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Research on Information Platform Functions of Logistics Enterprise in Beijing-Tianjin-Hebei

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Abstract

In this paper, the information platform functions of logistics enterprise in Beijing-Tianjin-Hebei are described and summarized, the content including the functional status provided by information platforms of logistics enterprises in Beijing-Tianjin-Hebei, the restriction factors of functional development and the achievement of information platform construction.

Keywords: *Beijing-Tianjin-Hebei; Logistics enterprises; Information platform function*

1. Introduction

Integration of Beijing, Tianjin and Hebei regions is developed by the concept of capital economic circle, including Beijing, Tianjin and Baoding, Tangshan, Handan, Xingtai, Shijiazhuang, Hengshui, Cangzhou, Qinhuangdao, Langfang, Zhangjiakou, Chengde in Hebei province, totaling eleven cities in Beijing, Tianjin and Hebei province. An area of the region is about 216 thousand square kilometers, the total population of the region is about 110 million, including 17.5 million people from other cities. On April 30, 2015, the political bureau of the CPC central committee held a meeting to analyze and research the current economic situation and economic work, deliberating and passing the program guidelines for the coordinated development among Beijing, Tianjin and Hebei. The coordinated development among Beijing, Tianjin and Hebei is a major national strategic decision made by Comrade Xi Jinping as general secretary of the CPC Central Committee. The country listed the coordinated development among Beijing, Tianjin and Hebei as an important national strategy, only to build China's growth point. Integration of Beijing, Tianjin and Hebei regions aims to utilize regional advantages, providing the support for the coordinated development among Beijing, Tianjin and Hebei.

According to the " logistics statistical investigation report about national key enterprise in 2014" issued jointly by the national development and reform commission, the national bureau of statistics, and the China federation of logistics and purchasing, in 2014, the business revenue of China's logistics enterprise increase by 6.7% compared to the previous year, and the growing rate decrease by 5.4%. In the first three quarters of 2015, the growth of logistics market scale is slightly lower and the total revenue of logistics industry is 5.4 trillion yuan, increasing by 5.1% compared to the previous year. Among them, the revenue of logistics information and related services and the revenue of integrated logistics business maintain rapid growth, increasing by 94.0% and 31.0% respectively compared to the previous year. In the revenue structure of logistics enterprises, the revenue of integration logistics business accounts for 9.7%, information and related services accounted for 1%, increasing by 1.9 and 0.5% respectively compared to the previous year. This indicates that integrated logistics and information service are gradually becoming the highlight of the logistics enterprise revenue growth under the support of strategic planning of the coordinated development among Beijing, Tianjin and Hebei.

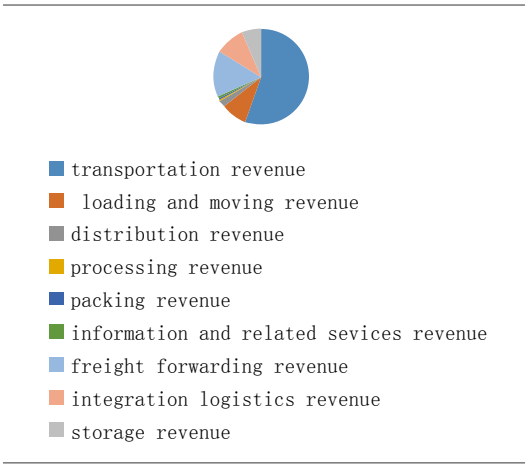

Fig.1 conditions of logistics enterprise business revenue

Logistics informatization is the important symbol of modern logistics, is also one of the fastest growing areas in the logistics technology. Logistic enterprises operating management informationization is the main stream of the development of international economy, is also the inevitable requirement to achieve the logistics modernization, and is the key to reduce the enterprise cost, improve the level of logistics operation [1].

