

The Strategy of Internet Transformation of Traditional Manufacturing Enterprises Based on Internet Capability

Jianfeng Ke

School of Management, Wuhan University of Technology, Wuhan, China

kejianfeng@whut.edu.cn

Abstract

This paper first puts forward the countermeasure of the transformation of the traditional manufacturing enterprise Internet strategy from four aspects: customer interaction ability, iterative innovation ability, organizational learning ability and resource management ability: put forward the construction of innovative service organization, strengthen the organization boundary management and build network innovation organization based on the iterative innovation of the traditional manufacturing enterprise Internet strategy transformation strategy; put forward the material resources management innovation, financial resource management innovation and human resource management innovation based on resource management innovation of the traditional manufacturing enterprise Internet strategy transformation strategy; put forward the integration of internal and external knowledge Service activities, improve the enterprise learning mechanism and create a learning culture based on corporate organization learning traditional manufacturing enterprise Internet strategy transformation strategy; put forward to strengthen the traditional manufacturing enterprise customer interaction, cultivate the Internet interactive enterprise culture based on customer interaction traditional manufacturing enterprises Strategy of Internet Strategic Transformation.

Keywords

Traditional Manufacturing Enterprises; Internet Transformation; Internet Capability.

1. Introduction

Government Work Report 2015, the Prime Minister Li Keqiang, China should develop "Internet +" action plan to promote the Internet of Things with the traditional manufacturing enterprise integration. Unlimited, universal, Internet, spread fast is the typical characteristics of the Internet. "Internet + Industry" in addition to use of the Internet and the rapid spread of the Internet, will use the Internet for traditional manufacturing enterprises upstream and downstream partners without limits, full value chain share Economy The "Internet + industry" is "information sharing + physical shared", thus creating a new sharing economy, promote entrepreneurship and public Peoples innovation [1].

Traditional manufacturing enterprises in the "Internet +" the wave, has its special mission, that is to make Internet strategic transformation, although the traditional manufacturing enterprises in China's social and economic development process is denied, but with the changes in the environment, Traditional manufacturing enterprises are also facing a lot of development bottlenecks, homogenization of competition, low efficiency, can not meet the market requirements and technical requirements, and so on [2]. So how to transform the traditional manufacturing enterprises, how to carry out the transformation of the Internet, how to implement Internet-based Internet strategy transformation is a very real problem. This paper answers this practical question by implementing countermeasures and implementing strategies.

2. Interaction Internet strategic transformation countermeasure Based on traditional manufacturing enterprise Customer

(1) The establishment of customer-oriented service system. Traditional manufacturing companies often rely on technology and product advantages in the market competition to gain a dominant position, but the arrival of the Internet era to rely on the past development strategy has been unable to enhance the competitiveness of enterprises, the need for traditional manufacturing enterprises to establish customer-oriented services System construction, thus winning a good corporate reputation and competitive advantage. Enterprises in the production process of product design and quality management should focus on communication with customers. How to better establish a service system, the traditional manufacturing enterprises need to rely on the Internet to achieve, relying on the Internet to identify the characteristics of traditional manufacturing enterprises can quickly push the brand to the customer's eyes, and customers can also real-time and corporate R & D personnel and sales Personnel to communicate, such a service system is like an intermediary will be closely linked with customers and enterprises, so that enterprises get more and more powder effect [3].

