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ПРЕДЛОЖЕНИЯ ПО ОПТИМИЗАЦИИ ЗАТРАТ В УСЛОВИЯХ РАЗВИТИЯ ЦИФРОВОЙ ЭКОНОМИКИ

Аннотация: Данная статья посвящена актуальным вопросам оптимизации затрат организаций. Особое внимание уделено снижению затрат в условиях развития цифровой экономики. Также в статье рассмотрены конкретные рекомендации по оптимизации производственных затрат.

Ключевые слова: затраты, снижение, оптимизация, бизнес-процессы, цепочки поставок, экономические потери, инновации, конкурентоспособность, интеллектуальное управление производством

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COST OPTIMIZATION SUGGESTIONS IN THE CONTEXT OF DIGITAL ECONOMY DEVELOPMENT

Abstract: This article is devoted to current issues of optimizing the costs of organizations. Particular attention is paid to reducing costs in the context of digital economy development. The article also discusses specific recommendations for optimizing production costs.

Keywords: costs, reduction, optimization, business processes, supply chains, economic losses, innovation, competitiveness, intelligent production management

In the context of digital economy development, it is very important to

develop cost optimization recommendations in the organization. Here are some suggestions for this question.

1) Some common cost optimization suggestions.

Optimize business processes. By analyzing and optimizing the business processes within the organization, you can identify and eliminate inefficient and wasted resources. The adoption of digital tools and technologies, such as automated processes, artificial intelligence, and machine learning, can increase efficiency, reduce costs, and reduce human error.

Adopting cloud computing and virtualization technologies. Cloud computing and virtualization technologies can help organizations reduce IT infrastructure and operations costs. By migrating data and applications to the cloud, you can reduce hardware and software purchase and maintenance costs [1].

Optimizing supply chain management. Through digital technologies, such as the Internet of Things, big data analysis and blockchain, real-time visualization and intelligent management of the supply chain can be realized, the efficiency and transparency of the supply chain can be improved, and inventory costs and transportation costs can be reduced.

Promoting staff training and development. The rapid growth of the digital economy means that employees need to constantly learn and adapt to new technologies and ways of working. Organizations should focus on staff training and development, and provide relevant training courses and resources to improve their skill level and adaptability, thus improving work efficiency and quality.

Using intelligent equipment and automation technology: in the era of digital economy, intelligent equipment and automation technology are becoming more and more widely used. Organizations can consider using intelligent equipment and automation technology to replace manual labor, improve production efficiency and quality, and reduce labor costs.

Strengthening data security and privacy protection. In the era of digital economy, data security and privacy protection have become particularly important. Organizations should strengthen the protection of the data and take the necessary security measures to ensure that the data is not illegally obtained and abused to avoid potential economic losses and reputational risks.

These specific recommendations should be tailored according to the specific circumstances and needs of the organization. At the same time, the organization should also take into account compliance, sustainability and social responsibility, so as to ensure win-win economic and social benefits with the development of digital economy.

2) There is a close relationship between cost optimization and organizational sustainable development in the context of digital economy.

Resource utilization efficiency. Through digital technology and data analysis, organizations can better monitor and manage the use of resources, optimize production processes and supply chains, thus improve the efficiency of resource utilization and reduce environmental impact.

Innovation and technology-driven. Cost optimization can release more resources and funds for innovation and technology investment, promote breakthroughs in digital transformation, intelligent production and service innovation, and improve competitiveness and sustainable development capacity.

Market competitiveness. In the era of digital economy, the market competition is fierce, and consumers pay more attention to cost performance and sustainability. Through cost optimization, organizations can provide more competitive products and services to meet the needs of consumers and achieve sustainable market share and profitability.

Risk management. Through cost optimization, the organization can reduce fixed costs and operational risks, improve financial stability and risk resistance ability, and provide a guarantee for sustainable development.

In short, by optimizing the efficiency of resource utilization, promoting

innovation and technological development, improving market competitiveness and strengthening risk management, organizations can maintain competitive advantages in the era of digital economy and achieve a win-win situation of economic and social benefits.

3) Cost optimization in the context of digital economy can improve the efficiency in the following ways:

Data-driven decision-making. By analyzing the data, the organization can identify the bottleneck and waste of resource utilization, and then take corresponding measures to optimize and improve the efficiency of resource utilization.

Intelligent production and supply chain management. Intelligent supply chain management can improve logistics efficiency, reduce inventory and transportation costs, and optimize resource utilization.

Virtualization and cloud computing. Virtualization technology can virtualize physical resources into virtual resources to realize the sharing and flexible allocation of resources. Cloud computing technology can provide on-demand computing and storage resources to avoid idle and wasteful resources.

Green and sustainable development. By adopting clean energy, energy-saving technologies and circular economy models, organizations can reduce energy consumption and environmental pollution, and improve the efficiency of resource utilization [2].

The effective response to the problem of resource waste in the era of digital economy requires the comprehensive use of data analysis, energy conservation and environmental protection technology, sharing economy model, efficiency optimization and process improvement, and educational awareness cultivation. Through these measures, organizations can make better use of resources, reduce waste, and achieve sustainable development.

4) In the era of digital economy, the following data analysis technologies can effectively help organizations understand resource use and trends.

Big data analysis. Big data analysis technology can process and analyze large-scale data sets to help organizations understand the use and trends of resources. Through the mining and analysis of a large amount of data, the organization can discover the patterns, trends and potential problems of resource utilization, so as to take corresponding measures to optimize.

Predictive analysis. By establishing prediction models, organizations can predict the changes of resource demand and supply, so as to rationally plan the allocation and utilization of resources.

Intelligent sensing technology. Smart sensing technology can monitor and collect data on resource use in real time, helping organizations understand real-time situations and trends of resources. Through intelligent sensing technology, the organization can find the waste and loss of resources in time, and take corresponding measures to adjust and optimize.

Machine learning and artificial intelligence. Machine learning and artificial intelligence technologies can automatically identify patterns and trends in resource utilization by learning and analyzing large amounts of data. Through machine learning and artificial intelligence, organizations can realize the intelligence and automation of resource utilization, and improve the efficiency of resource utilization.

So, big data analytics, data visualization, predictive analytics, intelligent sensing technologies, and data analysis technologies such as machine learning and artificial intelligence can help organizations understand resource usage and trends. These technologies can help organizations find the problems and potential of resource utilization, and take corresponding measures to improve the efficiency of resource utilization.

<div align="center">Used sources:</div>

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