With the rapid development of modern information technology, the logistics industry in our country is facing unprecedented opportunities and challenges. Modern logistics is widely regarded as the source of the third profits, and the development of the regional logistics is a product of the development of regional economic integration development, but also it has become an important industry and new economic growth point of regional economy, and its level of development can be used to evaluate the comprehensive strength of an economic area. However, the logistics industry also brings the problems of high logistics costs and meets the bottleneck of improving the service level while it is in the rapid development. Through theory research of experts and scholars and the practice of government, industries and enterprises, logistics informationization becomes the only way for the development of modern logistics, because it can not only integrate the regional logistics system activities and improve the efficiency of the whole system, also reduce the enterprise's management cost by improving service quality and thus enhance the competitive ability of the enterprise. So the construction of logistics information has important strategic significance for regional logistics development. [2]

Because of the influence of the enterprise internal and external factors such as the lack of logistics enterprise informatization strategic target, backward logistics information standardization, lack of information technology talented person and the cost control, the function construction of logistics enterprise is incomplete in Beijing-Tianjin-Hebei region, and the function provided by most of logistics enterprise information platform is mainly displaying information. However, the logistics enterprise information platform in Beijing-Tianjin-Hebei region develop rapidly, and it ensures the speed and quality of customer service by increasing the function of online transactions and complementary offline trading function and improves the Beijing-Tianjin-Hebei logistics enterprise's core competitiveness.

2. The Functional Status Provided by Information Platforms of Logistics Enterprises in Beijing-Tianjin-Hebei

Logistics information mainly has the simple and efficient and effective effect in enterprise business control. Logistics information platform provides a good interface which can be operated easily to improve work efficiency, reduce the artificial error rate; provides the basic functions such as company profile, certificate of honor, corporate culture and so on, showing the company's scale and service ability; provides the function of news and trends, showing the development of logistics industry; provides the business functions such as business introduction, product service, transport capacity resources, carrying on the comprehensive introduction for the good cooperation with customers, and implementing the convenient consultation for customers through the function module of contact us[3].

We analyze the conditions of functions, such as company profile, news and trends, product service, certificate of honor, corporate culture, transport capacity resources and so on, provided by logistics enterprise information platform in the Beijing-Tianjin-Hebei region through the statistics of logistics information platform construction of one hundred and four national A-class logistics enterprises in Beijing-Tianjin-Hebei region. The enterprises are selected from logistics industry big data platform[4], and the evaluation of national A-class logistics enterprises refer to the classification and evaluation indicators of logistics enterprises (GB/T19680-2005) issued by the China federation of logistics and purchasing [5]. Taken together, the Beijing-Tianjin-Hebei logistics enterprise information platform construction situation has the following characteristics:

(1)In the Beijing-Tianjin-Hebei region, most of logistics enterprises realize the propagandistic effect of independent site on the basic information such as logistics enterprise culture, news and trends and contact way to set up its own web site (as shown in fig.2). In one hundred and four statistical national A-class logistics enterprises, about a quarter of the logistics enterprises did not set up their own web site. Although individual enterprises may deliver their own company's information to a third party directly, the third party web sites cannot play the propaganda effect of an independent website on the company's reputation and of enterprise culture, and are also difficult to achieve the functions of online transactions, customer service, and other functions.

Fig.2 conditions of information platform construction of A-class logistics enterprise in Beijing-Tianjin-Hebei

(2) In logistics enterprises with independent websites, the promotion effect of part of the enterprise website is not good. Although it set up its own independent web site, it is still difficult to be searched in each big search platform (such as Baidu, 360 search, Google, etc.), which make the logistics company's own web site not play the role of establishing station.

(3) The information construction of some logistics enterprises with higher ratings, such as First logistics co., LTD in Qinhuangdao, Postal-delivery logistics co., LTD. Hebei province and so on, only rely on the parent company website for publicity and display, losing its independence and integrity of information.

(4) In logistics enterprises with its independent site in the Beijing-Tianjin-Hebei region, the function provided by most of logistics enterprise information platform is mainly displaying information. Through the analysis of website's main function, the number of websites with online trading module (vehicles, route) and the function of showing honorary certificate is occupied only about 57% of the total stations surveyed (see figure 3-4). Therefore, functions of logistics enterprise information platform construction are not completely, and still have room to improve in the Beijing-Tianjin-Hebei region.

