

Discussion on the Transformation Path of Intelligent Logistics in China in the Internet Era

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Keywords: the transformation path; intelligent logistics; the background of "Internet +"

Abstract: Logistics is a basic service industry, which will support the rapid development of national economy. Therefore, the transformation and upgrading of logistics industry will seriously affect China's industrial structure, which will enhance China's comprehensive economic strength. With the rapid development of science and technology, the transformation of intelligent logistics has become an inevitable path. Through modern information technology, such as big data, cloud computing, intelligent induction, etc., we can realize real-time, controllable and convenient management in all aspects of logistics, such as warehousing, transportation, etc., which will improve the entire logistics industry chain. Therefore, the transformation of intelligent logistics is of great significance. First of all, this paper analyzes the necessity of China's intelligent logistics transformation under the background of "Internet +". Then, this paper constructs the intelligent logistics operation mode. Finally, some suggestions are put forward.

1. Introduction

At present, China's economy is facing a critical period of structural adjustment. With the rapid development of science and technology, the Internet has become an indispensable part of national life. Therefore, the transformation of intelligent logistics based on "Internet +" has become an inevitable path. Logistics is a basic service industry, which is the most dynamic emerging industry in China's economy. Under the background of "Internet +" industry integration, the transformation and upgrading of the logistics industry is related to the healthy development of the logistics industry and the overall layout of the national economic strategy, which will seriously affect the industrial structure and comprehensive economic strength of our country. Therefore, we must conform to the development trend of the "Internet +" era.

2. Necessity of Smart Logistics Transformation under the Background of "Internet +"

The structure of China's economy is being adjusted, and logistics is one of the most critical industries. Under the background of "Internet +", if China's logistics industry wants to adapt to the development of the times, it must transform to the development of intelligent logistics, which has many necessities, as shown in Figure 1.

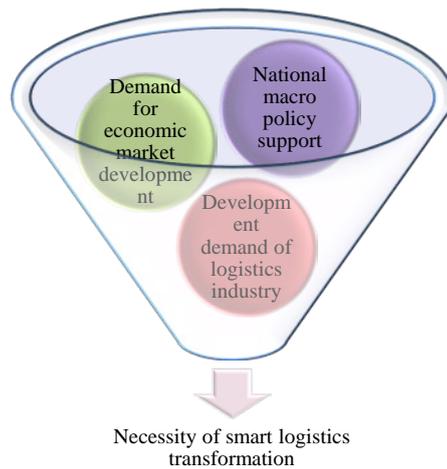


Figure 1: Necessity of smart logistics transformation

2.1 National macro policy support

The State Council issued the guiding opinions on actively promoting the "Internet +" action, which clearly pointed out the intelligent logistics strategy based on "Internet +". The Ministry of Commerce issued the "Internet + circulation" action plan, which is the strategic goal of the country from the delivery of economic development. Through "Internet +", we can strengthen the development of multi industry, such as rural e-commerce, online and offline integration, which will drive the new development of logistics industry, such as activities in rural areas, communities, small and medium-sized cities. Through online and offline interactive activities, our economic development trend will be closer. Therefore, smart logistics is in line with the national macro policy support, which is the future development trend of national industry. Therefore, how to build "Internet +" intelligent logistics has become an important research topic at present, which is a complex multi-disciplinary engineering system.

2.2 Development demand of logistics industry

Intelligent logistics is an important way to improve the development level of the logistics industry, which will enhance the overall development efficiency of the logistics industry. Through the Internet, we can integrate a variety of modern technologies, such as big data technology, cloud computing technology, intelligent sensing technology, etc., which is to promote the organic integration of the entire value chain of logistics. Intelligent logistics is such a way of operation, which can closely connect multiple links, such as purchasing, distribution, warehousing, etc. Therefore, intelligent logistics will form a new logistics state, which can better improve the efficiency of management. In intelligent logistics, we need to realize the supervision of the whole process from product purchase to distribution, which will better track and inspect the products. Through the intelligent logistics system, we can provide customers with all-round information services, which will better meet customer needs. Therefore, under the background of Internet +, intelligent logistics transformation is the development demand of logistics industry.

2.3 Demand for economic market development

"Internet +" is the main force to promote the development of logistics industry, which is an important way to cope with the development of economic market. With the development of "Internet +", the Internet has comprehensively improved the operation efficiency and work efficiency of various industries, especially the logistics industry. With the development of "Internet +", intelligent logistics will become the mainstream mode of economic market development, which is in line with the objective development needs of market economy. With the popularity of online shopping, people's demand for logistics is higher and higher. The traditional logistics mode can't

meet people's demand, which will inevitably affect the service level of businesses. Therefore, intelligent logistics based on "Internet +" is the necessity of development, which meets the needs of economic market development.

