Research and Analysis on Cloud Accounting of Enterprises under the Background of New Economy

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Abstract. With the in-depth development and popularization of the Internet, all kinds of economic formats have undergone giant changes, information flow and transmission become smoother and faster, the Internet configuration transaction mode is born, which plays a huge role in promoting the development of accounting cloud. At present, China's accounting cloud-based technology is still in its infancy, and Internet cloud computing also has many disadvantages and its development path is very bumpy. However, this does not affect our exploration of accounting cloud-based development. At present, the application of cloud accounting is more suitable for small and medium-sized enterprises, and the future development has a broad market prospect. By analyzing the correlation between cloud-based accounting and traditional accounting financial processing, this paper obtains the advantages of cloud-based accounting and its potential for future development.

Keywords: Accounting, Cloud, Internet

1. Foreword
In the new economic era, the Internet has influenced every aspect of our lives, and digital information has accelerated the pace of life and work, which has brought us unprecedented convenience [1]. Accounting cloud computing technology is born in this background, and provides accounting services for more and more enterprises, enterprises have also felt the great convenience brought by the birth of this new thing. Accounting work in the Internet cloud computing environment, its essence is to use the Internet cloud technology to build a set of virtual accounting information system, for achieve the goal of accounting [2]. Enterprise accounting cloud has been quietly rising around the world, including the Asia-Pacific countries are also actively improving the infrastructure of the financial industry, a number of excellent accounting cloud computing software companies have emerged around the world, the development of accounting cloud has been faster and faster. Although the process of accounting cloud-based is still in its infancy in China, it also means that the development space of accounting cloud-based in the future economic background is huge [3].

As a hybrid combination of cloud computing technology and traditional accounting, cloud accounting has attracted a lot of attention around the world, and many companies in China are seeking to deal with the complex accounting business needs through online accounting applications [4]. The enterprise accounting system based on Internet cloud computing will become the development trend of
the new generation of enterprise computerized accounting. The application of cloud computing software to the accounting information system can help enterprises to build the Internet accounting system, as a new way to reduce the cost of enterprises and improve the flexibility of accounting information system [5]. Under the Internet configuration transaction mode, traditional accounting should adapt to the development of The Times to make changes, improve the original accounting methods, and serve the modern economic forms and business forms of enterprises [6].

2. Accounting Cloud

2.1. Concept of Cloud-Based Accounting

Accounting cloud is a basic mode that can be run directly through the Internet without the need for offline storage and offline programs. Using the accounting cloud-based model, users can access their accounts from their personal terminals wherever there is an Internet connection. Accounting cloud can be defined as a new generation of accounting information system established on the Internet and providing enterprises with accounting, accounting management, accounting decision-making and other services [7]. It can also be said that cloud accounting is the accounting information infrastructure and services built with the concept of cloud computing technology [8]. In the Internet cloud accounting environment, accounting information can be used to upload to the Internet and share in the "cloud", users via mobile phone and PC terminal accounting practitioners may at any time any place to query and accounting information on accounting business process, such a model greatly improve the efficiency of the accounting practitioners, and to ensure the timeliness of accounting information [9]; Enterprise top management can also use cloud accounting application software real-time financial information and non-financial information in their own units of systematic analysis, can in a timely manner to the management risk of the enterprise comprehensive prediction, identification, control and adopt the method of dealing with, in order to reach the company to all aspects of the market changes and adjustments [10].

2.2. Similarities and Differences between Cloud Accounting and Traditional Accounting

2.2.1. Similarities between Cloud Accounting and Traditional Accounting. Accounting cloud and traditional accounting software are both tools used by modern accounting to keep accounts. No matter which tool you use, the purpose is the same. Modern accounting software uses double entry bookkeeping as the accounting principle, and current accounting cloud application software and traditional accounting software are run according to this principle. We can even get a conclusion that "traditional accounting + cloud computing = cloud accounting".

2.2.2. The differences between Cloud Accounting and Traditional Accounting. Cloud computing system is merely the traditional accounting software on the platform, the Internet accounting practitioners also don't need to manually enter statements on the content and amount of intelligent accounting cloud computing system automatically via the Internet store has happened in the past transactions, in order to reduce the manual selection, fill in the amount of accounts and accounting time, improve the working efficiency of the accounting practitioners. Using the traditional accounting software requires accounting staff member must backup every day on the day of the accounting data to prevent data loss or damage, and all the accounting data on the accounting cloud computing system is real-time entry to the Internet "cloud", generally no backup is necessary, and if the data error occurred, accounting cloud computing system can be through a set of error correction system for correcting the errors. These characteristics can not be realized in the traditional accounting software. Due to the establishment of the accounting cloud system based on the Internet server, the accounting cloud computing system has good scalability, the system can be well with other business systems to achieve real-time docking, saving time and space costs. Some accounting cloud computing
system design company has to rely on own strength to develop their own system plug-ins, in promoting the system scalability of their own. at the same time a lot of data and quotation system software company can revolve around the core of the accounting cloud computing system to develop their own demand of practical value-added services.

