Research on the integration and development of "Internet plus" And logistics

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Abstract: The logistics industry plays an important role as a pillar industry in the national economy. As a new communication technology, "Internet +" and the integration of the logistics industry will create a good foundation for the transformation and upgrading of the logistics industry with its advanced development concepts and models, the logistics industry is booming. Therefore, the country should attach great importance to promote the progress of China's logistics industry. Based on the idea of "Internet Plus" and the integration of the logistics industry, this article elaborates the countermeasures for promoting the development of the integration of the "Internet +" and the logistics industry for reference.

Keywords: Internet +; logistics; integration development

1. The Content of “Internet +”

Internet + is a combination of Internet technology and a new generation of information technologies such as mobile Internet, Internet of Things, big data and cloud computing. It integrates relevant technologies in specific businesses and deeply integrates them to create value technology by new models. Among them, "+" refers not only to convergence but also to various business needs that can create greater value only through integration with new communication technologies. It also means that as people make in-depth use of the Internet, they have entered the "Internet +" or "post-Internet era" and will face different opportunities and challenges.

At present, social and economic development can not be separated from the "Internet +". As an "operating system" for social development, social and economic development has an important influence on the operating basis, rules and framework of social systems. Various government, commercial and personal activities, based on the principle of "Internet +", redefine the operation and management mode. For traditional enterprises, if they want to enhance their market adaptability and competitiveness and acquire new development, they must choose the weapon "Internet +" and " Internet + " is still a complex change project involving personnel, process, organization, management and operation. Only through systematic consideration can its advantages be highlighted in all fields. Therefore, we should not regard the meaning of "Internet +" only as an obvious indication of "joining the Internet in a certain business". Otherwise, it may affect the expected achievement and may be eliminated by society[1].

2. The ideas of “Internet +” integration with the logistics industry development

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The logistics industry is a service industry that integrates warehousing, transportation, information industry and freight forwarding industry and covers a wide range of basic functions. The project integrating "Internet +" is more systematic and comprehensive. It is necessary to streamline our thinking, determine our goals and find a suitable path of development[2].

2.1 "Internet +" and logistics industry integration starting point

The integration of "internet +" with the logistics industry should take the concept of "green, sharing, coordination and innovation" as the principle, and according to the common development of logistics technology and industry, closely integrate information technology and logistics such as Internet of Things, cloud computing and big data and optimize its resource allocation and new business model and format of logistics so that its intelligence, standardization and informatization level will be continuously improved, and the logistics industry will be transformed and upgraded, providing a solid foundation for its market adaptability and competitiveness.

2.2 The main objective of "Internet +" integration with the logistics industry

Through the extensive application of new information technology in the field of logistics, the intelligent level of warehousing, distribution and transportation will be enhanced and the innovative logistics organization will be optimized. New modes and new technologies formed in the logistics field using "Internet +" will promote the development of the industry, and establish a corresponding operating system and management model; based on the "Internet +", a smart logistics ecosystem will be established to achieve the goal of convenient and efficient, sharing cooperation, safety and green, and significantly improve logistics efficiency and competitiveness; seize the "Internet +" with the logistics industry at the moment, with new jobs, value-added services as the goal, create new forms for logistics economy.

2.3 The main content of "Internet +" and the logistics industry integration

2.3.1 To achieve the "Internet +" logistics production operations

At present, the operating mode of the logistics industry is still labor-intensive. Therefore, it is urgently necessary to make use of the "Internet +" to simplify the operation, streamline processes, improve efficiency and reduce costs. Therefore, the logistics production operation system needs comprehensive application of technologies such as Internet of Things, big data, cloud computing, mobile Internet and mobile intelligent terminal, and an intelligent operation system including operation objects, personnel, processes and routes is established so that logistics, capital flow, stream of information can achieve efficient operation, and also significantly improve homework skills and ability.

2.3.2 To achieve "Internet +" logistics marketing

The logistics marketing ability is more prominent in the restriction of the development of China's logistics industry and also the key to the integration and development with "Internet +". Consideration can be given to the following aspects: The logistics industry establishes a marketing integration platform for different customers, providing customers with relevant products and services at any time. Strengthen the existing logistics e-commerce platform to optimize and transform, increase the content of logistics service, customers can experience better service; strengthen the development of logistics marketing mobile terminal platform to improve its business function; according to the actual business needs of logistics enterprises, the logistics marketing under the condition of "Internet plus" is explored and innovated to promote the new development.