(2) Construction of two-way communication mechanisms and information feedback system. Customer-oriented service-oriented manufacturing enterprises should actively build a two-way communication mechanism and information feedback system to provide customers with traditional manufacturing enterprises to exchange and feedback platform, the traditional manufacturing enterprises will be the customer's requirements into the manufacturing process to promote The product manufacturing innovation, enhance the product market adaptability. The customer into the product production process at the same time it should be absorbed into the product design review link, after the completion of the corresponding product development process to invite departmental customers to the product form, quality testing, and then according to the customer's relevant comments to make appropriate adjustments , To ensure the stability of product development, improve product quality, and promote enterprises to achieve strategic transformation. Second, in the production process of product quality management to establish customer value. To meet customer demand is the traditional manufacturing enterprises continue to reform an important starting point, is one of the inexhaustible power. Traditional manufacturing enterprises in the context of market economy is facing greater pressure and challenges, if you can not effectively meet the requirements of customers in the market competition will be in a weak position, so the traditional manufacturing enterprises should establish a flexible and flexible manufacturing ideas, Using small quantities, multi-order form of rotation in exchange for production, so as to meet the diverse needs of customers, enhance customer satisfaction. Again, in the service process quality management to establish the focus of the customer status [4]. To achieve maximum customer value is the traditional manufacturing industry to achieve an important way to achieve strategic transformation of the customer in-depth analysis and segmentation in the customer before the relevant service needs by the traditional manufacturing enterprises to provide services, thus reflecting the manufacturing enterprise advanced management concepts and management Way, to provide customers with continuous quality service.

(3) Establish the Internet to interact with customers corporate restructuring concept. Internet concept has long been established in the enterprise, but through the Internet and the concept of customer interaction and practice is not perfect. At this stage, the application of the Internet in the enterprise mainly in the production cost, product quality and production progress of three aspects, ignoring the activities between customers. From the technical means, the Internet for enterprises and customers to communicate with each other to provide a convenient channel and tools for customers to participate in the design and production process to provide a scientific way of participation, so as to effectively establish the enterprise and customer interaction model The

(4) Establish a knowledge-sharing concept. Basically, the main content of custom knowledge-intensive services is knowledge transfer and customer development, the type of knowledge is not already encoded knowledge, but silence knowledge. For many enterprises,

knowledge sharing is difficult to achieve, which is related to the conservative thinking of enterprises, do not think that knowledge sharing can promote technological innovation. But the opposite is true, and knowledge sharing can provide sustained impetus for enterprise innovation, because it can break the limits of personal experience and create a new value. Knowledge sharing formed by an atmosphere or environment in the enterprise employees to establish a shared concept, is conducive to the formation and development of employee knowledge base, the formation of an interactive range.

(5) Customer training and promote the formation of a two-way interactivity of the Internet through the corporate culture of corporate members. On the one hand, training of employees, one is to enhance the customer-oriented concept in the enterprise employees in the position and awareness, and second, employees of the Internet interactive technology training, through the Internet in the form of market dynamics and customer needs to actively explore, So as to understand the market demand for product production to provide basic information support; the other hand, the relevant education for customers, one is the education of customers through the payment method is not fully purchased to the service, the need for positive interaction with the exchange, Is the way customers use the Internet to train, the main content is the enterprise's Internet information collection to inform the customer, so that it can actively publish information for enterprises to facilitate information retrieval. Introduction to democracy [5].

2.1 Build Service Innovation Organization

The role of services in the marketing of the enterprise is increasingly significant, and even play a decisive role in the organization of enterprise service innovation has its necessity. The same as technological innovation, service innovation should also rely on a certain form of organization. First, strengthen the service organization formal innovation activities. In the process of development and transformation, many companies use formal innovation to reduce innovation risk and cost. In the enterprise, through the construction of a formal innovation department in various forms of innovation is the formal innovation activities. Innovation department from the structure or content point of view, and the existing enterprise technology innovation department there are differences, but the same is that there are innovative ways of thinking, and a positive innovation test activities. Continuous innovation is an important factor in the organization to improve service innovation ability, can take advantage of the product line (product line) or in the form of collective innovation activities such innovative services rendered systematic tissue formation. At this stage, many service industries pay more and more attention to the construction of the formal innovation team, which has an important role in promoting the efficiency and level of innovation service organization. Second, adhere to the innovative service organization of innovative activities. Informal innovation activities mainly refers to the promotion of individual activities in the enterprise, such as the widespread existence of entrepreneurial spirit, the positive impact of experts and workers on innovation and so on. In the process of building an innovative service organization, there are sometimes differences in the interests of the various innovation subjects, which makes the innovation activities more complex and chaotic, so it needs to guide and exchange effectively and play the positive role of informal innovation activities. Third, to promote the effective combination of formal innovation activities and informal innovation activities. Innovation activities itself is a flexible process, fundamentally speaking, individual innovation activities and sector innovation activities are consistent, but its existence in the form and way there are differences, so to effectively guide the effective combination of the two, positive Play a synergistic effect of the two, which in itself is an innovative operation of the organization, so as to promote the service organization of the process of innovation, strategic transformation for the enterprise to provide a strong innovation capability.

