

The Application of Digital Information Platform in Financial Management of Manufacturing Enterprises

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Abstract: Based on the actual situation, with the continuous progress of the times, manufacturing enterprises have ushered in new development opportunities. In order to keep up with the pace of the times, manufacturing enterprises need to correctly recognize the development value of financial management work and further increase the application of digital information platforms, so as to effectively promote the digital transformation of enterprise financial management and ultimately promote the healthy and sustainable development of manufacturing enterprises. Based on this, this article conducts an in-depth analysis of the application of digital information platforms in financial management of manufacturing enterprises, hoping to provide some help for the development of related work.

1. Introduction

With the continuous development of digital information platforms, the financial management of manufacturing enterprises has ushered in new opportunities and challenges. Based on the actual situation, the application of digital information platforms in financial management of manufacturing enterprises can not only fundamentally transform the mode of financial management work, but also lay a solid foundation for improving the efficiency, quality, and accuracy of financial management, and further expand the business development space of manufacturing enterprises. At present, the application of digital information platforms in financial management of manufacturing enterprises is becoming increasingly widespread. With the reasonable use of such platforms, it is possible to help enterprises achieve their own financial management goals while minimizing the probability of financial risk problems in the process of manufacturing enterprise operation and development. It also provides more accurate and scientific financial data information for the development of enterprise decision-making activities, thereby effectively promoting the modernization and digital transformation of manufacturing enterprises.

2. The Promoting Role of Digital Information Platforms

(1) Promoting role in fundraising activities

Fundraising activities themselves are an important component of the financial management system of manufacturing enterprises, and the application of digital information platforms can further promote the efficiency of enterprise fundraising activities, thereby promoting the

achievement of enterprise fundraising goals. This is because the application of digital information platforms can help manufacturing enterprises simplify their fundraising process through various means such as network platforms and digital currencies, and break the limitations of traditional fundraising models in terms of time, space, and other aspects. Secondly, the application of digital information platforms can fundamentally strengthen the prediction of enterprise fundraising, prompting manufacturing enterprises to conduct data analysis and clarify their fundraising needs with the support of digital information platforms, thereby fully ensuring the scientific nature of enterprise fundraising. In addition, digital information platforms can fully ensure the actual effectiveness of enterprise fundraising risk assessment and management, enabling enterprises to avoid financial risks as much as possible based on scientific monitoring of fundraising and other financial risks^[1].

(2) Promoting role in investment activities

Both investment activities and financing activities are important components of the corporate financial management system. By reasonably applying digital information platforms to enterprise financial management, manufacturing enterprises can utilize digital technologies such as data mining and analysis to provide more accurate and comprehensive data information for investment activities, thereby fully ensuring the scientific and rational investment decision-making behavior of enterprises. Secondly, in the application process of digital information platforms, manufacturing enterprises can also develop investment strategies that are more in line with their development needs from a practical perspective through simulation, optimization algorithms, and other technical systems. This further enhances the overall control ability of enterprises over investment benefits and risks, ultimately ensuring that manufacturing enterprises can scientifically adjust their investment strategies in a timely manner based on investment benefits and risks, and thereby promote the achievement of their investment goals.

3. The Application of Digital Information Platform in Financial Management of Manufacturing Enterprises

Through in-depth analysis of the application of digital information platforms in financial management of manufacturing enterprises, it can be concluded that their specific applications are as follows: 1) Intelligent reimbursement. The intelligent reimbursement system itself is a major manifestation of the application of digital information platforms in financial management of manufacturing enterprises, and it has significant value in improving the efficiency and accuracy of enterprise financial management. With the application of digital information platforms, the submission process of employee reimbursement applications in enterprises can be simplified, and the system can also be integrated with various application software to fundamentally reduce the probability of employee advance payments and other issues in the form of corporate settlement. Secondly, the intelligent reimbursement system built with the help of a digital information platform can also generate corresponding reimbursement documents through automated recognition of bills, effectively reducing the workload of enterprise financial management personnel and avoiding reimbursement errors and financial risks caused by human factors. Ultimately, it lays a solid foundation for the realization of the digital informationization transformation goal of financial management in manufacturing enterprises; 2) Fund management. The application of digital information platforms fundamentally optimizes the fund management system of manufacturing enterprises, enabling them to use digital information technology to monitor account balances, transaction information, etc. in real time. This not only effectively promotes the improvement of enterprise cash flow management, but also enables manufacturing enterprises to clarify their own business development needs for fund use based on historical data analysis, future information

prediction, and other functions supported by the digital information platform, thereby achieving a good effect of improving the efficiency of enterprise fund use; 3) Tax management. The application of digital information platforms in financial management of manufacturing enterprises can provide assistance for the development of tax management work. For example, the digital information platform itself integrates various financial management and tax software, which enables enterprises to achieve the goal of intelligent and automated transformation and development of their own tax management with the support of these software, and further improve the efficiency of updating enterprise tax information, ultimately effectively avoiding the occurrence of tax risk problems in enterprises; 4) Warehouse management. With the help of digital information platforms, enterprises can effectively connect offline devices with online management platforms, and enter goods information through scanning codes and other operations, thereby achieving effective integration of inventory and book data. In this process, the efficiency of updating inventory ledger data can also be improved, and the problems of input errors in traditional manual input can be fundamentally avoided, thereby promoting the achievement of intelligent inventory management goals for enterprises. In addition, the application of digital information platforms can also help manufacturing enterprises allocate responsibilities and authorities reasonably, ultimately effectively avoiding the occurrence of risks such as fraud^[2].

