Research on Construction and Optimization of Enterprise Financial Sharing Service Center Based on Network Information Technology under the Background of Big Intelligence and Moving Cloud

Caixia Li1,*

1Xi'an Mingde Institute of Technology, Xi'an, Shaanxi, 710124

*Corresponding author e-mail: wwh1984@mdit.edu.cn

Abstract. With the rise of "big intelligence moving cloud", the digital transformation of enterprises has become an inevitable requirement to comply with the times. To ensure the success of the digital transformation, it must be in the right direction. As an important link of enterprise operation, finance needs to form a trinity with business and technology, so as to move toward digitalization and create new values for building smart enterprises. Based on this, this paper discusses the construction and optimization of enterprise financial shared service center under the background of Dazhiyiyun cloud.

Keywords: "Big Wisdom Move Cloud", Financial Sharing, Mode Construction, Optimization

1. Introduction
In the process of social development, great changes have taken place in the operation and management of enterprises, especially the changes of the four industrial revolutions, which make the data of enterprises become larger. This is big, the first is the large amount of data, produced a large amount of data in the process of enterprise management, is no longer limited to the original documents transmission of data, but data, sales process, purchasing process and supplier connection with customers, agents, distributors of the connection data, production data, industry value chain, which is connected with inventory and delivery of data, macroeconomic data and so on. Second, there are more and more data sources [1-3]. The scale of enterprises is getting larger and larger, the products are becoming more and more complex, the regions are becoming more and more broad, and the business model is becoming more and more complex. Therefore, many Internet companies are independent of the financial department and have a data department to collect, process and utilize data. That's the sad thing about the finance department, because the finance department is the data processing department, and now someone else is going to take your place. The third is the rapid growth of data, the amount of data produced in each year is the sum of all previous generations. In addition, I have a point of view that since the establishment of an enterprise, what it leaves to the world is only data. All other factors of production are endowed by nature, including the employees it employs. The only contribution it can make to the world is the generation of data and information. Therefore, as the most important data center
of an enterprise, how to collect, process, store, manage, analyze and share the rapidly growing data of an enterprise is not only to provide accounting data from the dimension of accounting subjects and the perspective of legal person, but also a great challenge and historical opportunity for the financial department.

2. The connotation of financial sharing center under the background of "big wisdom moving cloud" is discussed

The trend of economic globalization is constantly strengthening, big data technology, artificial intelligence technology, mobile Internet technology, cloud computing technology composed of "big wisdom move cloud" service concept deeply rooted in the hearts of the people, but also in the development and management of enterprises to play a practical role. The background of "big wisdom moving cloud" provides a realistic environmental basis for the construction of financial sharing service center, makes it develop towards the direction of sharing, intelligence and data, and promotes the business value of enterprises. As a new management mode, it effectively integrates the standardization of enterprise financial management system, optimizes business process, realizes enterprise cost control more effectively, and enhances management effectiveness significantly. At the end of 2013, the Ministry of Finance promulgated the "Enterprise Accounting Informatization Work Standard ", which clearly points out that the number of sub-subsidiaries is widely distributed, which must do a good job in the information transformation of accounting work, realize the centralized processing of financial data, and promote financial sharing. Based on this, the construction of financial sharing service center under the background of "big wisdom moving cloud" is necessary, which will be directly related to the financial management level and operational effectiveness of enterprises.

3. The characteristics of financial sharing service center in the context of big wisdom moving cloud

3.1. Financial shared
Consumer shopping malls are seamless bridges between enterprises and suppliers and customers. Mobile Internet and cloud platform are basic information support. At present, electronic invoices are gradually popularized in China. Enterprises also gradually realize the exchange of tax transaction data. The operation and consumption of electric power group and the purchase of raw materials are paid by the enterprise after unified accounting [4]. The whole transaction is very transparent and the data feedback is true. Based on the concept of financial sharing, the unity of business flow, management flow, accounting flow and capital flow is realized.