3. Construction of Intelligent Logistics Mode

Compared with traditional logistics, intelligent logistics can integrate a variety of modern technologies, such as Internet technology, intelligent induction technology, cloud computing, big data and so on, which has formed a new logistics format. In the whole smart logistics value chain, we have five main bodies and four platforms, including customers, scattered car owners, logistics teams, logistics enterprises and supply chain enterprises. The other includes supply chain platform, logistics management platform, logistics e-commerce platform and customer service platform. Through Internet technology, intelligent logistics can connect its entire logistics links, such as manufacturing, purchasing, e-commerce, distribution, warehousing, etc., which will maximize the reduction of service costs. At the same time, through the intelligent logistics system, we can provide a full range of information services, including transportation, warehousing, packaging, distribution, etc., which will reduce the operational risk of suppliers, producers, consumers. The development mode of intelligent logistics is shown in Figure 2.

4. The Specific Path of Smart Logistics Transformation in China

4.1 precision marketing with big data

In the context of "Internet +", the marginal efficiency of intelligent logistics has been increasing. Through big data, we can effectively improve precision marketing, which will improve the marketing and service level of businesses. Through the mobile social platform, intelligent logistics can increase the tangible value of the enterprise, which will enhance the intangible value of the enterprise. Through leading multiple traffic, logistics enterprises have gained a broader platform. Through data prediction, enterprises and businesses can better optimize their business strategies, which will form more accurate marketing. Through inventory pre delivery and optimized operation, intelligent logistics will achieve "next day delivery", "today delivery" and instant delivery.

4.2 Internet promotes transformation and upgrading of transportation links

Through the logistics information platform, intelligent logistics enterprises can use terminal equipment to achieve real-time tracking of transportation goods information. Through reasonable resource allocation, logistics enterprises can realize scientific and reasonable vehicle carrying capacity and route planning. Through the real-time tracking system, logistics enterprises can connect the distribution site in real time, which will provide and optimize the vehicle route. Through the real-time grasp of freight supply and demand information, logistics enterprises can integrate and disperse the freight market, which can improve the overall work efficiency. By improving the overall transportation organization, we can transform the extensive vehicle cargo matching mode to the vehicle free carrier mode, which will promote the transformation and upgrading of logistics enterprises.

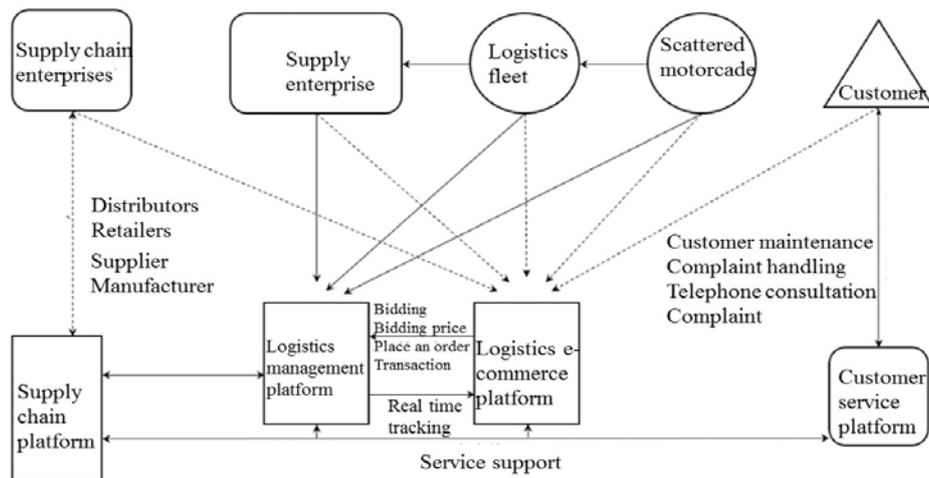


Figure 2: The development mode of intelligent logistics

4.3 accelerate logistics process optimization

Service and demand promote each other, which will force logistics enterprises to optimize the process reasonably. Through continuous innovation of services, intelligent logistics can win a place in the competition. Through fragmentation and instant information push, we can follow the future development direction of the industry. The service space created by an enterprise is its living space. Through resource integration, we can derive new business forms and new service modes, such as logistics finance, bidding, third-party payment, etc., which will bring new profit space for industry development. By accelerating logistics process optimization, logistics enterprises will continue to innovate services, which will improve the goal of intelligent logistics.

Conclusions

Through the transformation and upgrading of intelligent logistics, we can integrate multi industry development, which will improve the overall economic strength of our country. In China's economic development, the advantages of intelligent logistics have been concerned and recognized by people, which has become an important part of economic development.

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