3. Impact of Cloud Accounting on Traditional Accounting

3.1. Integration of Traditional Accounting

In recent years, with the rapid development of Internet cloud computing, social network and other new technologies, accounting cloud has become a newly emerged low-cost and efficient accounting information processing model, which has attracted more and more attention from enterprises and the accounting industry. When the social elements are perfectly integrated into the traditional ERP and the business-centered message system is replaced by the human-centered message system, the barriers between enterprise departments will be broken and efficient collaboration and innovation on the enterprise operation chain will be realized.

3.2. Change the Traditional Accounting Work within the Enterprise

As a new thing of modern enterprise financial accounting informatization, the significant advantage of accounting cloud is that it not only facilitates the enterprise, but also improves the work efficiency of enterprise accounting department. Cloud computing on the Internet as the main technical support of cloud accounting information system, the accounting practitioners in the business skills and good computer operation put forward new requirements, it requires that accounting staff constantly update their knowledge structure, change the thinking of modern accounting, improve the understanding of the Internet environment is a new mode of accounting work, with the development of times and requirements, in order to make sure they can do the work of the new era of accounting. At the same time, in the context of Internet configuration transaction mode, the degree of collaboration between various departments of enterprises has been greatly strengthened, which requires accounting practitioners to constantly improve their knowledge and skills in interpersonal communication and improve their communication methods with colleagues, so as to achieve more meaningful communication.

3.3. Reform the Traditional Accounting Operation Mode

Traditional accounting information are embodied in the original vouchers and accounting general ledger and other kinds of paper records. The computerization of accounting information is concentrated in the respective unit network system and information storage platform, accounting information cannot be shared between departments. department or branch of the construction of the computerized accounting system software may be because professional programming personnel causes such as the operation of the accounting information processing system level is uneven. After establishing accounting cloud computing platform, the company can make accounting information are stored in the Internet cloud, and each department can enjoy the same level of accounting system, and the clouds and implementation of accounting information sharing, the accounting information system has been centralized management of the company, the company in the accounting work more scientific and effective management. At the same time, a series of tasks, from the procurement and installation of cloud accounting software to the update and maintenance of accounting information system, do not require the enterprise's personal efforts. These services are all provided by accounting cloud computing software suppliers. Enterprises only need to connect to the Internet to use the services provided by accounting cloud computing. Enterprises only need to pay the software provider for the purchase of accounting cloud computing software to solve their own accounting business problems. Accounting cloud also strengthens the coordination and unity of enterprise internal and external. The economic activity of an enterprise is the main source of accounting information. Under the traditional accounting mode, the accounting information system of enterprises is difficult to achieve the
coordination and unification with the outside. In the future, more and more business economic transactions will be conducted on the Internet, and even the signing of contracts can be conducted through the Internet. From the internal perspective of enterprises, in the increasingly developing Internet cloud computing, various departments of enterprises can carry out orderly cooperation, and achieve the purpose of maximizing enterprise operation efficiency while rationally allocating resources. From the outside, in order to cooperate with companies with common interests, accounting information of both parties can be communicated in a timely manner, so as to meet the needs of customers more comprehensively and reduce the possibility of errors in the transmission of accounting information. When the internal and external coordination of enterprises, enterprises, customers, partners and other links can form a complete and orderly system, enterprises can more efficient and scientific to achieve their business purposes. All accounting information stored in the Internet cloud is presented in different ways from the intuitive feelings of others. In the view of accounting professionals, this series of work has completely overturned the consistent processing mode of traditional accounting.

4. The Challenges to Cloud Accounting Development

4.1. Safety Issues
Accounting cloud provides a lot of convenience for enterprises to innovate accounting informatization, but it also gives rise to a lot of problems in the development of professional accounting industry. The security of Internet cloud computing is an inevitable big problem that restricts the development of accounting cloud. At present, about 60% - 80% of the enterprise is unwilling to internal accounting information and economic trade data on the Internet cloud open, Shared, its basic reason or enterprise for accounting information security issues there is doubt, after all, no one is willing to own the accounting information and economic transaction data leaked to competitors, it is fatal for enterprises. Although most of accounting cloud providers can provide enterprises with high data protection technology, but since the accounting cloud, also belong to a kind of new things, most companies are afraid to use their own commercial secrets as stakes to easily make a try, it seems that how to strengthen the security of cloud computing and the Internet to eliminate worries about the Internet cloud accounting is accounting major problem of cloud development. on the other hand, the Internet cloud platform structures, need technical and financial threshold is higher, the software vendors the risk is bigger, supplier development cycle is long, This is also one of the reasons that restrict the development of accounting cloud.

4.2. Network Problems
Frequent data storage and read, and a large amount of data transmission can cause network congestion problems such as delay. Network transmission ability is also a bottleneck of accounting cloud computing application, based on the Internet platform of accounting cloud computing application relies on the network. The Internet cloud accounting information transmission efficiency is restricted by the size of the network bandwidth. The solution of this problem must be based on the premise of improving Internet technology, providing dedicated servers for accounting cloud computing, and optimizing network nodes can be a good way to solve this problem.