3.2. Value creation
Although the basic status of the Internet and cloud platform and the popularity of electronic invoices will have a certain impact on enterprise financial sharing, the enterprise financial sharing service center is committed to the concentration of financial accounting business. In order to achieve the secondary optimization of business processes, reduce costs. Benefiting from the development of technology,
intelligent financial sharing services can realize the integration of business, capital and so on, and the authenticity of data is guaranteed. All data acquisition and analysis are concentrated on the platform, the data base is stable, the data quality is high, becomes the enterprise data integration and the analysis data support, helps the enterprise value creation further enhancement.

3.3. Customer orientation
In the past, the financial service center is aimed at the internal financial service optimization of the enterprise, and achieves the purpose of reducing the cost and increasing efficiency [5]. Under the background of "big wisdom moving cloud", the establishment of enterprise financial sharing service center pursues the acquisition of internal and external service value. Financial services need to further highlight customer needs, support the development of enterprises, external value creation, customer demand-oriented, to provide customers with high quality and high efficiency of financial services.

4. The construction strategy of corporate financial sharing center under the background of "big wisdom moving cloud" in China

![Figure 2. Strategy](image)

4.1. Business process optimization and reconstruction
The key point of the construction of enterprise financial sharing service center is to solve the problem of how to construct, and the corresponding is the design of business process. The innovation of financial management mechanism is realized. Enterprise industry chain is wide, from power generation to transmission to user management, and standardized system is always the basis of business process reengineering [6]. First of all, there must be a complete standardized system, unified and clear standards, promote the overall control of financial sharing services, to ensure the standardization and standardization of business processes. Second, pay attention to the actual operation of enterprises and long-term development planning. Business process is to serve the financial management and business development of enterprises, so in business process reengineering, we must comprehensively comb the existing business processes, such as expense reimbursement, fund settlement and other homogeneity. High-frequency business into the financial sharing service center system, optimize enterprise financial management, but also make financial process development more scientific. Finally, multi-department cooperation is the key to the unity and efficiency of business process standardization. Different business processes have different responsibilities, different job responsibilities and requirements, reasonable business process design and accountability. Let business process reengineering and implementation be implemented.
4.2. Optimizing the organizational structure of employees and clarifying the main responsibility
Under the background of "big wisdom moving cloud ", the construction of enterprise financial sharing service center must have clear responsibility subject, and clear responsibility subject needs to start with enterprise organization reform. At present, the long organizational structure of power group reduces the timeliness and effectiveness of information dissemination and weakens the decision-making ability of enterprises. Based on the concept of financial sharing service center, financial function and role change, scientific change of organizational structure to ensure a clear division of labor in financial management.

First of all, it gets rid of the limitation of the original financial organization structure, simplifies the organization team, especially solves the problem of long management level, and the financial sharing service center serves the accounting subject alone.

Secondly, further optimize the existing organizational function design, based on professional ability and quality factors, to ensure a reasonable division of labor, clear powers and responsibilities. At the same time, we can make use of the opportunity of the construction of financial sharing service center to optimize the enterprise management structure, standardize the process and system, and make the decentralized financial management more centralized and unified in order to improve the efficiency of enterprise management. Enhance the core competitiveness of enterprises.

4.3. Information technology to boost the financial sharing platform
In the information age, the innovative application of information technology provides scientific and technological support for the construction of enterprise financial sharing center platform. The financial sharing service center is not a single system structure, but a comprehensive system which integrates the core of the enterprise, the auxiliary business platform and the management platform, and is committed to the unified and open construction of the financial sharing information body. In the concrete construction, first, we should understand the characteristics of the electric power industry, grasp the current situation of the enterprise information, give play to the advantages of the existing information system platform and the ERP construction results, promote the effective integration of resources, and optimize the allocation of resources [7-9]. Must coordinate the overall situation, focus on the future, financial sharing service center in line with the strategic development objectives of enterprises. Second, the sharing center must have the ability of financial accounting and management of different enterprises under the power system, differentiated management and meet the individualized needs. Improve the practicability of the system. Third, it is necessary to ensure the cooperation between the financial service sharing center and other management systems of the enterprise, to meet the dynamic display of the financial information of the enterprise, and to strengthen the dynamic supervision of the process.

