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# Thinking About the Integration Path of Computer Application Technology and Information Management

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## Abstract

**In the big data era of information explosion, information has become the most valuable resource, and information management has become the core work. At the same time, the increase in the amount of information has also brought new challenges to information management, which must rely on computer application technology. With the rapid development of computer technology in China, the technical level of software and hardware has been improved, which has brought more convenient means and tools for information management. This paper will focus on the integration of computer application technology and information management.**

## Keywords

**Computer application technology; Information management; Integration path.**

## 1. INTRODUCTION

Nowadays, information management requires precision, efficiency and convenience. With the increase of the amount of information, it is obvious that relying on manpower to complete the work can not meet such a standard, and we must rely on computer application technology. Therefore, the computer software and system related to information management are constantly developed and updated to meet more and more practical needs. The integration between the two will further give play to the value of information.

## 2. OVERVIEW OF COMPUTER APPLICATION TECHNOLOGY AND INFORMATION MANAGEMENT

### 2.1. Computer Application Technology

Computer application technology includes computer program, operating system, computer software, etc. these technologies can jointly serve information management. The advantages of computer technology are convenient information storage, small occupied space and high work efficiency, which is the actual needs of information management.

### 2.2. Information Management

Information management includes the collection, sorting, storage and use of various materials such as text, image, video and data. After the promotion of computer technology, the connotation of information management has been further deepened, including information transmission, backup, retrieval and other work. Complex information management even needs to make use of cloud computing, Internet of things, big data and other technologies. Continuously improving the efficiency and accuracy of information management is a long-term goal [1].

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# 3. ANALYSIS ON THE ADVANTAGES OF THE INTEGRATION OF COMPUTER APPLICATION TECHNOLOGY AND INFORMATION MANAGEMENT

## 3.1. Improve the Dissemination and Utilization of Information

No matter in any field, information is a valuable resource. The management of information is not only the classification and preservation of information, but also the integration and utilization of information. Information is increasing in the process of various activities. In the nearly massive amount of information, how to screen out some valuable and needed contents and make use of them has become a practical problem. Using computer technology, we can quickly complete the search of information according to needs, screen valuable information, accelerate the transmission and sharing of information, greatly improve the utilization and preservation value of information, and fully reflect the role of information management.

## 3.2. Improve the Efficiency of Information Management

The increase of information means that the time, manpower, energy and material resources invested by enterprises in information management need to be increased. In this era when all activities pursue high efficiency, the traditional way of information collection, sorting and processing obviously can not meet the needs. However, with the support of computer technology, the storage, classification, copy and search of information can be realized in an instant, the manual workload can be greatly reduced, and more time and energy can be focused on information security management. It is not difficult to find that the level of information management has become one of the core competitiveness among enterprises.

## 3.3. Increase Information Security

There are many types of information, including some documents related to personal information and trade secrets, which cannot be disclosed. Ensuring the security and integrity of information is also one of the main tasks of information management. Under the information management of traditional means, with the increase of the amount of information, the hidden danger of information leakage will also increase. However, if some software technologies are used, the information can be protected by encryption to maintain information security [2].

# 4. INTEGRATION OF COMPUTER APPLICATION TECHNOLOGY AND INFORMATION MANAGEMENT

## 4.1. Establishment of Electronic Information Resource Database

Electronic information resources are more convenient for efficient management. The use of computer technology can complete the rapid sending, receiving, copying and sorting, and improve the performance of information management. We should establish an electronic information resource database and update the contents of the resource database in real time, so as to promote the integration and sharing of internal and external resources and facilitate the transmission of information within the enterprise. In the information resource base, the retrieval and access of information is more convenient, and a large amount of information does not need to occupy a huge file storage space.

## 4.2. Establishment of Unified Information Management System

In order to effectively process, sort out and save all kinds of information such as data, text and pictures within the enterprise, we must first establish a unified information management system and input all information into the system. Nowadays, there are many free information management systems and systems that need to be paid. These systems often have perfect information management functions, including information retrieval, classification, encrypted

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storage and sharing, which can quickly complete the transmission of information within the Department. For information managers, they must master the use and maintenance methods of the system, skillfully complete online operation and efficiently complete information management. At the same time, they must master some text and picture information processing technology to completely change the traditional information management mode [3].

The design of information management system can make full use of computer application technology, such as data processing technology, data analysis technology, data mining technology, cloud processing technology and so on, to create an intelligent and integrated information management and control system. For example, the information management system developed by an enterprise specially manages customer information and item information. The principle of system development is to improve the efficiency of information management and meet the needs of users' use and information exchange. The system has the basic functions of information management. It can also add user information, query user information, modify and delete user information.

### 4.3. Improving Information Quality

Information management not only includes the statistics and sorting of existing information, but also includes the work of mining new information. Nowadays, all work needs to be based on information and data, and more timely information needs to be obtained from inside and outside. The collection of information has also become an important task in information management. Computer technology should be used to improve the quality and efficiency of information collection, accurately classify general information, important information and core information, and quickly collect and screen the required information according to the actual needs. At the same time, we should also quickly identify some distorted, worthless and even misguided information. For example, today, there are some information collection systems that can copy a large number of public resources in the network to local software to realize fast and batch download. Such information collection is not blind, but focuses on extracting information from the web page according to the instructions issued by the information manager. Finally, the information manager arranges and summarizes the downloaded local information and retains some valuable content.

### 4.4. Enhancing Information Security

The application of computer technology in information management has greatly improved the confidentiality and security of information and played a role in preventing leakage, theft and loss. Today, many information security systems have been very mature, with anti-virus, anti network attack, information confidentiality, anti tampering, identity identification, trace confirmation and other functions. The use of anti-virus software and firewall system in the computer improves the security of the network.

To ensure the security of information, we should not only guard against external attacks and virus problems, but also set the authority of information access internally. Different levels of information have different degrees of confidentiality, which is suitable for personnel of different departments and positions. Access rights must be set. Using the computer information security system, access control, digital signature and document encryption can be set, with high-strength identity authentication and responsibility identification mechanism, so as to ensure the integrity, confidentiality and non repudiation of the data of the enterprise's internal business application system, which can be highly customized security integration based on the characteristics of the business system; Meet the different security integration needs of different business systems, achieve unified specification, unified management, centralized filing and hierarchical responsibility [4].

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### 4.5. Improve Information Analysis Ability

Nowadays, information management is no longer a mechanical work. While classifying and processing the collected information, it is also necessary to summarize some valuable new information from the large amount of information obtained, which is information analysis. By synthesizing a large amount of information, we can reveal the relevant information in the short term and long term of the industry. The results of information analysis can provide important support for major decisions made by enterprises. However, the greater the amount of information, the higher the difficulty of manual analysis of information, which also needs to rely on computer technology. With the help of the data analysis system in the computer, it can analyze business operation data, user behavior data, advertising data and other resources, understand user behavior, visualize relevant data, and have a variety of analysis models, which can meet the multi-dimensional analysis needs of enterprises [5]. With such application software, enterprises can constantly adjust business, product and service modes and make reasonable decisions according to the results of information analysis, so as to occupy advantages and opportunities in the rapidly changing industry.

## 5. CONCLUSION

In short, the contemporary information management work has produced the needs of improving the efficiency of information management, ensuring information security, ensuring information quality and analyzing information. Obviously, it can not be completed by manpower. It must be completed with the help of computer application technology. Nowadays, the development of all kinds of information management application software is increasing, which gives enterprises more choice. We should make full use of the advantages of all kinds of software systems. If conditions permit, we can also develop application systems independently. The energy and cost invested in this work will bring more returns to the enterprise.

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