The mainstream organization theory defines the boundary as the basis for the exchange of the organization with the outside world, that is, the interchange point or the boundary of the organization's suspension with the environment. Social group theory that the border is the basis of interaction between individuals and groups, the boundaries of the definition and management of the way there is a big link. The boundary has a relatively stable nature, which, on the one hand,

guarantees the basic contour of the organization. On the other hand can make the organization and the border to communicate effectively, is an important manifestation of order or rule. So the border means organizational order, but it is also conducive to organizational influence in the social environment to enhance. Organizational boundaries are contained in a variety of forms, from different angles on the organization to examine the formation of different borders, for the development and change of the organization is particularly important. It is necessary to strengthen the management of the organization boundary and strengthen the adaptability of the enterprise to the changing market environment. On the basis of the analysis of the organizational boundary, the organization boundary can be divided into two types: the internal boundary and the outer boundary.

To institutionalize those who have a role in promoting the strategic transformation of enterprises to promote the boundaries of immobilization. First, find the boundaries that need to be reformed. There are some hidden borders in the specific operation of the firm, which are not clearly defined, but do play an important role in the process of enterprise development. In the absence of clear provisions of the circumstances, in the course of practice may be a variety of problems and contradictions, affecting the normal operation of enterprises. Therefore, the boundaries need to be clearly defined, for the specific implementation of the appropriate guidance. Second, to strengthen the initiative of border management. Enterprise managers actively study advanced practical experience and management knowledge, take the initiative to manage and reform the border, establish the relevant management system. Due to the lack of corresponding inspection within the enterprise, the boundary management system and the organizational structure are gradually running, and the relevant regulations are perfected to ensure the scientific and stability of the system.

Network organization is composed of multiple departments, multiple teams connected to the work of the organization, with a relatively unified organizational goals. Network innovation organization is the network type organization operation mode and the running ability innovation, in order to more effective means to enhance the enterprise resource allocation ability and the goal coordination ability, strengthens the enterprise's dynamic competition to promote the enterprise to realize the strategic transformation. First, the common vision and trust agreement is the basis and premise of the establishment and operation of the network innovation organization. The responsibilities of various departments within the enterprise are clear, and the contents of all kinds of staff and managers are fixed. It is easy to form interest groups. That is, in order to realize the interests of individuals or departments and neglect the whole interests of enterprises, the overall competitiveness of enterprises is reduced, Can not meet the needs of the market. In the enterprise, although there is a difference between the interests of the individual, but on the whole, the enterprise is still by a group of the same aspirations and goals, with a sense of trust and loyalty to connect with the staff, in the course of practice Pay attention to the organization members are able to communicate with each other, communicate with each other, in order to avoid the individual's self-interest behavior makes the organization as a whole suffered losses. Organizational interaction can enhance the stability of the team, but also conducive to the optimal allocation of resources. Within a stable organization, the status of members is equal, members can help each other through the development of the organization, in the process of organizing members can also appreciate a sense of accomplishment, to stimulate the enthusiasm of members, initiative and creativity, Thus promoting the activities between departments to build a network of innovative organizations. Second, the combination of common decision-making and individual innovation activities to promote the formation of network-based innovation organizations. Individuals in the skills and business complement each other is a network of organizations, a major feature, but also a major advantage. The resources owned by the network organization are used by all members. The specific decisions are made by all the members. This method can guarantee the scientific and democratic decision-making, and can make the members feel respect in the decision-making process. According to Maslow's theory of demand, respect for demand is the upper demand, the respect for the needs of members of the organization will be met after a large extent to stimulate the enthusiasm and creativity of members, is conducive to the realization of organizational goals. The complementary advantages of the organization members can

promote the innovation of the organization operation mode. The individual members of the organization become the main body or the participant of the enterprise innovation, and can realize the diversification of innovation, so as to enhance the efficiency of organizational innovation.

