

## Application Research of Cloud Computing Technology in Enterprise Accounting Informationization

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### Abstract

**At present, social and economic development has entered the information age, and big data and cloud computing have become the mainstream of the development of the information age. As an emerging computing model based on the Internet, the role of cloud computing in the accounting informationization of SMEs is very prominent. With the help of cloud computing technology, it can not only improve the development level of enterprise accounting informationization, but also improve the efficiency and quality of accounting work, and at the same time effectively reduce the cost of financial management work. However, from the current point of view, due to the low level of understanding of cloud computing, there are still many problems in the application process of accounting information.**

### Keywords

**Cloud computing, enterprise, information, application.**

### 1. Introduction

After entering the 21st century, China's SMEs have embarked on a rapid development track, and the accounting informationization of SMEs has quietly achieved promotion and popularization. Today, the quality of financial work is becoming more and more important, and the development level of accounting informationization of SMEs is closely related to the survival of enterprises. The emergence of cloud computing undoubtedly provides more advanced technology and broader resources for the accounting informationization of small and medium-sized enterprises, and can better assist enterprises in financial management, accounting, internal control and other work. It can be said that cloud computing is the product of the development of accounting informationization to a certain period. With the advantage of cloud computing, it is helpful to expand the service scope of accounting computerization, and to upgrade and adjust the business management mode and strategic structure. Despite this, due to the lack of technological innovation capability and the backward management concept, SMEs have low awareness and application of cloud computing, which limits the further development of accounting informationization[1].

## 2. Cloud Computing Overview

### 2.1. The Concept and Characteristics of Cloud Computing

Cloud computing is a new computing mode and service mode based on the Internet. Traditional information storage media are mainly computers, telephones, smart terminals, mobile devices and other devices. Information sharing is difficult, and cloud computing passes this information through the cloud. The technology is stored together, and the information resources are efficiently analyzed and analyzed to maximize the use of resource information, and the internal relationship between different information can be derived. Among them, "cloud" mainly refers to the network and the Internet. For enterprises, after applying cloud computing, the operation of related data by enterprises will remove the restrictions of local computers, and only need to pay certain fees to cloud computing service providers according to usage. The cost can be calculated and managed according to the needs of the enterprise.

At present, cloud computing has become the "darling" of all walks of life. The reason is that cloud computing has the characteristics of super large scale, virtualization, high reliability, high scalability, high versatility and low price. This is any kind of information in the past. The technology is unparalleled, and the investment value of cloud computing has been recognized by many companies[2].

### 2.2. The Necessity of Applying Cloud Computing in Accounting Informationization

At present, the competition among enterprises has not only been confined to the domestic market, but the influx of international competitiveness caused by economic globalization has increased the pressure on the survival of enterprises. In the information age, many business activities of enterprises must be realized by means of the Internet. If enterprises want to gain a foothold in the fierce market competition and achieve sustainable development, they cannot do without the support of modern Internet technology and information technology. The emergence of computing has changed the traditional inefficient and high-cost office model, saving costs and expenses, and also strengthening the internal and external communication of enterprises, and also helping managers to optimize and upgrade financial management and other management structures. Effectively improve the company's own creativity and market competitiveness.

## 3. Application Status

When the development of accounting informationization in China has just started, "cloud computing" and "big data" are all new terms, and when foreign software vendors have begun to develop cloud computing systems and software that are compatible with enterprise accounting informationization. Domestically, it has just entered the initial stage of accounting informationization. With the continuous advancement of information technology in China in recent years, accounting informationization has been popularized in many industrial enterprises, and accounting informationization of small and medium-sized enterprises has also developed. Some SMEs began to apply cloud computing to the construction of accounting information.

On the whole, the cloud computing application of SMEs in China is still relatively primitive, and the application level is low. In China's small and medium-sized enterprises, accounting informationization has been well known by many enterprise managers, but for cloud computing, their understanding is limited to this new term, what is cloud computing, what can be brought to the enterprise, most SMEs Not too much understanding. The Ministry of Industry and Information Technology has conducted a survey on the application of cloud computing by SMEs, and found that 80% of SMEs know cloud computing, but only about 60% of SMEs want

to try the basic services of cloud computing; another 52% of SMEs Tend to choose software services. However, this is only the collation and analysis of the subjective opinions of SMEs. In fact, the SMEs that have already applied the basic services of cloud computing or related software in accounting informationization are relatively few. Some enterprises said that accounting informationization has been able to meet the needs of their daily financial management. Cloud computing is too complicated and esoteric, beyond their actual needs, and for many small and medium-sized enterprises, cloud computing is difficult to use advanced information technology. Controlling may pose risks to the financial work of the company. Therefore, the above factors have led to the low level of application of cloud computing in accounting informationization of SMEs.

## **4. There Is A Problem**

### **4.1. Insufficient Awareness of Cloud Computing**

Cloud computing is an important driving force for the construction of enterprise accounting information. At present, some large enterprises in China have begun to apply cloud computing technology in the construction of accounting informationization, while small and medium-sized enterprises are inferior to large enterprises in terms of cognitive level and acceptance. The reason is also obvious.

First of all, from the perspective of enterprise scale, large-scale enterprises have strong financial strength and the ability to invest sufficient capital, manpower and material resources in cloud computing. Therefore, the introduction of cloud computing is not difficult for large enterprises; Some SME business managers believe that it is difficult to survive and ensure the continuity of capital flow in today's fierce market competition. They can't get more money to invest in cloud computing, so they only keep cloud computing. There is little attempt to wait and see.

