

# *Design of Lean Management Platform for Power Grid Marketing Project*

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**Abstract:** With the gradual deepening of the reform of the power system and the increasingly difficult task of ensuring power supply for major social activities, the management of power grid marketing projects has become one of the important contents of power grid enterprise management, and its overall investment has continued to rise. In order to further improve the standardization, scientificity and leanness of the entire process of marketing projects, this paper designs a lean management platform for power grid marketing projects. Through the establishment of the entire process management data domain and the application of platform functions, it provides more adequate management for management at all levels Decision basis.

## **1. Introduction**

Marketing project management is one of the important contents of investment project management of power grid enterprises. In order to further improve the standardization, scientific and lean level of the entire process of marketing projects, comprehensively improve the overall marketing investment and individual marketing project management capabilities of power grid companies, and provide management for all levels of management. Provide more sufficient basis for decision-making. This article develops and designs a set of lean management platform for power grid marketing projects. This platform provides homepage display, pre-investment evaluation management, project management, report query and other functions to realize visual display of projects and investment status, dynamic query, and reserve project investment evaluation, Information maintenance throughout the project[1].

The grid marketing project referred to in this article refers to the professional service for grid marketing. It mainly refers to the areas within the jurisdiction of grid companies: ① Electricity metering projects, including electricity information collection systems, promotion and application of energy meters and supporting projects, and construction and transformation of metering systems Etc.; ② Electricity business projects, including marketing file management construction, marketing customer service information collection, etc.; ③ Power supply service projects, including standardization of business outlets, etc.; ④ Market and energy efficiency projects, including

projects related to electricity replacement and other related businesses. ⑤Smart power projects, including projects related to the construction of charging stations

## **2. System Design**

This article designs platform functions based on the overall idea of a lean management and control platform for power grid marketing projects. It provides functions such as homepage display, reserve project pre-investment assessment management, project full-process management, and report query to realize the information recording and visual display of the entire marketing project in the province And dynamic tracking, to provide a more adequate reference for investment decision-making, process control, analysis and evaluation of marketing projects[2].

## **3. Feature Design**

The power grid marketing project lean management platform application function contains five parts: First, portal management

The main function of the portal management module is to visually display the overall situation of marketing projects, annual project investment completion, regional investment completion and project progress, etc., and to provide quick management information for project management departments of power grid enterprises. Second, pre-investment assessment management of reserve projects

Pre-investment evaluation management of reserve projects includes three sub-modules: basic data management for assessment, maintenance of indicator standards, import of feasibility filing data for reserve projects, and investment evaluation. Third, the evaluation of basic data management The basic data of the investment evaluation of the power grid marketing reserve project includes equipment ledger data, equipment status data, service life, construction and renovation, maintenance frequency and investment data.

The basic data required for the evaluation include the number of users, the status of main equipment in operation, the service status of smart meters, the service status of acquisition equipment, and the status of major metering devices in the past three years.

## **4. System Design and Implementation**

### **4.1. Project Comprehensive Information Query Report**

It is used to query all the information of the project, including the project code, name, investment scale, funding completion status, image progress, feasibility study approval time, actual plan, and start and completion time.

### **4.2. Image Progress Monthly Control Situation Table**

Automatically calculate the image progress according to the "Quantitative Comparison Table of Marketing Project Image Progress" and the file connection situation, and automatically configure the image progress early warning mechanism according to the overall requirements of the national project's marketing project image progress in the year.

### 4.3. Monthly Progress Control of Funds

By integrating the actual cost data of the marketing project in the ERP system, the project fund progress is displayed in the fund progress area, and the system automatically configures a fund progress warning mechanism according to the current year's capital progress control target of the State Grid Corporation of China.

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### References

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