2.3.3 To achieve "Internet +" logistics management

Because of the high cost of logistics industry, such as low efficiency and management level more unfavorable features prominent, so urgently need to merge "Internet +" management breakthrough, starting from the global, comprehensive carding logistics, information flow, supply chain, customer relationship, etc., to regulate standard management process; the intelligent management system of the Internet is carefully developed and fully utilized to constrain different employees with a unified, specialized, personalized and accurate management system; cloud
computing is used to establish the management platform of logistics cloud to realize cloud management.

2.3.4 To achieve "Internet +" logistics services

Shortage service capabilities and low levels of the logistics industry have long existed, and therefore need to be compensated by the Internet. "The use of the Internet to establish a permanent" connection "between users and logistics, and use" Internet + "to establish long-term cooperation Relationship; logistics Services Internet Establish a big data platform that includes service data for various needs of different users, to ensure good service and superior competitiveness; to establish an highly integrated service system online and offline, provide streaming services to different customers around the clock; use "Internet +" to expand logistics services including remote rural areas; enrich the"Internet +" under the conditions of logistics services, to make its service resources and experience to share a wider range.

3. The strategy to promote the development of "Internet +" integration with logistics industry

3.1 Speed up the integration of the two as an important mission

At present, with the rapid development of "Internet +", all industries are struggling to find opportunities for the development of "Internet +" in order to achieve the transformation and upgrading. Companies that can not keep up with the development are bound to be squeezed out of the historical arena. Although logistics industry is an important industry in social economic development, although there is more room for development, if not based on "Internet +", not only can not keep up with the development of the market itself, but also will fall into a passive situation in the fierce international competition and will have an impact on the development of the industry. Therefore, both the government and the enterprises should pay sufficient attention to it and create an in-depth development atmosphere and favorable conditions for them.

3.2 The integration of the two to strengthen scientific planning and deployment

Although Internet + is an important strategy that contains advanced concepts, technologies and models, there are no ready-made solutions to use. Therefore, the integration of the logistics industry in the development of "Internet +" is mainly based on the new IT-fit logistics The degree of business and the function of matching the needs of users, only the two are connected so that the user's will be truly reflected, it is of practical significance, so we should apply "Internet +" effectively into the logistics industry, should organize professionals to study how to advance and master important ideas and objectives in an orderly manner, and formulate action and development plans so that these goals and plans can be effectively implemented.

3.3 To strengthen the logistics industry "Internet +" personnel training

The effective application of "Internet +" in various industries can not be separated from the support of complex talents with strong technical and business capabilities. The current "Internet +" is integrated with logistics. Moreover, the shortage of qualified personnel is an important issue that needs to be solved to promote the cooperation mode of production, study and research at a deeper level. Universities and logistics enterprises should take "Internet +" talents in the logistics industry as their important task. Focusing on cultivating talents with good business foundation and strong innovation ability can enhance their understanding of the "Internet + "Expansion of technical capabilities can we provide powerful conditions for the growth of compound talents. In combination with the strategy of" Please come in "and" go global ", we invite relevant experts to conduct training and guidance and send excellent management and business personnel to exchange new information timely ideas and new technologies, set up scientific research funds, discover and train qualified personnel in the form of research projects, and encourage professionals to actively research and practice them with incentives[3].

3.4 Break the routine and win the innovation
If the logistics industry wants to effectively integrate "Internet +" for development, it will be very difficult if there is not a major improvement in the operation and management mechanism. Therefore, if you want to combine "Internet +", you must make innovations in thinking, model, service and management to make it more valuable. According to the thinking and mode of "Internet +", we will innovate the management system of reform so that the development environment of the logistics industry will be more open and flexible. With the concept of coordination, sharing and opening up, the cooperation and resources within the industry will be strengthened and shared. And other industries to strengthen their integration and development so that they can achieve internal and external balance in their cooperation. They will develop and broaden their new modes and horizons with innovative ideas and provide new space for the development of the logistics industry.

Conclusion

Therefore, it is a long-term strategic task for our government to effectively utilize the technical means and thinking modes of "Internet +" and promote its transformation and upgrading. As a result, the logistics industry in China should Coordinated development, to contribute to the sustained and healthy development of the logistics industry.

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