Measures of the Third Party Logistics Information Development of E-commerce

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Abstract—**E-commerce development is inseparable from the logistics, logistics information technology can not be separated, but not widely exist, lack of talent, standards are not unified on issues of logistics information technology development; and then corresponding countermeasures to address the problem, and the prospect of e-commerce under third-party information technology development direction.**

Keywords—e-commerce;informatization; countermeasure

I.   INTRODUCTION

E-commerce logistics requirements developed into a fast, high-quality, low-cost product distribution, to provide customers with unique supply chain solutions and services, but most of our current logistics enterprises have small, scattered, weak, single function, the management level not high, which makes our third-party logistics companies can not cope with the competition of multinational companies, therefore, how to solve the new e-commerce environment the third party logistics bottlenecks occur, it can be seen that the third party logistics in the "short board" positive is the application of information technology in logistics, can achieve real win-win situation with customers is to take advantage of third-party logistics third party logistics and information technology, and actively carry out information technology is the key to solve the logistics bottlenecks. However, the continuous improvement of information technology is not yet mature, the rapid development of e-commerce brings many problems.

II.   E-COMMERCE THIRD-PARTY LOGISTICS INFORMATION PROBLEMS

A. *Third-party logistics information technology is not widespread*

Although third-party logistics information technology has greatly improved, companies are gradually try new services technology, but the overall application is not widespread, many e-commerce companies is still in its infancy, but some simple business processing and information exchange process not yet apply some advanced information technology, there is no information technology support will lead to the rapid development of enterprises can not grow, the business scope has been limited, as many companies do not EOS systems, POS systems or positioning systems and other information technology, which led companies information exchange and electronic ordering or vehicle tracking and other aspects can not be guaranteed, and thus can not expand the scope of business, unable to process information quickly and efficiently, making the overall application of information technology in its infancy, the company Arrested Development.

B. *Third Party Logistics IT behind, can not meet the needs of e-commerce*

E-commerce requires rapid and timely transmission of information to and scientific information at the same time also requires third-party logistics services for e-commerce development to keep up with the

pace, however, under the influence of e-commerce, although most of the third party logistics companies have begun to set up information technology, but the pace of development of information technology is far slower than the speed of development of e-commerce, information technology tend not to specification, the information base is weak, information technology is backward, many managers believe that information infrastructure with the development of computer networks and natural realization, but with the development of e-commerce, information technology can not meet the needs of e-commerce, e-commerce reach new requirements for third-party logistics become e-commerce development barriers.

C. Lack of logistics information technology professionals

Currently in the third-party logistics industry, employing mostly professional quality is not strong, poor use of information technology, lack of professionals, and in this environment of e-commerce, familiar with e-commerce logistics information to third parties a lack of awareness, in the first party logistics lack of awareness of e-commerce, and therefore, the current lack of talent is not just logistics information, and more familiar with e-commerce logistics information professionals, the vast majority of our current employees lack e-commerce accomplishment, so the logistics information of the work is not really pushing, and therefore speed up the training of e-commerce and logistics personnel is a priority of the current talent training plan.

D. Logistics standards are not uniform, it is difficult to achieve with the combination of e-commerce

Existing standardization of logistics problems seriously hindered the logistics information to carry out, in recent years, the state of standards in depth study of the logistics industry, also issued a series of logistics standards, some universal strong logistics facilities and equipment develop strict standards. However, some aspects of the standard terms of logistics, logistics operations, data transfer, and so has not been fully unified. This gives information caused major difficulties in implementation, the developer is no uniform standard, difficult to achieve data sharing and process specifications. Logistics as part of e-commerce, information technology even when data sharing and standardizing processes can not be achieved, let alone, and the combination of e-commerce a. Logistics is an important part of and essential to ensure that e-commerce, e-commerce development is the pace to keep up with the rapid development of logistics has become the bottleneck restricting the development of e-commerce, logistics, information technology enterprise to strive to make their information technology embarked the way.

III. MEASURES OF THE THIRD PARTY LOGISTICS INFORMATION DEVELOPMENT OF E-COMMERCE

From the foregoing, there are many problems of third-party logistics information, only the problem is resolved to fully play its role.

