

# On the Application of Data Information Management in Communication and Internet Technology

Shirui Zhang<sup>1</sup>, Yiwen Shi<sup>1</sup> and Sentai An<sup>1</sup>

<sup>1</sup>Department of Electrical Engineering & Information Technology, Shandong University of Science and Technology, Jinan, 250031, China

## Abstract

In recent years, the application of communication and Internet technology makes data information management and transmission become faster. While shortening the distance between people, it makes economic globalization possible. This paper introduces the feasibility analysis, difficulties and countermeasures of the application of communication and Internet technology in data management, in order to better cope with the current more onerous data information management work, hoping to bring inspiration to the industry.

## Keywords

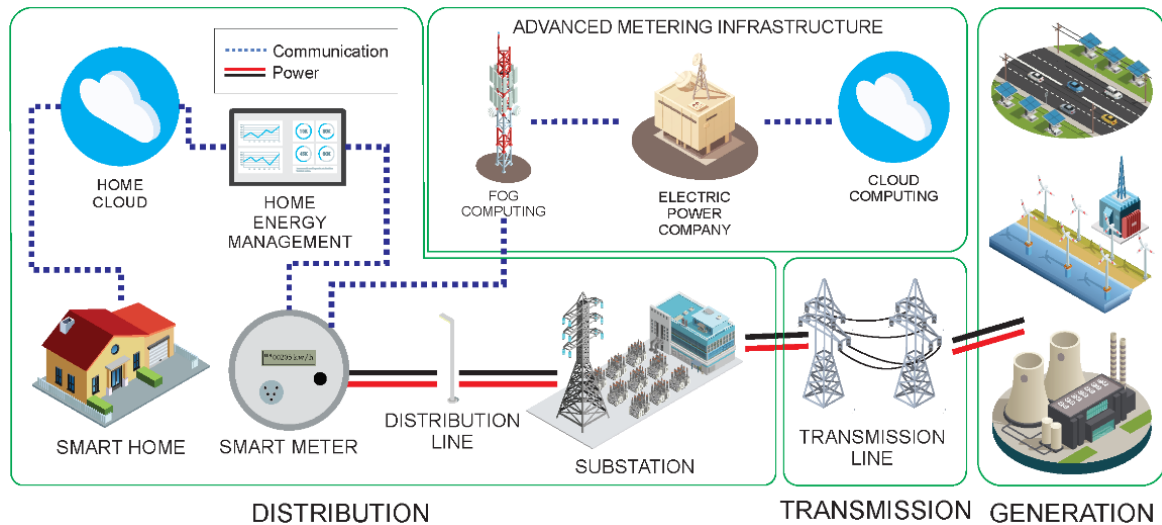
Data information management; Communication technology; Computer technology; Internet technology; Database technology.

## 1. Introduction

With the continuous advancement of the information age, people continue to improve the quality of data management. Faced with the limited data storage capacity of traditional computers, it is impossible to effectively analyze and store data generated by various industries in the current society. Communication and mutual benefit network technology enhancement has become an extremely important task for the collection, analysis and management of data information.

## 2. Feasibility Analysis of Applying Communication and Mutual Benefit Network Technology to Data Management

In recent years, with the popularization of broadband ISDN, a two-way transmission channel of digital information such as images and sounds, people can effectively use this channel to obtain all kinds of information they need. The wide application of this channel not only changes the way families obtain information, but also to a certain extent, Changing the way companies access data and information, as shown in Figure 1.



**Figure 1.** Bidirectional data information transmission infrastructure

At present, communication and Internet technology was applied to data management refers to the feasible sex, because in the process of the current data management, communication, and the application of Internet technology can affect data management to a certain extent, to step into improving the quality of data management, carries on the feasibility analysis has become a more important job.

Specifically, communication and Internet technology refers to the staff through the meter computer hardware equipment and on the basis of computer equipment of all kinds of Internet technology, in the process of data management, it is because of the existence of this tool computer communications and Internet technology to get the application space and platform, in the same way,It is because of the development of communication and Internet technology that the value of computers has been enhanced.In recent years, with the continuous development of science and technology, communication and Internet technology has become an integral whole, and with the development of communication and Internet technology, data management will become more professional and scientific.

At the same time, through the practice application of some developed countries can learn, communication and Internet technology was applied to data management work, can sustainable development provides the help for the enterprise, from the point of view of reform, the emergence of the successful cases, not only effectively proves that the technology is applied to the feasibility of data management,It also expands the enterprise's object orientation to a certain extent and effectively pushes the enterprise economy from the traditional livelihood economy to the science and technology economy and inclusive economy [1].

