

Research on the Application Strategy of Logistics Information Technology in Modern Logistics

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Abstract: In modern logistics, the application of logistics information technology can accelerate the development of logistics industry. Based on this, this paper expounds in detail that logistics enterprises can adopt the strategies of strengthening information security construction, improving team technology level, constructing information exchange system, saving labor with RF technology, perfecting management system, ensuring the advanced nature of information construction concept, and popularizing bar code technology to realize the application of logistics information technology in modern logistics.

1. Introduction

Logistics information technology refers to the application of modern advanced information technology in all aspects of logistics operation. As the main supporting technology of logistics modernization, it can provide great help for the efficient operation of logistics enterprises. Therefore, in the modern logistics industry, practitioners should deeply explore the specific application strategies of the technology in the development of logistics industry, and promote the technology in the field of logistics, so as to promote the operation level of enterprises in the field.

2. Strengthening the Construction of Information Security

Under the background of logistics information technology, the operation of modern logistics industry needs the exchange of information within or between enterprises. At the same time, the information technology itself also has a strong openness, which leads to the easy emergence of information security problems in the process of information interaction work, which affects the development of enterprises. Therefore, enterprises should strengthen the construction of information security to ensure the smooth implementation of logistics information technology. Improve the operation level of modern logistics. In the construction of information security, enterprises should be aware of the importance of information security and strengthen the internal basic information technology, such as identity authentication technology, mainframe reinforcement technology, security audit. Build a perfect information security system to ensure the security of logistics information. In this process, enterprises should do a good job of data rescue plan in advance, add data backup, data recovery and other information security defense technology to the data security system, enhance the integrity of logistics information, and improve the level of information security construction. In addition, enterprises should set up a sound security system detection and maintenance mechanism, and formulate a scientific and reasonable detection and maintenance scheme in view of the loopholes in the security system to ensure the effectiveness of the system, at the same time strengthen the security test and evaluation technology and network security incident monitoring technology update, comprehensive grasp of logistics the state of information security prevents the occurrence of information security accidents and enhances the application effect of logistics information technology in modern logistics.

3. Improve the Overall Information Technology Level of the Working Team

In the modern logistics industry, the information technology level of the working team affects

the application effect of the logistics information technology to a great extent, so the enterprises in the field should pay attention to the optimization of the team technical ability and promote the modernization process of their own logistics operation. In the aspect of team technology level, enterprises should first actively deal with the current situation of the scarcity of technical talents, properly improve the salary and recruitment threshold, increase the introduction of outstanding technical personnel, and gradually improve the overall technical level of the team. At the same time, enterprises should organize teams to participate in training activities to enrich their technical knowledge and strengthen their professional ability in an all-round way. The training course of digital development of modern logistics industry held in Kunming, Yunnan Province on September 16, 19. The training lasted for three days and was attended by more than 300 people. In the training activities, the students have learned the knowledge of logistics enterprises digital transformation and upgrading, Internet of things digital logistics, modern logistics integrated information service platform and other related fields, and the activities have a good response, which has promoted the modernization development of local logistics enterprises to a great extent. In addition, the enterprise should set up a scientific, reasonable and comprehensive performance appraisal system to stimulate the enthusiasm of staff self-improvement, promote the sustainable optimization of team professional ability, and promote the smooth implementation of logistics information technology.

4. Construction of Information Exchange System

The construction of information exchange system can simplify the procedure of communication between enterprises, reduce the cost of resources consumed by effective communication, at the same time, it can avoid the problem of information inequality caused by traditional communication methods, ensure the cooperation between enterprises more tacit understanding, and optimize the overall operation effect of logistics industry. Therefore, enterprises in each industry should promote information exchange technology in an all-round way to perfect the construction of their own information exchange system, so as to effectively implement physical information technology and promote the modernization of enterprises. In the construction of the system, enterprises can adopt the EDI technology in logistics information technology. EDI technology makes use of standardized data processing operation to realize the information exchange between many industries for the purpose of network trade, which provides a broad channel for the circulation of logistics information. Nowadays, some small and medium-sized enterprises have established an exclusive global logistics information exchange system through this technology, which has expanded their own development pattern. In addition, in the modern logistics industry, the application of this kind of logistics information technology shortens the cycle of sending trade documents, omits the redundancy of transaction information, changes the traditional trade mode to a great extent, and saves a lot of manpower and material resources for enterprises. Enhance the core competitiveness of enterprises.

