## Introduction

In today's high-speed development of the Internet, B-end products, as an important part of an enterprise, play a vital role in the whole process of enterprise operation. With the continuous development of information technology, traditional B-end products have gradually evolved into "intelligent" B-end products. For most enterprises, C-end products have become an integral part of their business management. In this era of rapid development of information technology and increasing degree of informationization, more and more enterprises have begun to pay attention to the needs of business process and data management and started to conduct relevant research, with the goal of improving work efficiency and enhancing enterprise competitiveness. Business processes and data are analyzed and sorted out, relevant functional modules are improved, and statistics on the entire business data are regularly released. In this context, there are many C- and B-side products of Internet enterprises and traditional enterprises competing and integrating with each other. However, many problems have been exposed in this process: some digital products are designed without considering the real needs of customers or the core strategies of enterprises. Some B-end products are designed without considering the business processes and data management, which are precisely what the enterprise strategies need to consider. We analyze and summarize the iterative approaches of B-end products in the industry.

## Background

With the continuous development of the Internet industry, B-end products are also gradually approaching the direction of intelligence, in which the emergence of intelligent B-end software has become one of the focal points of many Internet companies at present. [B-end products are generally divided into the following types:

1. Enterprise application type: mainly for specific industries, specific enterprises or specific user groups to provide products and services.
2. Process optimization type: for a segment of the business needs, through the business process involved in the optimization and management of the links, so as to improve efficiency, reduce costs, improve user experience and other purposes.
3. System integration type: It refers to a way to achieve business functions through one or more systems under certain conditions.
4. Data collection type: It refers to the collection and management of customer/user data or product services in some way, and the formation of a certain scale for preservation and sharing.
5. Management report type: mainly used for statistical information of customers or users' concern; through statistical aggregation and analysis can get the corresponding information so as to achieve the purpose of improving service efficiency.
6. Comprehensive information type: mainly used to provide customers/users with comprehensive information services, in order to improve customer/user satisfaction and loyalty.

## Emergence of intelligent B-side software

From the perspective of product technology development, intelligent B-side software can bring more value to B-side products and can also provide greater help for enterprise development.

(1) System integration: With the continuous development of business, the business links between enterprises and between enterprises and customers are getting closer and closer, and the services of enterprises to customers have changed from single to multi-dimensional, thus requiring an efficient system for management and collaboration.

(2) Process-oriented: With the continuous development of business, some enterprises need to establish data warehouses for some relevant information, and store and analyze the relevant data.

(3) Intelligent: With the progress and development of the times, we need to use intelligent means to achieve certain operations or tasks in many cases.

(4) System integration: B-side products serve as an important platform for interaction and data management between production departments, finance departments, etc. Therefore, the software needs to meet the functions of mutual collaboration, data flow and information sharing among multiple departments within the enterprise.

(5) Data collection: With the rapid development of the Internet industry and a large number of B-side software on line and a large amount of heterogeneous data, data collection and management can be obtained through the user's most concerned part of the information, and through the analysis of this information for feedback and processing. Therefore, for B-side software, an effective, convenient and stable tool is needed to help enterprises realize the management of information and data. In this context, intelligent B-side software is a new platform tool that can provide more efficient, convenient and stable information management for each B-side system, business system and various systems. (1) Intelligent B-side software mainly provides products and services for industry users and users at large. (2) Process: With the continuous development of business processes and a large number of different categories, different types and the existence of different links need to complete the content and completion of the way and other content. (3) Informatization: Through some informatization means and some informatization tools to improve the efficiency of communication and exchange between various systems. Thus to help enterprises to better manage and serve customers and related personnel.

