be processed in the cloud without time and space constraints.

4. Problems That Should be Paid Attention to in Enterprise Financial Informatization

First of all, we should unify our thinking, improve our understanding, and raise financial informatization to the height of enterprise development strategy. Information construction is the inevitable trend of enterprise financial management and even enterprise management. The enterprise management should correct the understanding of financial information, establish the management concept with financial management as the core and the concept of information financing, accelerate the establishment of the responsibility team of financial information construction, reasonably arrange the data modules of the information system, promote the sharing of resources among various departments, and supervise the actual implementation of the information construction in combination with the business characteristics of the enterprise, Supervise the implementation of this work.

Financial information construction should be combined with the company's strategic planning to make the information construction forward-looking. First of all, the system modules can be set flexibly to strengthen the composability between different modules, the replicability between cross entities within the group, and the docking between related system modules to realize data exchange and information sharing. Secondly, the reserved interface can be expanded. It is necessary to consider the needs of financial accounting and management information after the rapid growth and diversification of the enterprise, and extend the applicability of financial information system. For example, when implementing the expense management system, it is necessary to consider the types of expenses that may be involved in the future and the matching budget types. The customer assistance management system should consider the types and characteristics of customers after the business expansion or diversification.

Secondly, standardize the financial information construction of enterprises. Financial information construction is not only the application of computer technology, it represents the

change of enterprise management process and management mode, which needs the participation of all departments of the enterprise. Therefore, the enterprise should standardize the management and operation of financial information system, make the overall planning of the entire information construction through the formulation of written management rules, take the centralized management of financial personnel as the premise, formulate the unified data calculation caliber, unified upload and release mode, optimize the business process, speed up the flow of information, and realize the smooth data communication between departments, strengthening the integration of information, and providing valuable information for business decision-making.

Thirdly, build the financial information security system. According to the research of Shi Xiangmin [4], the application of information technology not only promotes enterprise information management, but also causes network security risks. The information of the enterprise is the guarantee of the development of the enterprise. Enterprise information is the guarantee of enterprise development. In the network world where hackers and viruses are rampant, a little carelessness will lead to the invasion of the virus and the leakage of the information. If the relevant personnel leak the main information or lose the information under the unprofessional operation mode, it may cause the theft of enterprise information, the loss of important information and other risks, or even may report the wrong information, resulting in the wrong judgment of the decision-maker, resulting in major losses and hindering the normal operation of the enterprise. According to Ji Yuping [5], financial informatization not only brings convenience to the accounting work of enterprises, but also puts forward newer and higher requirements for the treatment and prevention of accounting informatization security risks. Therefore, the security of accounting information is an important issue facing the accounting industry. To ensure the security of accounting information is an inevitable requirement for enterprises to implement and improve accounting information. Enterprises should strengthen the construction of software security, hardware security, professional ethics, the training of accounting information talents, improve the internal control system of accounting information system, improve the relevant accounting laws and regulations, so as to establish a comprehensive financial information security mechanism.

5. Conclusion

With the advent of artificial intelligence era, financial information is moving towards a new era, financial intelligence era. The analysis and prediction based on big data can build a more perfect prediction model, so as to more effectively reflect the quantitative relationship between business behaviors and business results, and help the financial decision-making support ability to effectively extend from the post to the pre. It is necessary for group enterprises to build a unified financial data management platform to improve the concentration of financial management. At the same time, the enterprise financial information system can make all-round diagnosis and provide diagnosis report for all matters of group enterprise, and provide effective support for group decision-making.

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