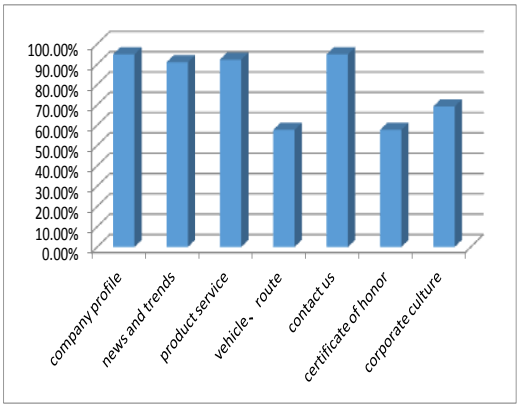

Fig.3 functions provided by A-class logistics enterprise website in Beijing-Tianjin-Hebei

Hebei Logistics Industry Group Co. LTD is a typical example. Hebei Logistics Industry Group Co. LTD is a state-owned enterprise approved by the Hebei provincial government in 2004, mainly engaging in the integrated

logistics services business. It has more than 230 operating outlets, more than 2000 transport vehicles, more than 300 square meters of storage area, 2 km of railway private sidings, and more than one million tons of cargo capacity. It can provide warehousing, transportation and handling, processing and distribution, customs clearance and other professional logistics services.

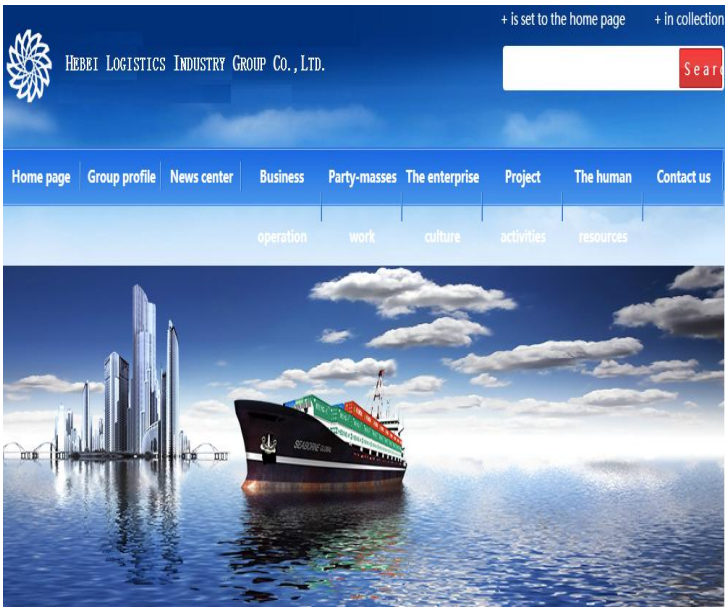

Fig.4 information platform of Hebei Logistics Industry Group Co. LTD

The functions provided by the company information platform mainly include group profile, news center, business operation, the enterprise culture, contact us (as shown in Fig. 4).Group profile module mainly introduce the development course of the company and honorary certificate. The company is established in 2004 and has developed for more than ten years, obtaining remarkable achievement, such as Chinese top one hundred enterprises, the national AAAAA-class integrated logistics enterprise. News center module mainly introduce the industry trends and news of the enterprise, such as "the coordinated development of Beijing-Tianjin-Hebei industry speeds up, and a number of planning is expected to be rolled out" "Hebei Logistics Industry Group Co. LTD passed the ISO9001:2008 quality management system certification", etc. Business operation module (as shown in Fig. 5) mainly shows the resource of transportation capacity, operation scope and other information. The company has more than 2000 transport vehicles, more than 230 operating network. The functions provided by the platform are used for information display, lack of online trading or offline trading service module. So customers can only contact the enterprise through the contact us link. And the platform does not provide the substantive function such as logistics tracking.

