Application and Exploration of Computer Technology In Modern Enterprise Logistics Management

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Abstract. Enterprise logistics management is an important factor to promote the development of enterprises. Under the environment of electronic commerce, modern enterprise logistics management needs to make reasonable use of computer technology. This paper firstly explains the existing problems of logistics management innovation at the present stage and the characteristics and advantages of computer information management technology, and explores the specific technology of computer technology applied in modern logistics for readers' reference.

Keywords: Computer Technology, Logistics Management, Exchange Technology, Bar Code Technology

1. Introduction
With the development of information technology, the application of information technology means and information management platform in the process of enterprise logistics management can effectively improve the ability to obtain market information, improve the level of enterprise logistics services, and provide enterprises with more development opportunities. Therefore, modern logistics enterprises must strengthen the use of information technology means, improve the competitiveness of enterprises in the market.

2. Problems existing in logistics management innovation at present
2.1. Small scale of logistics enterprises
At present, logistics enterprises generally have the problem of small scale, which not only affects the logistics supply but also cannot meet the actual needs of the current people, so the development of logistics enterprises is limited to some extent [1-3]. Over some of the logistics enterprise based on the analysis of the actual logistics management mode, even if the electronic commerce has the very good development advantage, but due to a lack of attention, corporate leaders still adopts the traditional mode of logistics management, and corporate investment is insufficient, make its enterprises expand their scale is not ideal, but also reduces the competitiveness in the market, is not conducive to future development of the enterprise indirectly hindered the logistics management innovation works carried out smoothly.
2.2. Lack of professional logistics management personnel

Professional logistics management talents can help enterprises improve the level of logistics management, and effectively carry out the work of logistics management innovation. But the logistics enterprises lack of professional talents and the lack of perfect personnel training mode is to solve the problems of the present stage, at the same time, enterprises lack employment of professional experience in logistics management personnel, making a large number of excellent high-quality talent loss, the enterprise internal personnel professional level and professional quality is low, it is difficult to meet the demand of the logistics enterprise development actual couldn't keep up with the speed of enterprise development, in the process of enterprise logistics management innovation, its original employees cannot very good to adapt to the current job change affects the working efficiency at the same time, also influence the innovation effect of logistics management.

2.3. The logistics distribution system is not perfect

At present, logistics enterprises have not established a relatively perfect information system, and the main reason is that the popularization efficiency of logistics management information in the whole logistics industry in China is low, which leads to the imperfect logistics distribution system of logistics enterprises [4-6]. The traditional logistics management mode can no longer serve the development of logistics enterprises well at the present stage, nor can it provide customers with more high-quality services. It not only reduces customer satisfaction, but also hinders the long-term development of enterprises. In view of the current development of the logistics industry, the chaos of the industry and the lack of unified industry standards are one of the main reasons that affect the improvement of the logistics distribution system of each enterprise. A perfect logistics distribution system can standardize all aspects of logistics management, but also make their own enterprises in the competition Strong in the market to maintain a stable position.

3. The characteristics and advantages of computer information management technology

3.1. Characteristics and meaning of computer information management technology

With the development of the world economy, all kinds of modern information technologies are constantly developing and expanding, and people have also entered the information age from the industrial society. Information is the most important productive force in today's society, and information resources have also become the main object of competition for modern enterprises. Informatization is becoming the focus of economic and scientific competition among countries, and the degree of informatization has also become the standard to measure the economic capacity and the degree of development of a country and a region. With the establishment of the market economy and the development of the world economy, the requirement of enterprise informatization has been constantly improved, but the level of computer management at the present stage is from the whole. Look on or compare low, the enterprise still cannot make full use of computer resource completely, information processing efficiency lags behind, the demand of our country to computer talented person also is increasing ceaselessly. Computer information management technology not only requires proficiency in computer technology, but also familiar with the knowledge of economic management technology, can process and analyze computer data, and provide suggestions for enterprises to make decisions.

In fact, modern enterprise information management digitizes the production management process and business process of the enterprise, and generates new information resources through the information system network processing, so as to provide the information that is easy to observe and summarize for the enterprise management level, and help it to make decisions that are conducive to the survival and development of the enterprise. With the wide popularization and rapid development of computer information technology, the traditional regional economy is connected to form a global economic network, which is both an opportunity and a challenge for modern enterprises and a brand new management revolution. Only by complying with the development requirements of The Times
and establishing enterprise information management can modern enterprises gain a firm foothold in the rapidly changing market economy competition and seek greater development and economic benefits. The key factors of modern enterprise information construction include: good information infrastructure such as computer equipment, network communication equipment and other hardware; Perfect internal and external information organization structure, such as internal personnel allocation, production plan and product inventory; Formulate effective standards, rules and regulations for enterprise informatization. The information construction of modern enterprises has a wide range, which can be divided into three aspects: first, the information construction in the production process of enterprises, through information technology to achieve the control and measurement of the production process, to achieve the goal of production automation; Second, enterprise data information construction, such as raw material procurement, product sales and inventory links, through information technology to improve management efficiency; Third, the enterprise management information construction, through the information management system to the enterprise departments to carry out scientific and standardized management, to strengthen the coordination and supervision between departments, so as to promote the healthy and rapid development of enterprises.