5. Saving Human Resources with the Help of Radio Frequency Technology

In the traditional logistics operation, goods inventory, payment settlement and other work need to consume a lot of human resources, and the efficiency is not high. However, in the modern logistics operation based on logistics information technology, workers can not only identify multiple tags at the same time, but also can identify high-speed objects at the same time. At the same time, because the implementation of this technology is relatively simple, it can save a lot of human resources for enterprises. It is an effective strategy for the application of logistics information technology in modern logistics to reduce the operation cost of enterprises, so the promotion of RF technology is an effective strategy for the application of logistics information technology in modern logistics. In modern logistics, radio frequency technology, as an automatic identification technology, should be used as an automatic identification technology. In the aspects of access control, drug management, shipping and so on, although its popularization and application costs a lot of money, but because it does not need manual intervention in the process of use, at the

same time, it can adapt to all kinds of bad working environment and can effectively prevent the loss of goods under physical factors, so it can save a lot of money for enterprises, so the promotion of this technology in the logistics industry is of great value. In addition, the operation of this technology is simple and convenient, and the accuracy is very high, which is beneficial to the real standardization, fine and visual management of enterprises, and promotes the further development of modern logistics industry.

6. Improve Management System Construction.

In the field of modern logistics industry, by improving the management system based on logistics information technology, enterprises can enhance the scientificity, rationality and accuracy of their decision-making, and promote the development of modern logistics industry. Therefore, enterprises should deeply optimize the construction of internal management system, improve their own decision-making level, and enhance the application effect of this technology in modern logistics. In the aspect of information system construction, enterprises can use logistics information technology to collect information generated in various logistics links such as purchasing and inventory, and then conduct centralized sorting and analysis, so as to provide strong basis for decision-making of enterprise managers. Taking purchasing management as an example, staff can evaluate the current status of enterprise operation according to the current inventory, sales and other information by building a physical information sorting and analysis system. Based on this, the manager can make the corresponding purchase decision and refine the purchase scheme, and then the operator can carry out the specific work according to the scheme. At the same time, the staff can check and accept the purchased products with the help of information management system, realize the real-time control of the whole purchase process, enhance the comprehensiveness and scientificity of management work, and optimize the application effect of logistics information technology in modern logistics. In addition, the enterprise can also build a customer information management system to clearly grasp the needs of customers, track the probability of products, and enhance the business management effect of the enterprise [1].

7. To Ensure the Advanced Nature of the Concept of Logistics Information Construction.

In the development of modern logistics, enterprises should realize the importance of logistics information technology, maintain their advanced nature in the concept of information construction, set up the correct development direction, and promote the long-term development of logistics field. In the construction of information construction concept, enterprises should first adapt to the development of the current information age, promote internal management, information and automation of operations, and improve the efficiency of internal operation, or by means of the current one-way policy, to participate in some talent, technical exchange meeting, enrich its own knowledge system, further ensure the advanced nature of the concept of the enterprise, for example, in the Xinjiang International Logistics Industry Expo held in April 2019. The exhibition includes eight display modules, such as the modern logistics enterprise exhibition, the intelligent logistics display, the intelligent logistics robot display and so on, and broadens the field of view of the participating enterprises, and is beneficial to the construction of the advanced information construction concept and the development of the modern logistics. In addition, modern logistics enterprises should also draw on external experience and technology, and combine with the present situation of market economy in China Construct the information construction idea which accords with the actual development state of the enterprise, enhance the utility of logistics information technology [2].

8. Promote the Barcode Technology to Improve the Logistics Efficiency

In modern logistics, operation efficiency is an important factor affecting its development effect. Since the advent of bar code technology in the 20th century, the operational efficiency and accuracy

of logistics industry have been greatly improved. With the further development of logistics information technology, bar code technology is changing from one dimensional to two dimensional. At present, QR codes appear on most of the machinery, equipment, instruments and all kinds of product packaging. QR codes can provide people with more product information than the traditional one-dimensional codes. At the same time, its excellent mixed storage ability also makes the expression of its internal information no longer limited to text, but contains more text, images and so on. It brings great convenience to practitioners in logistics operation, so the promotion of logistics information technology is of great significance to the development of modern logistics. In addition, two-dimensional bar code technology also has strong information recognition ability and error correction ability, which can play the function of anti-counterfeiting in the application process, which improves the reliability of modern logistics operation to a great extent. At the same time, enterprises can also transmit comprehensive information containing propaganda content to the outside through the QR code on the product, which can amplify the value of logistics operation and deepen the application of logistics information technology in modern logistics [3].

9. Conclusion

In summary, the application of logistics information technology is conducive to the improvement of the operation level of modern logistics industry. In the modern logistics industry, enterprises can prevent information security accidents, promote the smooth implementation of technology, enhance the core competitiveness of enterprises, save human resources, strengthen the management effect of enterprises, strengthen the effectiveness of the technology and improve the physical efficiency by taking effective application measures of logistics information technology, so as to optimize their own development level.

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