

Web-based Financial Shared Service Platform Construction Research

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Abstract: With the arrival of the era of big wisdom and cloud, accounting work is gradually developing in the direction of platformisation and digital intelligence. The construction of financial shared service platform is an important link to promote the transformation of enterprise digital intelligence, the article is based on the strategic positioning of the enterprise, from the strategy, organisation, talent, process, data and technology, six aspects of the construction of Web-based financial shared service platform, shared service platform module functions and construction of security measures. In order to optimise the management of financial shared service platform, promote enterprise information technology, digital transformation and high-quality development to make a new exploration.

Keywords: Financial sharing, Financial management, Platform construction.

1. Introduction

In the era of information technology development, the global economic integration has changed, and the total international economy has grown, in this context, the economic interaction of each country is frequent, and the pattern of economic globalisation has gradually formed. Research shows that in recent years, the competition between domestic and foreign enterprises has been increasing, and each enterprise has optimised its internal structure and improved its economic status. The construction of financial sharing platform is a key link in enterprise financial management, which is of great significance to the development of the enterprise, and the effective financial sharing platform can optimise the resource structure of the enterprise and formulate scientific and reasonable development goals [1]. Early enterprise financial management mainly relies on human resources, but with the development of science and technology, enterprise financial management is also being transformed [2]. The Ministry of Finance recently released the Accounting Information Technology Development Plan (2021-2025), which proposes to promote data-driven and data governance, and to promote information technology with intelligence, and in today's development of the technology of big intelligence, mobile cloud and digital intelligence, it has a better role in promoting the construction and optimisation of the enterprise financial shared service platform, so it is necessary to study the proposition of the construction of an effective financial shared platform [3].

In fact, there are still more enterprises using manual annual financial data accounting, affected by the type and quantity of accounting data, manual accounting is time-consuming, and it is difficult to carry out comprehensive statistical analysis, naturally, it is not able to provide enterprises with relevant decision-making information [4]. Traditional financial information management mainly provides enterprises with data such as production profits and costs, and does not provide information on the management and statistical characteristics of the data, so it is not conducive to the development of enterprise information technology [5]. The advanced enterprise financial shared service management

platform has several core advantages: firstly, it can comprehensively reflect the comprehensive financial information of the enterprise, automatically carry out standardised processing, generate comprehensive statistical information, and provide a basis for enterprise decision-making [6]; secondly, it can complete the supervision and management of complex and changeable financial information, and it can integrate the information of personnel, logistics, purchasing, sales, and customer service, etc., and improve the financial management and decision-making. The efficiency of financial sharing intelligent platform can be automated according to the preset formula, which greatly reduces the enterprise's financial management costs, and finally, the financial sharing platform can generate a variety of analytical reports, effectively mining historical financial information, to provide support for the enterprise's subsequent decision-making [7]. In view of this paper based on Web technology to design a new enterprise financial shared services platform architecture, from the strategic positioning of the enterprise financial shared platform, organisational management design, personnel management, data-driven, process-driven, technology-driven six aspects of the design and analysis, put forward the corresponding based on the WEB financial shared services platform construction safeguards for the improvement of the enterprise's competitiveness of the financial information processing to make a new exploration.

2. The Necessity of Building a Financial Shared Service Platform Based on Web

First of all, the construction of financial shared service platform can improve the efficiency of enterprises and reduce costs. Traditional financial management requires enterprises to purchase and maintain a variety of financial software and hardware equipment, while the construction of a financial shared services platform can provide enterprises with one-stop financial management services, avoiding duplication of investment and maintenance costs [8].

Secondly, building a financial shared service platform can help enterprises better manage risks and improve decision-

making. Traditional financial management methods are often unable to detect and deal with risks in a timely manner, while the construction of a financial shared service platform can help enterprises make more rapid and scientific decisions by grasping the financial situation and risks of enterprises in a timely manner through data analysis and early warning mechanisms [9]. The traditional financial management methods are often unable to follow up market changes and competitive challenges in a timely manner, while building a financial shared service platform can help enterprises adjust their strategies and tactics in a timely manner to improve market competitiveness through data analysis and forecasting mechanisms [10].

3. Web-based Financial Shared Service Platform Design Analysis

3.1. Strategic positioning

To build a value-oriented financial shared service platform, closely follow the strategic needs of enterprises, grasp the industry development trend, and support the long-term development of the organisation's business.

Firstly, the platform takes "value-oriented" as its core concept, aiming to provide high-quality, high-efficiency and high-value-added financial shared services to meet the diversified needs of enterprises in the financial field. Secondly, the platform adjusts its service strategy and product planning in a timely manner by paying close attention to the strategic needs of enterprises and the development trend of the industry, so as to better serve the long-term development of enterprises. Finally, the platform will be committed to building a service platform that comprehensively covers the corporate finance ecosystem, and achieve win-win and common development through cooperation with other related enterprises, organisations and platforms.

3.2. Organisational Management Design

The financial shared service platform (hereinafter referred to as the "platform") is mainly managed by the finance and audit departments of the enterprise headquarters. For the finance staff, they are mainly responsible for formulating the company's financial standards and co-operation regulations of various business segments, handling the relationship between internal departments, shareholders and the board of directors, constructing the financial and operational objectives of the whole company, and carrying out supervisory and monitoring duties. The audit department focuses on reviewing and assessing the completeness, reasonableness and effectiveness of each branch's internal control system, and reviewing the compliance, accuracy and completeness of financial income and expenditure and economic operations. Under the big data environment, the platform can provide accounting decision support for the company, report accounting alert information in a timely manner, play the role of assisting the company to build an internal control system in a network environment, establish a sharing platform among branches, and promote the exchange and sharing of accounting information.