3.2. Advantages of computer information technology management
The enterprise establishes the management system through the computer technology, and obtains the good application effect in the management aspect. First of all, it has realized the dynamic management and systematic management of the enterprise economic situation. Through the network system, enterprises and companies can carry out real-time monitoring and management of their business activities and major engineering projects, but also can use the computer network to check the status of operation and management, improve the efficient management of enterprise finance, realize the full turnover of funds. At the same time, it can timely and truly provide social and economic information and market situation analysis statement for the company's leadership and management, which can be used as financial management information to better grasp the operation status and provide a basis for the next decision. At the same time, the computer management system can realize smoothly in a mobile environment remote render an account, query and audit, etc., and its strict preservation and transmission of information, generally speaking, the use of computers has greatly increased the enterprise management is scientific and modernity, it is based on a lot of information, through the analysis of the processing software, provide enterprises with the latest economic information, promote enterprise timely grasp the market demand.

4. The specific technology of computer technology applied in modern logistics

4.1. Electronic data interchange technology
Under the background of Internet and information technology, electronic data interchange is the most commonly used technology in modern logistics. This technology is mainly in accordance with the relevant provisions, all information data into an internationally recognized standard format and information transmission of a high-tech information technology field. Electronic data interchange (EDI) technology was first proposed and discovered in the United States, and has been transformed into today's modern logistics network integrated management model. The biggest characteristic of THE logistics information technology is that it can achieve globally recognized standardized information processing EDI technology without the need for original paper records.

Electronic data interchange (EDI) technology has improved the emergency situation of logistics enterprise management development, but there are also many influencing factors found in practice, which make EDI technology have necessary limitations. On the one hand, it is the network security hidden trouble of data information transaction. With the local open development of Internet technology, a lot of personal and corporate information in the data cloud focus transfer, it is hard to avoid can cause personal or business information leakage risk exist in the process of information exchange, this problem is in dire need of solution and deal with major issues, if network security
identification or test antivirus mechanism is not sound, of individual or enterprise information loss resulting from serious fatal consequences, indirect cause individuals, businesses, and the development of national economy resources and manpower to fatal injury. Therefore, this problem must be regarded as computer network technology and logistics configuration data and information related to the security of information exchange mechanism construction, long-term sustainable development of supervision and supervision down, so that it involves network security hidden problems to be dealt with quickly and conveniently safe and appropriate. Is legal rights issues on the other hand, due to the modern logistics is rising steadily stage, it is difficult to develop around the unified process specification, the consequences is only the details of the freight difference during waybill without written proof interpretation, lead to individual orders in the event of a dispute between the two sides when reflected in the legal effect is difficult to guarantee (FIG. 1 electronic switching technology).

![Figure 1. Electronic switching technology.](image1)

4.2. Barcode technology
As early as in the 1970s, barcode technology has been widely used in the society: the bar code commonly used in the logistics field is the two-dimensional bar code. In comparison, 2D barcode has obvious strong advantages over ordinary barcode. First, 2D barcode can store a large amount of data, images, audio and bills during logistics configuration. Second, 2D barcode security and accuracy security coefficient are relatively high to avoid personal or enterprise information data leakage or loss (barcode information printed out in Figure 2).

![Figure 2. The barcode information printed out.](image2)
4.3. Global positioning GPS system
The U.S. military developed the GLOBAL Positioning System in the 1970s. The military's preferred geographic information system was also developed by the U.S. military. At present, both at home and abroad, these two technologies are applied to the system management of all sectors of society, and logistics is no exception. Modern logistics information management mode enables real-time monitoring of all movements of goods during logistics distribution through GLOBAL positioning GPS and geographic information system (Figure 3 GPS positioning function).

![GPS positioning function](image)

Figure 3. GPS positioning function.

5. Conclusion
To sum up, in the context of increasingly fierce market economic competition in the logistics industry, enterprises need to make full use of information technology means and combine the market conditions to build an integrated, intelligent and integrated information resource database, so as to lay a good foundation for promoting the economic construction of enterprises.

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