At this stage, the new century has begun. Countries in the world are making great strides in the direction of informatization and technology. In order to better adapt to the development trend of the global economy, all walks of life in society have adopted communication and Internet technologies. As an important "passport" for its own participation in market competition. For Chinese companies that are in a stage of rapid social development, with the continuous development and progress of computer, communication and Internet technology in China, computer, communication and Internet technologies have entered the family one after another, and the difficulty for people to obtain data continues to decrease. In the process, In order to ensure that they can obtain more development opportunities, enterprises must fully realize the importance of applying communication and Internet technology to data management, comply with the requirements of productivity development, and make full use of all kinds of information obtained by data management. On the basis of the effective analysis and analysis

of information, the company can optimize and adjust itself in time to ensure that the company can seize the new development opportunities in the current market, smoothly stand out from the process of changes in the times, and promote its own sustainable development.

### 3. Difficulties and Countermeasures in Applying Communication and Internet Technology to Data Management

Data management as the earliest from the concept of "user data center" stripped out of the vocabulary, Figure 2 presents a general communication topology for data center communication transmission. With the continuous development of science and technology, China's data management work has been gradually from the initial manual management, file system management to database management, in this process, The application of communication and Internet technology has effectively shortened the time of database construction and perfection, and in the subsequent development process, the relationship between the quality of data management and communication and mutually beneficial network technology is more and more close.

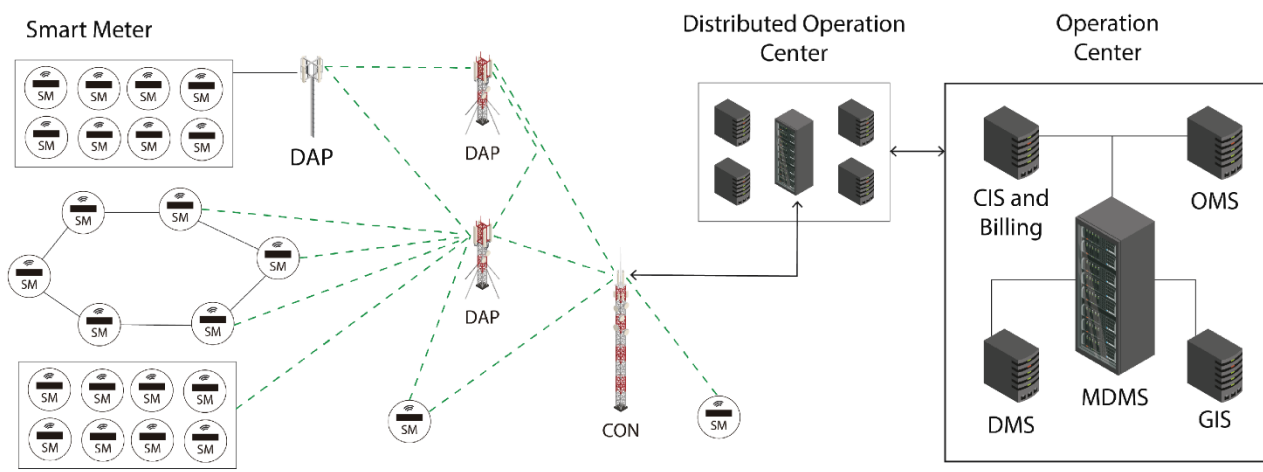


Figure 2. General communication topology for data center communication transmission.

#### 3.1. Difficulties in Applying Communication and Internet Technology to Data Management

Under the background of the rapid development of the current social economy, communication and Internet technology has also been effectively developed. In the process of enterprise management, the use of communication and Internet technology to improve the quality of data management can not only help staff members to obtain all the market information in the shortest time, Still can promote the integral growth of social economy to a certain extent.

However, according to the investigation, it can be found that due to the relatively late start of data management work in China and the lack of rich working experience, some enterprises in the application of communication and Internet technology in data management, there are problems such as insufficient understanding of it, shortage of professionals and imperfect technical management mode. The existence of these problems to a certain extent reduces the effectiveness of data management and hinders the normal operation of enterprise economy. In this regard, the formulation of targeted solutions to solve the above problems has become an issue that cannot be ignored in the current stage of enterprise development [2].

## 3.2. Application of Communication and Internet Technology in Data Management

In the process of the current social development, communication and Internet technologies are has developed effective in high and new technology, applied to the data management work, can not only improve the efficiency of data information collection, enhance the accuracy of data and information management, can also in the enterprise, on the basis of economic development and social development situation analysis,So that enterprises can provide data support for their subsequent development according to the results of data analysis.

### 3.2.1. Raise Awareness pf Communication and Internet Technology

In the current process of social development, although the expansion of data management has provided certain help for the growth of social economy, at the present stage, there are still some enterprises fail to realize the importance of data management and cannot effectively use the results of data management in the process of enterprise operation.The emergence of this situation are often can make the enterprise data management for not in-depth analysis of communication and Internet technologies can play a role in data management, causes itself to pass letter control technology and the Internet technology can't meet the requirements of data management, greatly reduce the efficiency of data management.

