Research on the Application of Intelligent Logistics Technology in Trade Logistics under the Background of Big Data

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Abstract: The concept of logistics was first formed in the United States, and logistics also appeared according to the needs of social development. Modern people like to buy things online, no matter what they buy online, they need logistics distribution. Trade logistics refers to the logistics services related to wholesale, retail, accommodation, catering, resident services and import and export trade. Trade logistics is an important part of commodity circulation and has become one of the important industries in social development. Intelligent logistics refers to improving the ability of logistics system to analyze decision-making and intelligent execution through intelligent hardware, Internet of things, big data and other intelligent technologies and means to improve the intelligence and automation level of the whole logistics system. The development of intelligent logistics technology is conducive to reducing the cost of trade logistics, improving efficiency, controlling risks, saving energy and environmental protection, and improving services. That this article is mainly in the big data era background, studies the wisdom logistics technology in the trade logistics application.

1. Introduction

Now the society is a high-speed development society, science and technology is very developed, all kinds of high-tech products came into being, because of the development of science and technology, people's life is more and more convenient, big data is the product of this high-tech era. "Data ," says McKinsey, a world-renowned consulting firm ," has penetrated into every industry and business function and become an important production factor. Big data has existed in many industries and fields for a long time, but it has attracted people's attention because of the development of Internet and information industry in recent years.In today's rapid development era, the application of big data more and more highlights his advantages, in e-commerce, logistics distribution and many other fields have a great role, the arrival of the big data era has also led to the development of a series of industries, and a series of big data related industries. In these years, under the background of big data era, trade logistics is also constantly developing, gradually becoming one of the important pillar industries of the country, but the overall level of development of logistics industry is not high, especially in the application of intelligent logistics technology there is still a lot of room for improvement. The construction of efficient, safe and smooth business logistics service system is conducive to reducing logistics costs, improving circulation efficiency and efficiency, reducing the pressure on resources and environment, promoting the transformation of economic development mode, and better serving the society. In order to speed up the development of modern trade logistics industry, we must base on the existing advantages and foundations, and strengthen the development of intelligent logistics technology.

Figure 1 Central trade logistics industry park

2. Significance of Developing Intelligent Logistics Technology

2.1. Reduce Logistics Costs and Increase Corporate Profits

Through cooperation with intelligent logistics, information sharing, logistics enterprises can save more cost. Its key technology and some new information technology applications can effectively realize intelligent logistics management, integrate logistics core business processes, strengthen the rationalization of logistics management, reduce logistics consumption and reduce circulation costs. In this process, through some technical means can effectively reduce costs, greatly improve the profits of enterprises [1].

2.2. Lay the Foundation for the Intelligent Integration of Enterprise Production, Procurement and Marketing Systems

Along with the popularization of RFID technology and sensor network, the interconnection of objects and objects will lay the foundation for the intelligent integration of logistics system, production system, purchasing system and sales system.

2.3. Accelerate the Development of Logistics Industry and Become Information Technology of Logistics Industry

The construction of intelligent logistics technology will accelerate the development of local logistics industry, set a variety of services and functions in one, break the industry restrictions, coordinate the interests of departments, realize intensive and efficient management, and optimize the allocation of social logistics resources. These enterprises can also share infrastructure, supporting services and information, reduce operating costs and expenses, and achieve economies of scale.

2.4. Cost Savings for Consumers

Intelligent logistics can provide a variety of services such as self-service inquiry and tracking of goods source, especially for food goods source inquiry, so that consumers can easily, rest assured of shopping, buy rest assured, eat rest assured. And the purchase price will also be reduced, so that consumers save costs, consumers' purchase strength to strengthen, and ultimately to the overall consumer market benign impact.

2.5. Increased Efficiency in Government Sector

The development of intelligent logistics can regulate the production, transportation and sale of food in all directions and the whole process, which reduces the pressure of relevant government departments, and also makes the supervision process more transparent and reduces the error rate. The work efficiency of relevant government departments is also improved, the investment of manpower is reduced, and the investment of finance is relatively reduced, which reduces the social cost and promotes the development of society.

2.6. Promoting Economic Development and Enhancing Comprehensive Competitiveness

The development of intelligent logistics technology is equivalent to the rapid, efficient and smooth operation of information flow and material flow, thus reducing social costs, improving production efficiency, promoting social development, promoting local economic development and enhancing the comprehensive competitiveness of our country [2].