## Intelligent platform products

Intelligent platform products (Product Platform), as the name suggests, are software products that can assist enterprises or organizations in optimizing relevant business processes and helping users to conduct business data statistics. (1) Product features: Function: B-side products need to process-oriented design of the corresponding functions, so as to achieve the purpose of improving efficiency and reducing costs for enterprises and organizations. Intelligent platform products are mainly designed to solve problems in certain aspects involved in business, and need to be assisted by an intelligent platform to solve and manage, so as to achieve improved business efficiency. B-side products are designed with process design, process management, and corresponding data analysis as the main means to solve some problems. (2) Business process: B-side products mainly need to solve the business process problems involved in the company, so as to achieve the purpose of improving efficiency, reducing costs and enhancing user experience. B-end products are an office platform or tool for internal employees, so for the users themselves also need to provide some office functions to facilitate the use of employees.

## The application of intelligent tools in enterprise management

[4] The application of intelligent tools in enterprise management is mainly through system integration of the B-side software. (1) Demand analysis: A. Through the demand analysis of the B-side software, you can more clearly understand the relationship between the specific needs of the enterprise and the product, you can understand what problems the enterprise may encounter in a certain business process and what kind of solutions to these problems. B-side software may involve multiple processes in the actual business operation process, and these processes are often independent of each other. Therefore, product functions need to be connected with each other through interfaces. The B-side software needs to explain and elaborate on the various aspects involved in the business process of the enterprise to achieve a seamless connection between the product functions and the business process. The B-side software usually integrates internal personnel management, work log, documentation, financial management, etc. with the enterprise management system. C. Connecting between B-side software and enterprise information system allows users to realize data sharing (such as work log) or even business processing (i.e. approval process); or realize management of enterprise staff (i.e. internal staff attendance) through B-side software and enterprise OA, CRM and other systems. At the same time, according to the actual needs, information systems can be integrated to better achieve the purpose of enterprise management. D. Through intelligent software, we can analyze product data and assist sales staff to do more product-related work; for example, we can analyze potential customer needs based on customer information and assist sales staff to improve the closing rate; we can predict the need to invest more human resources in the future based on changes in sales data and improve customer satisfaction. B-end products are different from A-end products: B-end products are oriented to specific industries and specific business users to provide products and services, while A-end is system integration, data collection and comprehensive information type.

## B-end products iterative form

First of all, it is clear that the iterative form of B-end products is not static. As the industry, enterprise needs and management tools change, B-end products will also change, and these factors need to be taken into account before product design. The first is the change of merchant entry criteria; traditional e-commerce requires merchants to reach a certain scale and have their own platform stores, and this approach has led to a mixed situation of the number of stores and merchant quality on the platform; - second is the merchant quality and price requirements; - third is the merchant Service quality and management ability. On this basis, we also need to update and iterate on new functions; for the B-side, generally enterprises have multiple business lines and functional departments, and each department will have corresponding business lines and product requirements at different stages.

## Customization management products

[1] Customized management products are products for specific industries and related personnel in enterprises, mainly to provide services for these personnel to achieve efficiency and cost reduction. [2] A customized management product is essentially a management tool that is designed primarily to improve business efficiency and reduce labor costs. [3] For companies, managing customers and managing employees means monitoring and adjusting personnel within the company, so the ability of companies to control their employees is becoming increasingly important. [4] In practice, many companies will put business lines and management in the same office (e.g. sales companies); this requires us to consider the information transfer between different departments (e.g. sales data, customer complaints, etc.); and also the management's ability to control the relevant personnel (e.g. KPI indicators). [5] Therefore, the B-side product needs to enhance the control ability of managers and senior leaders over business lines and senior teams, in addition to meeting the basic work needs of employees. [6] On this basis, it also needs to take into account the management variability between different levels in the enterprise. [7] Of course, with the development of technology and industry upgrades, many enterprises now do not have the above-mentioned situation, we only need to upgrade and iterate on the existing functions can be.

## Enterprise ERP management

For B-side products, the enterprise management system usually includes the following parts: - Department management, such as: finance, sales department; - Order management (procurement, sales, etc.), such as: supplier management, sales order management, customer management (distributors, agents and users); [Enterprise ERP management] refers to the various types of data (financial data, procurement data and customer information, etc.) in the enterprise centralized in together to form a complete enterprise resource base on which decisions and analysis can be made. The purpose of enterprise ERP is to achieve the integration of internal and external data and linkage between businesses to improve efficiency; its product design should also take into account: - In ERP we want to ensure that all information can be displayed in the form of charts (can be a chart or several charts); at the same time we also want to provide a user-operable reporting tools, so that users can more easily and quickly use the reporting tools for analysis and decision making.