4. Application Strategy of Digital Information Platform

(1) Pay attention to the digital transformation of finance

In order to fully utilize the application value of digital information platforms in financial management of manufacturing enterprises, manufacturing enterprises first need to correctly recognize the importance of digital transformation of enterprise financial management in the current social context, and deeply analyze the impact of digital technology system on the core competitiveness of the enterprise market, so as to lay a solid foundation for the realization of financial digital transformation goals and the effective application of digital information platforms. Based on the actual situation, with the progress of the times and the expansion of manufacturing enterprises' business scale, the shortcomings of traditional financial management models have become increasingly apparent, and they are gradually unable to meet the actual business development needs of manufacturing enterprises. In this regard, management personnel of manufacturing enterprises must start from the perspective of the strategic development needs of the enterprise, integrate the digital transformation of financial management into the overall development strategy of the enterprise, and formulate scientific digital information platform application plans, and then use the efficient application of digital information platforms to effectively promote the digital transformation of financial management in manufacturing enterprises; Secondly, manufacturing enterprises should also do a good job in building a digital information platform application team and clarify their job responsibilities. In the process of building the team database, enterprises should comprehensively examine the digital technology level and financial management literacy of professional personnel to ensure that they can meet the requirements of the enterprise for the application of digital information platforms and the digital transformation of financial management; In addition, manufacturing enterprises can also use the reasonable introduction of incentive and assessment mechanisms to stimulate the work enthusiasm of financial management personnel, so that they can contribute their own strength in the application of digital information platforms and the process of financial digital transformation, and ultimately build a good application environment for digital information platforms through financial digital transformation, and provide technical support for financial digital transformation through the application of digital information platforms.

(2) Accelerate the transformation of organizational structure

Based on the actual situation, if manufacturing enterprises want to further leverage the application value of digital information platforms in their own financial management, they need to focus on the transformation of organizational structure. In the process of operation and development of manufacturing enterprises, traditional organizational forms present obvious problems such as multiple levels, poor departmental communication, and low information transmission efficiency. The emergence of these problems seriously affects the application of digital information platforms in enterprise financial management, and the development goals of digital transformation of enterprise finance will also be difficult to achieve. In this regard, enterprises need to clarify the value of organizational structure transformation and actively construct modern digital organizational structure forms in combination with the application requirements of digital information platforms. In this process, manufacturing enterprises first need to scientifically optimize their internal management processes, streamline intermediate links and management levels, and scientifically introduce a flat management organizational structure, so as to effectively improve decision-making efficiency and information transmission efficiency, while laying a solid foundation for the effective application of digital information platforms in enterprise financial management; Secondly, enterprises should continuously improve the communication and collaboration efficiency between departments, avoid the occurrence of information silos, and effectively enhance the information exchange efficiency between departments through the construction of cross departmental information sharing mechanisms, so that they can actively participate in the application construction of digital information platforms. In addition, manufacturing enterprises need to increase the training of employees' digital awareness from the perspective of organizational culture and management philosophy, so that they can jointly complete the application of digital information platforms and financial digital transformation work under the promotion of good digital awareness, and ultimately ensure that the application goals of digital information platforms in financial management of manufacturing enterprises can be truly achieved^[3].

(3) Strengthen security and privacy protection

In the application process of digital information platforms, manufacturing enterprises need to further clarify the value of security and privacy protection, so as to orderly introduce digital information platforms into the financial management system on the basis of ensuring data information security.^[4] Firstly, manufacturing enterprises should increase their awareness of data security from the perspective of the application of digital information platforms, and regard data security as the foundation for the effective application of digital information platforms in financial management; Secondly, manufacturing enterprises also need to improve their own data security protection system, using a comprehensive application of technologies such as firewalls, data encryption, and access control to build a digital information data security protection system, thereby fully ensuring the security of enterprise financial data information in the application process of digital information platforms; Once again, manufacturing enterprises need to update their digital information platforms and continuously strengthen the management of platform login, operation, and other permissions to avoid data leakage and other issues caused by illegal operations; Finally, in order to achieve good security and privacy protection effects, and comprehensively strengthen the application of digital information platforms in enterprise financial management, manufacturing enterprises also need to increase their attention to the security and privacy protection of digital information platform applications, timely update their data security protection technology systems, optimize security management plans, and ultimately promote the achievement of digital information platform application goals through effective data security and privacy protection measures^[5].

5. Conclusion

In summary, in the current society, manufacturing enterprises themselves are important influencing factors in the national economic system. To fully ensure the operational and economic efficiency of manufacturing enterprises, it is necessary to focus on the application of digital information platforms in financial management of manufacturing enterprises on the basis of clarifying the development needs of the times, and comprehensively promote the digital transformation of financial management of manufacturing enterprises, thereby bringing more economic benefits to manufacturing enterprises. In this process, enterprises need to have a correct understanding of the application value of digital information platforms, increase exploration efforts, and lay a solid foundation for the effective application of digital information platforms in financial management through the implementation of financial digital transformation, organizational structure optimization and adjustment, and data security and privacy protection.

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