Figure 2 Lanzhou business logistics center

3. The Importance of Applying Intelligent Logistics Technology to Trade Logistics in the Era of Big Data

3.1. Rapid Development of the Logistics Industry

With the continuous development of society, computer technology is also in the further development, big data with extremely fast development speed quickly occupy our life, the development of big data is more helpful to promote the development of logistics industry. In fact, we can see the application of big data everywhere in life, such as modern people like to visit Taobao, watching news online, are the role of big data, according to the analysis of big data for you to recommend the type you like to see. More and more countries pay more attention to the application and development of big data, greatly increase investment in big data hardware technology, and also strengthen the training of computer talents to develop big data in all aspects. Making full use of this series of huge data can effectively promote the development of logistics enterprises and social industries, and directly affect the investment and development of enterprises. And the vigorous development of big data, but also the in-depth development of intelligent logistics technology, the application of business logistics to intelligent logistics technology can promote the rapid development of logistics industry, promote economic development, and integrate social resources.

3.2. The Development of Intelligent Logistics Technology is an Urgent Requirement for the Development of Logistics Enterprises

The essence of technology application of big data is to provide users with the most valuable information. Nowadays, with the continuous development and in-depth application of information technology, big data is no longer just a simple theoretical guidance, and finally has effective economic and social benefits. In this way, such economic and social benefits will greatly attract the attention of the development of the world logistics industry, the development and application of big data has become a hot spot in the development of global information. But in this information age, the speed and quantity of data generation are amazing, the technology application of big data can provide people with a lot of data, these data are divided into useful and useless, useless data people will not be interested, will only be interested in useful data. After the effective analysis of users, big data is committed to providing users with the most valuable information. The development of intelligent logistics technology strengthens the big data to provide users with the most useful data information, so the development of intelligent logistics is also an urgent requirement for the development of logistics enterprises.

Figure 3 Nantong commercial property basin

4. Measures for Integration of Big Data Technology, Intelligent Logistics Technology and Trade Logistics

4.1. Speeding Up the Construction and Progress of Intelligent Trade Logistics

Under the background of big data era, trade logistics should fully apply the new information technology such as big data and cloud computing, and combine some advanced logistics technology to fully realize the high integration of information flow. Business logistics can also guide and other enterprises to discuss the development of related logistics management software, improve the overall wisdom of business logistics, improve the integration of business logistics resources and intelligent management technology. Through the establishment of shared information platform with other enterprises, realize the integration of logistics information resources, so as to ensure the accurate and punctual logistics, accelerate the development of logistics industry, accelerate the integration of intelligent logistics technology and trade logistics [3].

4.2. Strengthening the Training of Logistics Personnel

Technical skill-based computer, logistics talents are the core force of the development of trade logistics in the era of big data, especially the innovative logistics talents are the scarce resources in the national logistics industry. Business logistics enterprises should strengthen cooperation with logistics colleges in higher vocational colleges, increase logistics related teaching and courses, provide practical practice platform for students of related majors, logistics enterprises provide practical opportunities for them, and colleges and universities strengthen their theoretical training. Combining the two items, the training strength of logistics talents is regarded as up, which can also provide high quality and high skill logistics talents for the logistics industry, and make great contributions to the development of domestic trade and trade logistics industry. The increase of talents will also promote social development, promote economic development, and enhance the comprehensive national strength and overall quality of our country.

5. Conclusions

To sum up, under the background of big data era, although the development of trade logistics is faced with many problems, there are also opportunities for development, we should know how to grasp the opportunity of development, so as to vigorously develop trade logistics. Through the improvement of intelligent logistics technology to enhance the development of the entire logistics industry, so intelligent logistics technology is very important, we should pay attention to this. Referring to the above opinions, under the background of the big data era, we should promote the organic integration of intelligent logistics technology and trade logistics, popularize the application of intelligent logistics technology, vigorously develop intelligent logistics, actively use intelligent logistics, and vigorously develop trade logistics. Although the application of intelligent logistics in the field of trade logistics has begun to take shape, it should also strengthen its efforts in infrastructure construction, standardization construction and personnel training, so as to strive for

the early realization of intelligent, standardized and modern trade logistics, and build an efficient and intelligent service system of trade logistics.

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