In a word, the problems facing the development of accounting cloud can be summarized as follows: the construction of Internet cloud computing platform; Limited Internet transmission speed; Funding and application promotion issues. The choice of Internet cloud accounting service provider is related to all aspects of accounting information processing of the whole enterprise. When choosing Internet cloud accounting service provider, the service, price, scale, security, scalability and other aspects of the provider should be investigated. Therefore, enterprises should consider accounting cloud computing service providers in a comprehensive and three-dimensional way around existing problems and in combination with their own needs.
5. The Future of Domestic Accounting Cloud

5.1. Accounting Cloud at Abroad
Accounting cloud computing began in the world around 2005, and now among other countries, accounting cloud computing systems in New Zealand, Australia and Canada are in the lead. In New Zealand, a company called Xero is dedicated to developing cloud accounting applications. It may not be well-known in China, but it is called “the Apple of online accounting” abroad. Xero had been hidden in New Zealand for as long as five years. Within the first five years of its establishment, the company had developed excellent cloud accounting software, but their business was limited to New Zealand at that time. Now, the company has successfully entered the US market and gone public in the US, and its annual revenue has almost doubled, reaching NZ $40 million in 2015, and reaching NZ $80 million in 2018 which is the most powerful blow to their competitors.

5.2. The Prospect of Accounting Cloud in China
Since Internet cloud accounting is more suitable for small and medium-sized enterprises at the present stage, there will be a better market prospect in China where small and medium-sized enterprises are all over the country. Therefore, if accounting cloud computing suppliers can solve the above problems, I believe that in the future, small and medium-sized enterprises in China will gradually accept this new service. Kingdee and Yongyou, traditional Chinese accounting software developers, are trying to develop online versions of their software, which are now maturing.

Due to some of the domestic IT companies in terms of technology and capital is relatively weak, in the face of the rise of a new thing can rely on the government to promote and carry out the financing project, related enterprise cooperation, actively introducing, training technical personnel, draw lessons from foreign successful experience, adopt many long, in order to reduce degree of difficulty of development risk and development platform.

The government should also actively encourage IT manufacturers to develop accounting cloud computing platform, and provide them with certain financial subsidies to motivate their development. At the same time, the government should also introduce relevant laws and regulations, which should stipulate the code of conduct of the industry while promoting the development of IT manufacturers, so as to ensure the most basic security of application software.

5.3. Suggestions on Cloud Accounting Development in China
The functions of financial accounting informationization software oriented to enterprises based on Internet cloud computing should be continuously enriched and improved along with the actual needs of enterprises. Specific Suggestions are as follows:

Under the premise of ensuring the core needs of the financial accounting work of enterprises, breaking the traditional accounting software can only provide enterprises with online accounting, cash management and other functions of the limitations, will be more in-depth, more extensive level of the application of financial accounting information based on cloud computing towards the development of humanization. Following the principle of Internet sharing, the online financial analysis, decision support and other functions and services based on Internet cloud computing are gradually explored.

Cloud accounting software providers should provide customized services. It enables enterprises to adjust the functions and services of financial information software based on cloud computing at any time according to their own business needs, for meeting the growth needs of enterprises.

The introduction of relevant standards and regulations on cloud computing by the domestic government will be conducive to enhancing the recognition of cloud computing. In this regard, the Chinese government may learn from the practice of the United States and participate in or host the formulation of cloud computing application standards, cloud computing industry norms and cloud computing related laws and regulations. Can cloud computing market in the domestic first fishing expeditions, on the basis of making cloud computing standards as soon as possible, then according to the cloud computing market changes constantly amended, on this basis to speed up the progress
information security legislation, improve the information security law system in our country, and as soon as possible the information safety "into the national legislation plan, as soon as possible to promote the information security regulations, standardize the market for cloud computing.

6. Conclusion
With the progress of The Times and the innovation of technology, the Internet accounting cloud will be the inevitable trend of the development of enterprise informatization in the future. The accounting cloud is an important development direction of the new generation of information technology, and it is also an important strategic opportunity for China's accounting information innovation. Cloud accounting based on cloud computing has a good growth potential. Regardless of the acquisition, use, storage and protection of financial data, the performance of cloud accounting is far better than that of traditional accounting software. Even now in the process of developing accounting cloud computing has a long way to go, but in the cloud service providers and enterprise accounting staff member in the process of development and use, will continue to accumulate experience, and to improve the Internet cloud on the shortcomings in accounting in practical application, realize the popularity of various types of enterprise cloud accounting use patterns. The development of an industry is bound to lead to the development of relevant industries, the progress of the cloud is also our accounting in the accounting profession and the progress of the Internet, although we want to explore in the accounting of the cloud, the road is also facing many challenges, but I believe that with the mature of cloud computing technology and application of the promotion, the accounting of the cloud in our country financial management field will eventually usher in the spring.

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