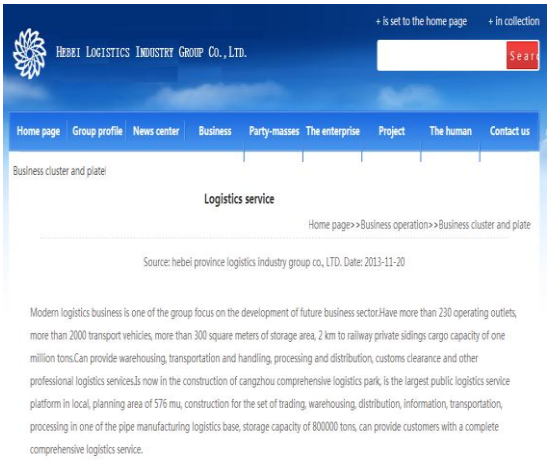

Fig.5 Business operation function provided by Hebei Logistics Industry Group Co. LTD information platform

To sum up, the construction of functions provided by logistics enterprise information platform is not perfect in the Beijing-Tianjin-Hebei region. There are still logistics enterprises not establishing independent information platform, and functions provided by the platform are not comprehensive enough in logistics enterprises which have built independent information platforms. The function provided by most of logistics enterprise information platform

is mainly displaying information, lack of logistics monitoring, business trading and other substantial logistics functions.

3. Restriction Factors of Constructing Information Platform Function of Logistics Enterprise in Beijing-Tianjin-Hebei

At present, the main function of logistics enterprise information construction is restricted by the following factors.

(1) Logistics information standardization lag behind. For Beijing-Tianjin-Hebei logistics companies, imperfect of logistics information standards seriously restrict the development of Beijing-Tianjin-Hebei logistics integration. For example, for the whole Beijing-Tianjin-Hebei region, there is neither industries forming a unified common data interface nor national coding standard, and therefore in the process of actual operation, it can not get effective transmission between information and information, and the data exchange between enterprises and enterprises is difficult, which result in the low degree of information sharing and seriously affect the efficiency of cross-regional logistics of the Beijing-Tianjin-Hebei region, and make the value of Beijing-Tianjin-Hebei logistics information not be reflected. In addition, for the aspects of goods and packing, there is neither uniform standard on basic equipment of logistics enterprises nor unified coding on logistics products, and logistics packaging standards and logistics facilities standards cannot form the docking, which is not conducive to improve the mechanical automation level in the field of logistics transportation and storage. [6]

(2) Logistics enterprise lack informatization strategic target. Part of logistics enterprises are not clear to recognize the importance of informationization construction in the Beijing-Tianjin-Hebei region, and its information awareness is dim, and it does not regard the Beijing-Tianjin-Hebei logistics informationization as enterprise development strategic target. Some small and medium-sized logistics enterprises equate the information technology development with the computer hardware equipment, or the handling of daily affairs, or the financial management, or equate the enterprise logistics platform construction with propaganda web site, etc. which seriously restricted the development of logistics enterprises in the Beijing-Tianjin-Hebei region and is not conducive to the advance and development of Beijing-Tianjin-Hebei logistics information.

(3) Logistics enterprise lack information technology personnel. For a long time, Beijing-Tianjin-Hebei logistics enterprises only pay attention to the cultivation and reserve of the logistics professional technical personnel, only to demand few informationization talented people, because the integration of the Beijing-Tianjin-Hebei region has just started, coupled with the low level of information technology in China. Therefore Beijing-Tianjin-Hebei logistics enterprises also do not have the cultivation and reserve about the information talents. In all, at present, Beijing-Tianjin-Hebei logistics enterprises is in urgent need of logistics information technology talents to adapt to the implementation and propulsion of the logistics informationization under the background of integration among Beijing, Tianjin and Heibei regions.