3.3. Personnel Management

Relying on the Web-based sharing platform implementation of the main problem is that because of more business activities, the unified processing of accounting data leads to a reduction in the number of operators required, staff redundancy and reasonable arrangements for the problem. To

address this problem, enterprises should integrate the professionalism and work experience of financial staff and make scientific arrangements for them. In addition, it is necessary to formulate an internal qualification mechanism to link the qualification, working ability and workload of the staff directly with the salary and make a hierarchical control, so as to build an efficient team with strong combat ability.

3.4. Data-driven

Data elements are asset-based and deeply involved in financial decision-making, relying on the financial shared service system for data empowerment and decision-making support, and creating multi-dimensional, accurate and immediate data analysis capabilities. The data drive of the platform construction includes the following aspects:

data collection, data mining and analysis and financial forecasting and planning, based on the results of data analysis, financial forecasting and planning, and feasibility analysis and decision support for enterprises.

Cost control and efficiency improvement, asset management and risk control and data visualisation and sharing: convert enterprise data into easy-to-understand and use charts, reports and other forms to help enterprises better understand their financial situation and make decisions, and establish a perfect data sharing mechanism to provide corresponding data and analysis results for different departments and business personnel.

3.5. Process-driven

The platform design embodies the concept of optimising financial management driven by business processes.

Data collection and processing processes: the collection and processing of financial data come from business processes, the design of business processes reflects the scientific management concept of whether or not the landing, data from the process, scientific process design can produce high-quality data, process design optimisation on the other hand, can also ensure the security and reliability of data.

Data analysis and mining process: including data mining, machine learning and other processes, to help enterprises carry out data analysis and mining, and discover potential problems and opportunities. The direction of data flow reflects the conceptual thinking of the platform management design, and the planning and sorting of the process is a key link in the design of the shared services platform, and a simple and efficient process design can save costs and improve efficiency.

3.6. Technology Driven

The technologies applied in the Web-based construction of enterprise financial shared service platform include the following aspects:

Visualisation technology, cloud computing technology and security technology, the platform needs to use identity authentication, access control, data encryption and other Web security technologies to ensure the security and privacy of enterprise data.

Mobile technology: the platform can use mobile applications, responsive web design and other Web mobile technologies that enable enterprises to access and use the platform on different devices.

4. Web-based Financial Shared Service Platform Module Construction

The financial information sharing management structure designed in this paper is mainly composed of a user interface layer, a data access layer, and a business logic layer. In order to improve the security of the accounting information intelligent management platform and to reduce its operational difficulty, this paper takes into account the comprehensive use of the objectives when designing the management system architecture. In the financial accounting information management system structure, the user interface layer mainly carries out data flow exchange, through the business logic layer to complete the data information verification, the business logic layer contains various management functions, the user can add, delete and modify the data in the business logic layer, the data access layer is mainly to store the data in the intelligent management platform, to carry out effective communication, to reduce the amount of access to the platform, and to improve the reliability of the platform's response.

4.1. Main Functional Modules of WEB-based Financial Shared Service Platform

Financial accounting information management is different from ordinary information management, there is a certain degree of specificity, which often needs to be based on the type and quantity of financial accounting information, accounting for the overall size of the management, therefore, in the design of the financial shared services platform, this paper divides a number of modules and function points, set up a separate board of responsibility, and try to improve the linkage of the various modules of the platform.

Basic information management module mainly consists of supplier information management, customer information management, financial personnel information management, billing period information management, enterprise information management, data initial restoration of these parts, the function to complete the platform's data management work.

Voucher management module is the core module of the financial shared service management platform, the module contains the most basic financial accounting information data, the relevant management personnel need to be effectively entered after the centralised preservation of the voucher management module has an important impact on the entire financial accounting information management effect.

Design of financial shared information management database. Financial shared service centre management database belongs to the important part of financial information management, therefore, the financial shared service platform designed in this paper has several basic database design principles, firstly, an original document must correspond to an entity, in special circumstances an original document can correspond to more than one entity, secondly, the basic database table has the originality and stability, and lastly, the relationship between each principle of the database must meet the requirements of intelligent management, follow the principle of security, standard, therefore, this paper builds a financial accounting information intelligent management database according to the above principles.

4.2. WEB-based financial shared service platform construction safeguards

Platform construction requires policy, resources, technical support, and multi-departmental participation to guarantee the smooth progress of platform construction. Formulate detailed planning and plans: Before the platform construction, it is necessary to formulate detailed planning and plans, and clarify the duties and tasks of each department and position to ensure the orderly progress of the platform construction. For the technical problems and business process optimisation problems arising in the construction of the platform, it is necessary to provide necessary training and technical support for the staff of each department to improve their skills and service ability. With regard to the business process and job setting problems in the platform construction, it is necessary to optimise the business process and job setting to improve the work efficiency and service quality. Strengthening project management and coordination: In the process of platform construction, project management and coordination need to be strengthened to ensure collaboration and communication between various departments and positions to achieve the best results of platform construction.

4.3. Platform Data Security Measures

Platform data security is an important issue that must be considered in the construction of the Web-based financial shared service platform, so it is necessary to take a series of measures to ensure the security of the platform data, and to strengthen network security: the platform should adopt advanced network security technologies, including firewalls, anti-virus software, encryption technology and so on, in order to ensure the network security of the platform and the confidentiality of the data. The platform needs to adopt safe storage technology, including disaster recovery backup technology, data encryption storage technology, etc., to ensure data security and integrity. The platform needs to set up a strict authority management mechanism to distinguish and control the authority of users in different roles to ensure the legality and security of data access and use. Strengthen data backup and recovery: the platform needs to carry out regular data backup and recovery to ensure the reliability and integrity of the data, so that the data can be recovered in time when the data is lost or damaged.

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