Respectable leaders, guests, ladies and gentlemen,
Good afternoon!

First of all, I would wish the successful convening of the Second Session of High-Level Forum on City Informatization in the Asia-Pacific Region, and thanks is given to the sponsors who offer me the floor to discuss the important role that Chinese enterprise information plays from my own experience.

1. Enterprise informatization is an important pillar for the informatization of national economy

From a macroscopic point of view, informatization consists of government informatization, trade informatization and enterprise informatization. Enterprise informatization runs through and covers all aspects of the informatization of national economy and plays a basic and important role in the informatization of national economy.

Modern enterprise is the main body of the market economy in China. The change of many of the traditional enterprises to modern ones cannot indiscriminately copy a series of modern enterprise principles or to practice corporative reform.

The construction of informatization plays a very important role when the Legend is developed into such a modern enterprise with the internationally advanced management concepts and commercial mode.
First, with the application of large-scale application system such as ERP, CRM and SCM a large-scale information platform to support business was not only established but also learn and find out the management ideas and modes of the most advanced modern enterprise system through cooperation with internationally advanced consulting companies and international manufactures.

Second, the construction of the Legend informatization system has forcefully raised the level of norm and ability of enterprise management.

Third, informatization facilitates the continuous exploration in business area and the creation of business mode.

2. What is enterprise informatization

According to the experience of our Legend enterprise informatization, the enterprise informatization should include the following aspects:

a the development of the enterprise network infrastructure, including the network hardware platform construction and integration.

b office work automation and staff self-service system

c enterprise commerce coordination system

d supply and logistic coordination system

e manufacturing coordination system

f technology development coordination system
g. management and decision supporting system

h. customer service system

The platforms that support these informatization systems include ERP, CRM, SCM, PLM, CALL-CENTER, WEB, NOTES etc.

3. The effect of construction of Legend enterprise informatization

The construction of informatization brought us fruitful results in aspects like reducing cost, improving efficiency and satisfaction of customers etc: average delivery time of Legend in 2000 is reduced to 5.7 days from 12 days in 1996; turnover time of stocked merchandise is reduced to 19.2 days in 2000 from the 35 days in 1996; turnover time of the account receivable is reduced to 15 days in 2000 from 23 days in 1996; average handling days of the order per person is advanced to 314 in 2000 from 13 in 1996; customer satisfaction index also gets an 30 % increase compared with that of in 1996.

4. Co-development of Legend and Chinese enterprises

a. Legend actively imports and digests the products of world-leading Information System Platform, keeping pace with the application of advanced level, and building itself into the leading and model enterprise in the construction of Chinese enterprise informatization.

b. Legend makes a deep study of the characteristics of Chinese enterprise management model and informatization construction, providing Chinese customers with the products,
services and methods adaptive to the informatization construction of Chinese enterprises; Legend not only provides IT products and systems covered in this field, but more important the management thoughts adaptive to the development of enterprises and practical experiences of informatizational development.

We believe, confronted with the integration of global economy and the challenge of China’s accession to WTO, the construction of enterprise informatization is not only an issue of the development of enterprises, but a life-and-death issue of Chinese enterprises. Legend would like to be your side and push forward the development of enterprise informatization in China.

Thank you!