2.2 Integrate internal and external knowledge service activities

In the era of knowledge big bang, an individual, an organization can not grasp all the knowledge of the industry, and knowledge is to create value of the important resources and means, so the need for internal and external enterprise knowledge services activities combined with the Internet Deep integration, industry-related organizations and individuals within the organization and individuals are able to easily pass knowledge and knowledge, to achieve accessibility of knowledge activities, enterprises through the Internet can enhance learning ability, can reduce production costs, companies will be able to create more the value of. Enterprises in the development of development strategies should not be confined to the focus of the organization's knowledge learning activities, to actively operate with the business-related social learning activities to take into account the process of enterprise development, so that enterprise development to provide knowledge and technical support, enhance the enterprise Innovation and vitality, and promote enterprise strategic transformation. Integration of internal and external learning service activities requires enterprises to use the organizational mechanism and the middle of the market mechanism for the middle of knowledge access. The middle mechanism itself is an innovation activity of the enterprise, which includes enterprise human resource management, information resource management and interest relationship management and so on. Enterprise knowledge learning activities can be organized and consciously carried out to create a good platform and conditions for the improvement of the quality of employees. The external knowledge learning activities of enterprises need to actively explore and cooperate with other enterprises, organizations or universities to introduce knowledge communication channels The basic goal of the combination of internal and external knowledge activities is to establish a knowledge sharing platform, including the sharing of knowledge between the various departments within the enterprise, the knowledge sharing among the members and the internal and external knowledge, and the establishment of the knowledge sharing system requires the common interests as the guarantee, So the interest relationship management system construction is necessary. Integration of internal and external knowledge for the enterprise strategic transformation to lay a good foundation.

2.3 Improve enterprise learning mechanism

First, strengthen the network of education and training mechanism. Employee learning and independent learning time and manner is limited, the need for enterprises to provide a good learning platform for Internet support, through education and training mechanisms to continuously enhance the knowledge of employees and business skills and staff. Combined with training staff and enterprise development strategy to develop on-the-job training-based education and training mechanisms to enhance the staff's knowledge structure and overall quality. Second, improve the meeting and reporting mechanism. Through the form of meetings to promote mutual learning and exchange between employees, improve learning efficiency, and can greatly improve the unity of the thinking of employees. The process of meeting is the process of integrating the opinions of different departments and different people. It is also the process of information exchange, which can make the whole enterprise form a concerted action and help to form a kind of learning atmosphere within the enterprise organization. Business managers should also be active learning to improve the scientific nature of decision-making. The establishment of the reporting system can enable enterprises to develop the learning process in a timely manner, and solve them in time. Upload and release the process can be responsible for the exchange between the responsibility and authority, managers and ordinary staff can think and learn, is conducive to the formation of innovative consciousness. In order to ensure that the learning mechanism is really established within the enterprise, it is necessary to set up the corresponding evaluation system and become an important tool to test the internal learning situation. The implementation of the evaluation mechanism is completed in the form of the report

submitted by the employees, and the evaluation results are related to the performance of the employees. This leads to the importance of the staff's attention to the study.