## Product platform

In the product design, in addition to considering the iteration of functions and product innovation, we also need to consider the construction of the platform; - Product platform needs to be determined according to the development stage and business process of the enterprise to build a plan, generally by the technical department to provide development and testing resources; - For some large enterprises, in order to reduce procurement costs, improve management efficiency, reduce operating expenses and other circumstances, often choose to internal For some large enterprises, in order to reduce procurement costs, improve management efficiency, reduce operating expenses, etc., they often choose to platform their internal systems and build internal management systems to achieve internal collaboration, decision support and other functions. For example, enterprises need to integrate and upgrade ERP systems and financial systems to achieve data synchronization and sharing; - For some SMEs, in order to save costs and reduce the frequency and efficiency of staff turnover, they often choose to build their own platform to complete these functions. For example, enterprises can use the ERP platform to achieve the management of different departments and personnel, but also in the background to achieve the function of data synchronization and sharing. For B-side products, with the change of industry development, the improvement of enterprise management standards and the change of demand for product functions, B-side products will also change. These are the things we need to think about and analyze in the design process.

## Industry solutions and vertical industry management system

With the continuous development of the industry, the market is also gradually becoming mature, and the requirements of enterprises for products and services are getting higher and higher, so we need to provide corresponding solutions for each enterprise. (1) Customer-centric, rapid response to customer needs - quickly locate problems, quickly develop solutions, and implement. (2) Reduce management costs and improve efficiency - free from processes and focus on problems and solutions. (3) Integrate resources and save costs - provide one-stop integrated information services and reduce costs. (4) Improve business quality and data quality - from infrastructure, system development to data storage and business processing, we must ensure data security, data availability, traceability and analysis. (5) Meet the needs of users in multiple scenarios: companies can provide personalized services through products to improve customer satisfaction; help companies improve efficiency and reduce costs by providing complete solutions or customized services. (6) Quickly respond to customer problems and improve customer satisfaction - provide the services and support customers need in the system in a timely manner; quickly solve the actual problems faced by enterprises; (7) Optimize company structure: put more business lines on a unified platform; (8) Reduce operating costs: use the system's big data capabilities and analysis (8) Reduce operation cost: Use the system's big data capability and analysis to help enterprises optimize their operation process and management capability. (8) Reduce operational costs: use the system's big data capabilities and analytics to help companies optimize their operational processes and management capabilities.

## Business process optimization

Business process optimization is to analyze the correlation between processes, systems, and procedures to make them reach the best state, so as to improve the efficiency of users' use. (1) Business combing is to analyze and summarize the existing business data in the system from the user's point of view in accordance with the goals and requirements set in the system, find out the problems in the business process, and propose an optimization plan. (2) System combing: through the analysis of the existing product design and existing processes to determine whether they meet the needs of the target users; if they do not meet the needs, the corresponding adjustments need to be made. (3) Process combing: Identify problems and solve them by analyzing and sorting out business processes; thus achieving a seamless connection between product design and function points. (4) Customer demand analysis: The customer analyzes the current pain points and demand points of the enterprise, and uses them as the basis for formulating relevant solutions; thus achieving an effective consensus with the customer. (5) Demand research: After collecting a large amount of information, information and data, we obtain the real will of users through user research or product research; and conduct statistics and analysis of relevant data; and provide support for subsequent function development and product iteration. (6) Technology development and implementation: design and optimize the existing products, functions, systems and processes to achieve new functions. (7) Testing and verification: After the completion of the overall product iteration, verify whether the functional modules, interface interaction and other aspects meet user needs. (8) Formal launch: After the formal launch and operation of the entire