(4) Cost control. In the Beijing-Tianjin-Hebei region, the informatization development of part small and medium-sized logistics enterprises is restricted by the cost control to a great extent. On the Existing information technology and systems market, the logistics information products conforming to the requirements of the small and medium-sized enterprise cost control are often not mature and the function is not practical, however mature logistics information products have been plagued by small and medium-sized logistics enterprises of the Beijing-Tianjin-Hebei region due to the high cost of purchase, lease. Small and medium-sized logistics enterprises could not have put up a lot of money for informatization construction due to its limited scale and business scope, and just-start integration of the Beijing-Tianjin-Hebei region. Therefore Beijing-Tianjin-Hebei logistics information construction is much harder to achieve in a short time. Currently on the market most of more perfect logistics information system software is used for large-scale logistics enterprises, which make it difficult to reach cooperation between small and medium-sized logistics enterprises and logistics software developers and unfavorable to the development of Beijing-Tianjin-Hebei logistics informationization construction.

It is because of the impact of these factors, the construction of functions of logistics enterprise information platform is not comprehensive in the Beijing-Tianjin-Hebei region. Therefore, it is recommended that the relevant government departments should strengthen logistics information standardization, suggested that logistics enterprises should establish informatization strategic objectives, actively introduce information technology talents and control costs in order to realize the comprehensive and rapid development of enterprise information function.

4. Results of Beijing-Tianjin-Hebei logistics enterprise information platform construction

Beijing-Tianjin-Hebei logistics informatization has implemented monitoring and tracking in the whole process of transporting and storaging goods, and it can greatly increase the responsiveness of the Beijing-Tianjin-Hebei logistics enterprises, improve customers' satisfaction, and have a promoting role in the development of logistics industry in the Beijing-Tianjin-Hebei region. Beijing-Tianjin-Hebei logistics informationization is currently in the process of rapid development, and enterprise's information construction can ensure the delivery speed and service quality of the enterprise to improve the core competitiveness of Beijing-Tianjin-Hebei logistics enterprises. In addition, logistics information can effectively promote the standardization of logistics in China, and can be conducive to establish the unified information standards among enterprises. In 2014, in order to further promote the

development of logistics informationization in the Beijing-Tianjin-Hebei region, three departments of the ministry of commerce, ministry of finance and national standards committee chose Beijing as a pilot first, and then test in Tianjin, Shijiazhuang, Tangshan, which make the connectivity of logistics information in Beijing-Tianjin-Hebei economic zone and form work alliances, guide each upstream and downstream enterprise of the supply chain exchange of needed information in the Beijing-Tianjin-Hebei region and form the standards, to promote the informationalization of the logistics, to raise the level of logistics information in the Beijing-Tianjin-Hebei region, and to achieve the mutual recognition among logistics information equipment, technology, sharing to standardize and of credit system.

In the logistics integration of the Beijing-Tianjin-Hebei region, information platform construction is placed in the important position. Specific practices include: (1) increasing online transactions. The Beijing-Tianjin-Hebei joint distribution and the logistics information network service can avoid the complicated redundant links in the past, can really achieve real-time monitoring, namely process visualization and tracing the goods all the way, namely evidence, under the trend of integration of the Beijing-Tianjin-Hebei logistics enterprise.(2) adding offline trade. Logistics enterprises provide regular service for customers, such as consulting, registering users, and querying information, processing business, handling complaints and recommendations, surveying satisfaction, and others, establish a highly efficient and practical integrated logistics service system, in order to provide better and faster development of Beijing-Tianjin-Hebei logistics integration with information support.

5. Conclusions

In this paper, we introduce the conditions of function provided by of Beijing-Tianjin-Hebei region logistics enterprise information platform. In the Beijing-Tianjin-Hebei region, most of logistics enterprises realize the propagandistic effect of independent site on the basic information such as logistics enterprise culture, news and trends and contact way to set up its own web site. And in the logistics enterprises with an independent site, the vast majority of the construction of enterprise information platform is given priority to information display, which contributes to the incomplete function construction. It may be influenced by the lack of logistics enterprise informatization strategic target, backward logistics information standardization, lack of information technology talented person and the cost control and other factors. However, the rapid development of logistics enterprise information platform ensures the speed and quality of customer service and improves the Beijing-Tianjin-Hebei logistics enterprise's core competitiveness by increasing the function of online transactions and complementing offline trading function.

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