2.4 Create a corporate culture of learning

First of all, companies should clearly establish the values of learning. The establishment of values is the foundation and prerequisite for the formation of learning-oriented enterprise culture, which has important guiding and restraining effect on the learning behavior of enterprise members. Enterprise learning culture to create the most critical is to all members of the formation of a learning consensus, as the entry point of the enterprise development goals, corporate employees personal interests and learning activities, learning activities as an important carrier of corporate culture for enterprises Strategic transformation to provide sustained motivation. Second, the overall learning planning and design, the purpose of business learning activities in the activities before the relevant content to understand, based on the reality of the development of learning strategies, learning principles, to provide general guidance for learning activities. Again, well-organized organization of learning atmosphere. The formation of enterprise learning culture and the enterprise environment has an important relationship, the formation of enterprise learning culture is inseparable from the knowledge sharing environment and atmosphere. There is a concept of freedom and equality among employees in the enterprise to promote mutual learning among employees and lay a good foundation for the learning environment and learning culture. In addition, but also play a manager of the driving and exemplary role. Harold Koontz and Heinz Wehrich once said, is not to promote the organization and leadership role in the development of the organization after organization, but should be in the front or the organization among the organization stimulate the development of the organization. In the process of enterprise learning culture, business managers should also actively play a leading role in the active learning, which requires managers to always have a sense of urgency, and understand the importance of learning and innovation. Employees under the leadership of the leadership is more likely to form a learning habits, so as to establish a strong learning atmosphere.

3. Based Resource Management Innovation traditional manufacturing enterprise Internet strategy Transition Strategies

3.1 Material Resources Management

Material resource management innovation is an important symbol of enterprise modernization, is an important way for enterprises to carry out strategic transformation. First, through the Internet standard and improve the procurement mechanism to ensure the integrity of the material procurement process and transparency. Procurement departments need to follow the relevant provisions of the process of procurement, enterprises to establish a fine procurement rules and regulations, from the way, content and scope to strengthen the requirements of the procurement department. The fairness and fairness of the procurement of materials, that is, for the tender of suppliers should adhere to the principle of fairness, in the screening and determination should be based on the relevant experts, the Committee's views should not make a separate decision to avoid the procurement sector and suppliers Collusion between each other. At the same time, to strengthen the material procurement of Internet management, the use of computer and network technology to enhance the scope of optional materials, the development of scientific procurement plans to strengthen the exchange of information with suppliers and so on. Second, improve the material resource management performance appraisal system. To establish a clear performance appraisal indicators to ensure the procurement, storage, export the entire process of the establishment of the responsibility mechanism; the establishment of the supervision of the matter and the combination of supervision after the implementation of the implementation of a good performance appraisal system, the material resources management experience continues to The next process. Second, improve the procurement budget management and accounting management. Relevant departments to receive materials need a complete, real reason, the material management assigned to the various departments of the enterprise, that is, the establishment of material resources management and the interests of the business sector, which makes the material resources management specialization and institutional strengthening. Material resources accounting

management is the consumption and use of materials for scientific management, if found to consume too fast, too much consumption and other issues need to lead the relevant audit, the problems found in a timely manner. Again, to enhance the overall quality of material management staff. The main body of material resource management is that the level of the administrator determines and affects the material management level to a great extent. Strengthen the material management professional skills and professional knowledge training, to master the rich management experience and management philosophy, in the practical process of effective use. The collective consciousness of managers is particularly important, to avoid the use of their duties will be improper use of materials, and undermine the interests of enterprises. To this end, the need to establish material management personnel performance appraisal system, on a regular basis to assess their work to protect the enthusiasm of the relevant personnel work, material resources management innovation.