Secondly, from the perspective of business philosophy, the management of large enterprises has a relatively long-term development vision, and it is often easier to accept new things. Especially for some innovative technologies that help to improve the management level, they will set up special funds for The investment and construction of cloud computing projects; while the management concepts of SME managers tend to be conservative, the acceptance of new things is not high, cloud computing investment is less, and the effect of cloud computing in accounting information construction is difficult to fully obtain. reflect.

### **4.2. Concerned about the Privacy And Security Issues of Cloud Computing**

Any company in the world today pays special attention to data security, and SMEs are no exception. Because the cloud computing platform is a collection of enterprise core data, it contains accounting information related to business results, cash flow, etc. Once the cloud computing system fails or the service has problems, it is likely to cause the enterprise's data to be lost. Or damage will undoubtedly bring a fatal blow to the enterprise. At the same time, cloud computing mainly operates on the Internet, which provides convenient conditions for criminals to invade databases. Once a network intrusion occurs, the prevention capabilities of small and medium-sized enterprises are limited, and risks may not be resolved in time. Therefore, even if the cloud computing model has higher security than the traditional computing model, it still cannot worry about the privacy and security issues of cloud computing for small and medium-sized enterprises.

### **4.3. Lack of Professionals Who Are Proficient in Cloud Computing**

In the information age, the speed of knowledge and skill change in various industries has accelerated. Many financial personnel of SMEs have said that their knowledge structure and work experience have become more and more difficult to adapt to the needs of social

development for practical work. The ability also puts forward higher requirements. From the beginning of the enterprise entering the accounting informationization stage, the financial personnel must master some new information systems, technical equipment, etc., to learn new business knowledge and workflow, and this work mode is difficult to change. Especially after the introduction of cloud computing, many financial personnel do not understand the principle of cloud computing, will not operate, and cause them a lot of trouble. However, enterprises have not organized relevant personnel to study in time, or hired experts in the field of cloud computing to guide the training, which greatly limits the application level of cloud computing in accounting informationization of small and medium-sized enterprises.

## **5. Optimization Measures**

### **5.1. Improve the understanding of Cloud Computing and Rationally Plan the Accounting Informationization Process**

The leadership of SMEs is the helmsman and compass of enterprise development, and the ideas of leaders are the key to determining the survival and development of enterprises. The application of cloud computing in accounting informationization is inseparable from the support and driving of business leaders, and it is also inseparable from the active participation of accounting personnel. Leaders should consciously and actively learn and absorb the knowledge related to cloud computing, so as to promote the development of enterprise accounting information. At the same time, enterprises should face the internal and external environment in which they are located, and select the best cloud computing services and related software according to the actual needs of financial management and business management. In view of the fact that the basic services provided by cloud computing are still not mature enough, it is recommended that SMEs start with cloud computing software and learn about cloud computing models through continuous contact. When choosing cloud computing software, SMEs should combine the financial management status and development needs of enterprises, blindly choose software with simple functions or complex functions, which is not suitable, which will only make financial work passive and chaotic.

### **5.2. Strengthen Data Security Awareness and Establish A Reliable Security Mechanism**

Enterprises should strengthen their privacy and security awareness. When introducing cloud computing services or software, they will build a security protection system specifically for cloud computing, monitor the information flow on the network at any time, and timely discover system security vulnerabilities and cloud computing services. The provider maintains a good communication relationship. At the same time, enterprises should understand the security mechanism, data protection and recovery operations related to cloud computing through the service provider, and securely isolate the financial data of the enterprise from the financial data of other enterprises to prevent unauthorized users from stealing the financial data of the enterprise through the network. For the allocation of permissions in cloud computing systems, SMEs should also carefully consider the internal control system of "incompatible job separation", rationally allocate operational authority, and strictly control the system with data key encryption technology and virtual technology. Login to protect the security of corporate financial data. In addition, SMEs should regularly back up data to prevent data loss, damage, etc. caused by network interruptions, system crashes or other factors.

### **5.3. Cultivate and Introduce High-Quality Cloud Computing Professionals**

The role of talent in the development of enterprises has been self-evident. For the cloud computing and accounting information construction of small and medium-sized enterprises, professionals who are proficient in cloud computing knowledge and operations are inseparable.

First of all, SMEs should be based on the financial staff of the company, through the organization of personnel learning and training activities, to improve the financial personnel's awareness of cloud computing, so that they have the necessary theoretical knowledge and operational skills. Conditional enterprises can build cloud computing models to enable employees to conduct simulation training in daily work and improve practical application capabilities. Secondly, SMEs can hire experts, scholars, entrepreneurs, etc. in the field of cloud computing to apply cloud computing methods. , model and value to fully explain to employees, deepen employees' understanding of cloud computing; in addition, enterprises should pay attention to the introduction of cloud computing talents, with excellent corporate culture, humanized management system and attractive compensation The treatment to retain talents, make cloud computing professionals become the support point for the advancement of information technology and information technology, and provide guarantee for the construction of accounting information.

## 6. Conclusion

Starting from the application status of cloud computing by small and medium-sized enterprises, this paper explores the problems existing in the application of cloud computing development accounting informationization in small and medium-sized enterprises, and proposes the construction measures of accounting informationization of small and medium-sized enterprises in the cloud computing environment. The importance of cloud computing will enhance the application level of cloud computing and promote the development of enterprise accounting information to a deeper level.

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