4.4. Perfecting performance management mechanism human resource perspective
In the aspect of human resource construction, we must guide the financial personnel of the enterprise to realize the transformation from the traditional accounting financial concept to the business financial management accounting concept. The professional ability and quality of financial personnel have a direct impact on the construction and effectiveness of financial sharing service center. First of all, we must strengthen the training of enterprise financial personnel, optimize the construction of talent team, based on the requirements of the post system, establish a high quality, strong professional ability, standardized management and unified financial management team. Let the financial personnel establish the management concept of financial integration into business and management. Secondly, carry out various forms of system operation training and guidance. Improve the financial operation level, business process familiarity and so on, let them deal with all kinds of problems in financial sharing service with professional skills [10,11]. Finally, the financial sharing service center should establish and perfect the performance appraisal and incentive mechanism and system according to its own characteristics, arouse the enthusiasm of the staff and guide them to stimulate their potential, and provide better financial sharing services for the enterprises to provide users.

5. Problems in the application of dazhi moving cloud in financial sharing service center
On the one hand, the internal control of enterprises is not standardized. First, the internal control stays at the system level, the internal control consciousness is relatively weak, does not play the guiding role to the execution and the supervision, lacks the enthusiasm to the internal control. Second, the lack of high-level internal control management personnel. On the whole, the quality of internal control personnel is on the low side, the knowledge of internal control is lacking, the corresponding experience of internal control is lacking, the internal control personnel are difficult to do the work, and the predicted effect of internal control can not be realized effectively. Third, the separation of finance and business reduces the use value of data, and there are problems such as information lag and information distortion, which can not carry out necessary financial management and effective internal supervision to the business department. Accounting is not timely and can not reflect the change of assets in time. On the other hand, the enterprise group in the investment, lacks the perfect plan. In the financial management, the enterprise invests very much energy, the enterprise is still in the decentralized stage in the financial management, in each branch office will appear the department function overlap situation.

6. Optimizing measures for improving the financial sharing service center of dazhi moving cloud

6.1. Create a good internal control environment and improve the internal control system
To create a good internal control environment, first of all, we should strengthen the internal control consciousness of the unit leaders, so that the unit leaders really realize the role of internal control in the enterprise group. The internal control system of the company does not exist independently, but is closely related to many rules and regulations [12]. At the same time, we should improve other relevant systems. Only in this way can the realization of internal control be guaranteed to a certain extent. In addition, we should strengthen the authority and independence of the internal control system, evaluate the design and operation of the internal control of the unit regularly, correct the problems in time, and ensure the smooth progress of the optimization of the financial sharing service.

6.2. Optimize financial sharing process and achieve standardized financial management
Process management needs to support the implementation of process strategy, and financial sharing service process is no exception. Through the understanding of the existing process, find the key bottleneck to achieve strategic objectives, targeted process design work. Financial sharing process is the core content of process management. The sharing service center adopts new management concept and method, which will lead to the change of traditional process and realize standardized financial management.

6.3. Focus on the security of financial sharing center information in the context of cloud computing
In the face of the hidden danger of cloud finance, enterprises should increase their own investment in cloud finance, promote R & D team to develop high-end technology and products, and enterprise management should pay more attention to cloud finance. Strengthen the information management within the enterprise [13]. From a macro point of view, the country should formulate corresponding laws and regulations to find a scientific and reasonable measure for the potential security problems under cloud computing technology. The relevant departments of the state and government should strengthen the supervision of financial sharing, carry out scientific and reasonable evaluation of suppliers, and provide a stable market environment for users. Platform suppliers should constantly improve their professional ability and comprehensive quality, improve related technologies, and improve the quality level of cloud computing technology.

7. Conclusion
First of all, from the country down to the family, every organization and individual has the need of financial management. The big ones are the national budget, the small ones are everyone's income plan. Different management purposes, work needs, management methods are not the same. As an innovative
way of financial management, financial sharing will soon become an effective new mode of financial management under the background of Dazhi Cloud.

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Research on Mixed Teaching of Financial Management Course under the Background of MOOC

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