3.2 Financial Resources Management

Under the background of the Internet, the enterprise financial resource management is of great significance to the strategic transformation of the enterprise. First, the use of the network for financial management. Network finance is an innovation of financial management, the use of network technology to enhance financial management efficiency. The network finance includes three aspects: First, the enterprise financial and business in conjunction with the use of Internet technology companies can establish financial activities and business activities between the links in order to achieve the use of resources, high efficiency and lower operating costs; Second, Online management, as long as the network management personnel can manage the financial, its fast and convenient way to greatly break through the financial management of time constraints and space constraints, and enhance the management efficiency, timely access to financial information management staff can be timely Thirdly, e-commerce, in the context of economic integration, the trend of globalization of enterprise financial management has gradually become apparent, its application is also gradually expanding the rapid development of e-commerce economy, the development of e-commerce, Need the effective support of network finance, expand the scope of business, thus taking up more market space. Second, the use of financial regeneration strategy. The financial regeneration strategy plays an important role in reducing the operating costs and improving the efficiency of the enterprise. The general principle is to filter the financial system functions that can be realized by collective wisdom, and then carry out comprehensive evaluation and analysis, and reconstruct the main functions into a new set Financial management system. The financial regeneration strategy includes two aspects. First, the financial organization recovers, redesign the financial management process, redefine the financial system status, redefine the financial management personnel, meet the requirements of the market trend and social development. Second, the financial mechanism Regeneration, investment and financing mechanisms to re-build, the interests of the distribution mechanism to carry out reconstruction and so on. The implementation of the financial regeneration strategy for enterprise development has a strong role in promoting the use of financial position to enhance the financial management and enhance the function of enterprise development has brought new impetus. Therefore, enterprises should actively improve the financial management system, establish a rapid flow of capital, capital structure optimization portfolio, financial performance evaluation system of capital continue to add value to promote scientific and modern enterprise management [6]. Again, the implementation of financial resource planning (ERP). In the ERP system to build a sound basis for the company's financial software features to enhance, in order to establish a sound information management system, the relevant financial information is highly integrated and fast processing, to provide effective support for decision-making enterprise managers.

3.3 Human Resources Management

Enterprise innovation in human resources management is to meet the inevitable requirements of the Internet era, through innovative human resources management enterprises can more quickly achieve the strategic objectives, to obtain market dominance, to the development of individual employees to promote the overall development of enterprises. First, innovative human resource management

philosophy. Enterprises should establish a "people-oriented" development concept, recognizing that talent is a scarce resource, the development of enterprises have more than irreplaceable role to increase investment in human resource management, human resources management into enterprise important strategic layout, So that it is given full attention. Enterprise human resource management concept to continue to adjust with the market, and gradually improve the strategic deployment of human resources, thereby enhancing the organizational performance of enterprises. Second, innovative enterprise organizations. The organization of the enterprise organization is consistent with the employment mechanism of the enterprise, and the management of human resources is carried out by institutional setting, staffing and staff rank, so as to realize the highly effective enterprise organization and improve the professional level of human resource management. Grassroots organizational structure, the establishment of a flat organizational structure according to their own characteristics, and promote employees to improve their own quality. The key to innovating enterprise organization is to build a sound grassroots organization module, department name and job responsibilities, and implement standardized work process management. Therefore, we must establish a strict and impartial enterprise management system. In the traditional management mode, the organization of the content is not comprehensive and run more loose, it is difficult to protect the impartiality of human resources management. The establishment of innovation institutions is the organization of management system into the scope of modernization, based on the level of hierarchy thinking on the establishment of enterprise institutions and ranks of the unified planning and clear Oh e, to protect the positions in a scientific and reasonable areas of operation. It is very important to set up the process design, which can prevent the irrational expansion of the rank or grade within the organization and guarantee the reasonable scope of the corresponding rights and duties so as to realize the effective unity between the human resources and the enterprise. Once again, strengthen effective interaction between knowledge management, technological innovation and human resource management. Knowledge, technology and manpower, only the three together can really play its role. Knowledge is the foundation of innovation, innovation is built on a certain knowledge, and only have enough knowledge to carry out more in-depth thinking, to achieve technological innovation. Therefore, the technological innovation is the important way of knowledge management, and the main body of technological innovation is human, so the need for enterprises through human resources management to cultivate talents, on the one hand to provide knowledge base for technological innovation, on the other hand to promote technological innovation efficiency and practice. Human resources is an important carrier of knowledge, so how to promote the effective interaction between knowledge, technology and talent is not only the innovation of human resource management but also the important content of enterprise technological innovation.