In order to solve the above problems, in the process of daily data management, enterprises must improve their own attention to data management, by increasing capital investment, build communication and Internet system suitable for enterprise development needs, and by increasing publicity,So that the staff in the enterprise can gradually change their own perception of data management work.

At the same time, in order to further improve the efficiency of data management, the company can also consider its own development needs and the staff's ideas and concepts, and strengthen the communication between data management personnel and other departments of the company by improving the data management workflow The way of contact can realize the effective optimization of the internal data management of the enterprise, and promote the enterprise to occupy a place in the fierce market competition.

### 3.2.2. Cultivate High-quality Communication and Internet Technology Talents

At this stage, China's market competition is becoming more and more fierce. Under this social background, in order to further improve the operation efficiency of enterprises, compound professionals are widely welcomed by enterprises. At this stage, in the process of data management, data managers, as the personnel actually managing the database, in order to ensure that the collected data information can meet the development needs of current enterprises, We must have strong data processing and management capabilities on the basis of clearly recognizing the requirements of enterprises for data and information and being able to collect corresponding information according to the requirements.

In addition, due to the establishment of the database mainly relies on the computer, communication and Internet system, therefore, to reduce the computer crashes, communication or Internet lines cause data loss, and cause serious economic losses to the enterprise, managers need to raise their computer, communication and Internet system operation ability,And master basic computer, communication and Internet system maintenance skills, in order to improve the security and stability of data management work.

However, from the perspective of the enterprise, comprehensive talents with the above skills need relatively high salaries, and some skills are not urgently needed in the process of daily data management. Therefore, in order to further improve the comprehensive ability of data management personnel,On the other hand, enterprises can improve the practical operation ability of managers by cooperating with relevant training institutions.It should be noted that in

the current social life, data management can show the development situation and development goals of the enterprise in a certain sense. If the above information is leaked, it may have a negative impact on the normal operation of the enterprise. Therefore, in the process of training data management personnel, it is necessary not only to train the professional skills of these managers, but also to optimize the ideological quality and work attitude of managers by carrying out ideological and political courses for them, so as to achieve the purpose of improving the security of data information management.

In addition, for some small and medium-sized enterprises, because of enterprise funds more nervous, can't set aside a large amount of human resources training costs, the enterprise can consider to adopt outsourcing model to deal with data and information, can not only improving the precision of data management, and also for the enterprise to reduce the part of the labor costs.

### **3.2.3. Strengthen the Management of Communication and Internet Technology**

With the advancement of economic globalization, our country the development of all walks of life have arrived a new challenge and opportunity, in the process, some enterprises to further improve its market competitiveness, communication and Internet technology was applied to their number According to the management work, in the aspect of improve enterprise for market information collection, sorting difficult degrees at the same time, It greatly reduces the time for enterprises to obtain the development information of all walks of life. The emergence of this situation helps enterprises to improve their own framework system by referring to data information and promote enterprises to develop in the direction of modernization and precision. In this process, in order to ensure the quality of data management, enterprises must formulate management plans suitable for the current actual development of enterprises, step by step to strengthen the management of communication and Internet technology.

Specifically, first of all, the enterprise must strengthen the publicity of communication technology and the importance of interconnection technology, so that the enterprise data management personnel can establish the correct concept of development, through continuous learning, improve their own data management level, to provide support for the subsequent development of the enterprise;

Secondly, companies need to formulate scientific and effective data management workflows in order to provide reference for the follow-up work of data managers, so as to achieve the purpose of improving data accuracy;

Thirdly, the enterprise should strengthen the communication between data management personnel and other departments of the enterprise to enhance the awareness of other departments on the importance of data management and the awareness of data management personnel on the need of enterprise data, so that in the process of subsequent data collection and processing, It can further improve the pertinence and precision of data management work, provide convenience for dynamic management of enterprises, and achieve the purpose of improving the quality of enterprise management [3].

## **4. Conclusion**

In the process of the current social development, and application of the resulting from all walks of life According to the number of rising, the traditional pattern of data applications already unable to meet the needs of social economic development, in this case, the application of communication and Internet technology to scientific and effective management of data, become an essential part of present data management in content.

## References

- [1] Cao Wenxiang. Application of Communication and Internet technology in data management [J]. Information & Computer (Theory Edition), 2019(07):169-170.
- [2] Lu Xuejian. Research on the Optimization of Communication and Internet Technology in the Application of Data Management [J]. Communication World, 2019, 26(08): 199-200.
- [3] Min, Zhigang Bai, Jingyu Nian. Application and Analysis of Communication and Internet Technology in Data Management [J]. China New Telecommunications, 2019, 21(04):11.