A. Logistics and e-commerce environment to strengthen the understanding and application of information technology

Economic commerce logistics is already a very important part, also largely affect China's economic development. In the e-commerce environment of logistics information should first solve two problems: First, we must pay attention to e-commerce environment research related logistics information theory, and for e-commerce logistics development has laid a good foundation theory and social practice. The second is to increase the logistics information technology applications, so EOS

technology, POS systems and other advanced systems technology is no longer just been applied by individual companies, but by the vast majority of applications, including small businesses, while also actively introduce new technologies, with the world, conform to the requirements of electronic commerce on the information technology, logistics and information technology to make wider use of e-commerce, e-commerce and logistics form an organic combination of philosophy, truly e-commerce logistics information.

B. Strengthen and implement e-commerce environment and logistics information network

Looking at the current situation of e-commerce and logistics development at home and abroad is not difficult to find, logistics is essentially a timely manner to meet customer needs, to establish an information network to better use of computers, networks and digital technologies on the basis of the current level of technology according to the development trend of information technology, e-commerce development, while e-commerce and third party logistics companies can cooperate, IT software developers in-depth e-commerce businesses, research trends, and ultimately adapt to the development of e-commerce software development, and more good for e-commerce services, and ultimately promote the logistics information process. Such as e-commerce business in order to meet customer demand for more personalized GPS system, we need information technology and communication and co-developer of the GPS system to optimize the sound according to customer requirements, and ultimately provide customers with good technical support to meet the e-commerce logistics information services.

C. Training compound talents

Familiar with e-commerce knowledge and logistics information age of e-commerce knowledge of talent is talent shortage, the state, universities and enterprises should pay attention to the training of compound talents, accelerate talent strategy, culture can quickly handle logistics information data in e-commerce environment, the application of advanced information technology, market information to make judgments keen talent, and actively foster internal staff to learn information technology knowledge, to enable enterprises to achieve third-party logistics information in the true sense.

D. Establish a good e-commerce logistics system

Commerce logistics direction is to take social, professional, integrated, standardized way, which requires to establish a uniform set of standards, so that e-commerce and logistics information have a uniform standard, in order to achieve the ultimate logistics information the development, the establishment of new e-commerce logistics management system: to develop social commerce logistics service system, in order to achieve logistics information development, utilization of resources, the use of information technology to improve logistics and high utilization of e-commerce logistics, to avoid information waste.

IV.E-COMMERCE THIRD-PARTY LOGISTICS AND INFORMATION TECHNOLOGY DEVELOPMENT DIRCTION PROPECT

Indeed, logistics information technology development, applications are still groping, but the future of e-commerce with more open towards internationalization, personalized direction, will guide the development of third-party logistics information direction, roughly in the following areas:

A. Logistics information to the depth direction of development

The gradual deepening of e-commerce in all areas of society, in all aspects of development, which

needs logistics information To depth direction, to in-depth enterprise, to strengthen information exchange and sharing within the enterprise and between enterprises, establish an information and e-commerce sharing platform.

B. Logistics information technology to standardize direction

Development of e-commerce to make information technology to a new stage, the application of new logistics technology enables more convenient and efficient logistics operations, logistics and information technology are turning to e-commerce platform for the development of a more standard, more professional.

C. Development of logistics information to the international direction

International e-commerce features to determine the logistics of international information exchanges today's business is international business, information has become an inevitable trend between. Especially now Alibaba listed in the US, purchasing fiery rise so that more smooth flow of goods between countries.

D. Development of logistics information to the service direction

Customers through e-commerce to achieve the wishes of their own consumption, which requires logistics information also through a variety of ways to meet people's demand for a wide range of e-commerce activities, such as the establishment of cargo tracking systems, customer service systems problems, so that customers can keep abreast of product information, can make their own recommendations to the enterprises. Improve information exchange mechanisms to strengthen exchanges and cooperation between enterprises and customers, deepen mutual understanding, thus enabling enterprises to establish long-term contractual relationships with clients to achieve win-win situation.

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