4. Internet strategy implementation steps of Enterprise Transformation

4.1 Clear corporate Internet strategy

Internet strategy for enterprise development has a significant role in promoting the strategic transformation is conducive to the realization. Internet strategy is the enterprise to face the Internet era and the changing market of adaptive change, is to meet customer and market demand, enhance the competitiveness of enterprises an important manifestation. First, the Internet strategy is a change in the traditional management. In the context of the Internet, customers buy products in addition to product quality in addition to the need to facilitate the purchase process, the Internet has opened up the scope of customer choice. Therefore, the industry should actively change the development model, the introduction of the Internet in the enterprise transformation of the important role in expanding corporate marketing channels. Enterprises want to occupy a greater share in the market need to innovate, need to improve resource utilization, and the Internet for enterprise innovation provides a convenient tool to enhance the competitive advantage of enterprises. Second, the Internet strategy catalyzes the rise of new industries. Data show that the first half of 2015, the amount of electronic goods grew 15%, e-services category sales growth of 760 billion yuan, the existing communications equipment increments of 40%. Under current economic conditions, the Internet is not only led to the

development of new industries and promote diversification of consumer, business, for example in order to TCL, TCL due to the development of intelligent network presented its gross sales doubled situation, promote the rapid development of enterprises. Again, the Internet strategy to set up cross-border situations of mutual cooperation. The transformation of economic development model does not fundamentally achieve the path of innovation, which affects the development of enterprises, on the other hand also shows that the development of enterprises with greater room for improvement. Therefore, the traditional business should adhere to the overall development and innovation and development, integration of development resources, update the enterprise development chain. To medical resources, for example, information asymmetry increases the difficulty of the allocation of medical resources, but some hospitals to install and configure the ontology network, and actively implement cross-border mutual assistance. This approach can facilitate the communication between the main body of information for the development of enterprises to create greater power.

4.2 Promoting Internet Strategy System

The key to the implementation of the Internet strategy is to establish a sound strategic operation and security system, so as to promote the Internet strategy and the effective implementation of corporate strategic transformation. First, the establishment of the Internet strategic operational security mechanism. Internet and automation are an important foundation of the Internet strategy. Establish a sound data collection mechanism, the enterprise information management system to upgrade the production process and the supply chain of all aspects of the implementation of Internet reform, improve the relevant data input and output, the Internet into the production process of all links to prevent information distortion The emergence of the situation, thus forming the basis of the information database. The establishment of enterprise operation analysis and security system to risk early warning theory and technology as the support, using inductive and statistical methods to establish the operation of all aspects of the enterprise analysis model, so as to protect the safety of production. Second, the establishment of the Internet strategic management security system. Organizational security is an important factor to improve the efficiency of management. During the process of enterprise strategic transformation, scientific management system and management standard should be formulated to analyze enterprise development in a unified perspective so as to realize the combination between enterprise innovation and development. Enterprise management and security system construction goal is to mobilize the enthusiasm of production enterprises, employees play the initiative to produce for the development of enterprises to provide sustained power. Again, the establishment of the Internet strategic financial security system. Enterprise strategic transformation requires a certain amount of investment and support, so as to protect the implementation of relevant policies and systems. According to the specific operation of the enterprise Internet strategy in the process of income, reach and financial indicators of the cost of the budget to monitor and adjust the establishment of a set of Internet strategy to adapt to the financial security system.

4.3 Establish basic infrastructure systems and enterprise Internet strategy transformation

The foundation of the development of Internet strategy includes two aspects, one is the institutional basis, including the basis of the innovation system discussed above, the basis of learning system, the foundation of resource management system and the basis of customer interaction system. Second, the infrastructure, that is, the Internet strategy to run the technical and hardware support. The implementation of the Internet strategy requires intensive and generalized infrastructure, and therefore requires enterprises to carry out timely equipment improvement and updating. First of all, in the basic network, to protect the flexibility and breadth of network connectivity. The implementation of the Internet strategy to a certain extent, increase the task of network connectivity, the network not only need to connect people and things, things and things, but also to connect people with things, content and applications. Internet strategy to ensure that the network connection flexibility, and sometimes the content in the quality and quantity is not uniform, then the network connection needs to be in accordance with the actual content of the expansion and cooperation.

Second, strengthen the cloud computing construction. Internet strategy requires the computer terminal to be online at all times to match the development of sudden connections, and the directionality and aggregation of traffic are obvious. All kinds of data gather to the data platform, and if it can not be effectively dispersed, it will cause operational pressure, so it needs cloud application support. Cloud applications can also be dedicated to the service, for different customers to develop a diversified service portfolio to open service to meet customer needs. Third, to strengthen the application of large data in the strategic transformation of enterprises. Large data is centralized control of networked hardware and software, can quickly grasp the use of network resources and load situation, through real-time and non-real-time data management of network resources to improve network efficiency. Large data is the key technology of basic network connection and cloud application. The large data is determined by the resource state load, which makes the network connection and cloud technology make the optimal judgment and realize the integration of the two operations.

4.4 Strategic transformation

The main body of the strategic transformation of the Internet is the traditional manufacturing enterprises, so enterprises to increase the relevant investment is to protect the smooth operation of the Internet strategic transformation of the important guarantee. First of all, the Internet strategy into the enterprise development plan, from the top design point of view to strengthen the support of the Internet strategy, so as to continuously improve scientific research, investment and capital investment, making the enterprise innovation efficiency and steady growth. Second, the establishment of the Internet strategic investment steadily grow long-term mechanism, companies should encourage employees to actively innovate, for the enterprise innovation and strategic transformation to contribute to the staff to give some incentives to encourage more people to invest in science and technology. Again, the establishment of multi-level technology center management system. Multi-level centers can include enterprise-level, department-level, professional-level and employee-level technology management centers that promote common development in business and in all areas. The establishment of multi-level technical center management system has increased the diversification of enterprise innovation and scientific research activities management, and promoted the improvement of enterprise Internet strategic management level.

5. Conclusion

This paper first puts forward the countermeasure of the transformation of the traditional manufacturing enterprise Internet strategy from four aspects: customer interaction ability, iterative innovation ability, organizational learning ability and resource management ability: put forward the construction of innovative service organization, strengthen the organization boundary management and build network innovation organization based on the iterative innovation of the traditional manufacturing enterprise Internet strategy transformation strategy; put forward the material resources management innovation, financial resource management innovation and human resource management innovation based on resource management innovation of the traditional manufacturing enterprise Internet strategy transformation strategy; put forward the integration of internal and external knowledge Service activities, improve the enterprise learning mechanism and create a learning culture based on corporate organization learning traditional manufacturing enterprise Internet strategy transformation strategy; put forward to strengthen the traditional manufacturing enterprise customer interaction, cultivate the Internet interactive enterprise culture based on customer interaction traditional manufacturing enterprises Strategy of Internet Strategic Transformation. Then, it points out the implementation steps of the strategic transformation of the traditional manufacturing enterprises that is to clarify the corporate Internet strategy, promote the construction of the Internet strategy system, establish the basic system and infrastructure of the enterprise Internet strategy transformation, and implement the strategic transformation.

References

- [1] S Mithas, N Ramasubbu, V Sambamurthy ,HOW INFORMATION MANAGEMENT CAPABILITY INFLUENCES FIRM PERFORMANCE. *Mis Quarterly* 2011, 35(1): 237-256.
- [2] L Hou, L Xue, SN Bui, W Kettinger, System sourcing and information processing capability in supply chains: a study of small suppliers. *Information Technology & Management*, 2016: 1-13.
- [3] FJ Mata, WL Fuerst, JB Barney, Information Technology and Sustained Competitive Advantage: A Resource-Based Analysis. *Mis Quarterly*, 1995, 19(4):487-505.
- [4] JW Ross, P Weill, DC Robertson, Enterprise Architecture as Strategy: Creating a Foundation for Business Execution. Carnegie Mellon University Software Engineering Institute, 2006, 25(4): 1-13.
- [5] Paul, V Sambamurthy, A Bharadwaj, V Grover Shaping agility through digital options: reconceptualizing the role of information technology in contemporary firms. *Mis Quarterl*, 2003, 27(2):237-263.
- [6] V Sambamurthy, A Bharadwaj, V Grover, Shaping agility through digital options: reconceptualizing the role of information technology in contemporary firms. *Mis Quarterly*, 2003, 27(2):237-263.