

# PLATEER

Value Creator Beyond Platform



E-Commerce



AI MarTech



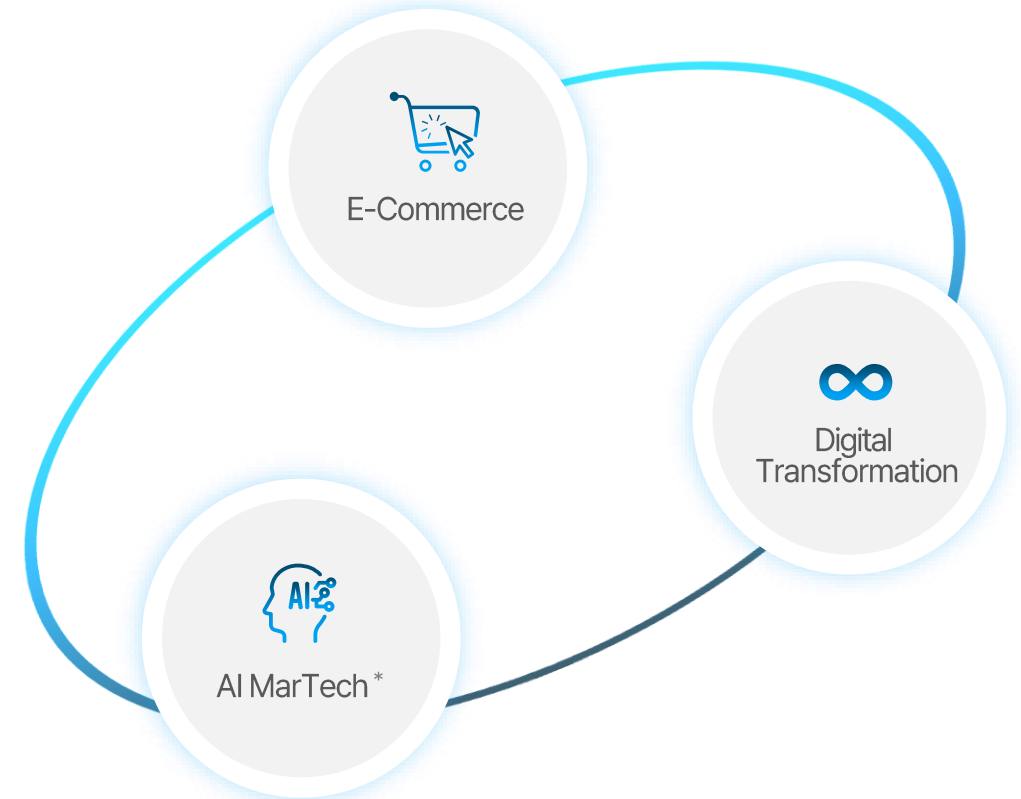
Digital Transformation

**PLATEER**  
Value Creator Beyond Platform

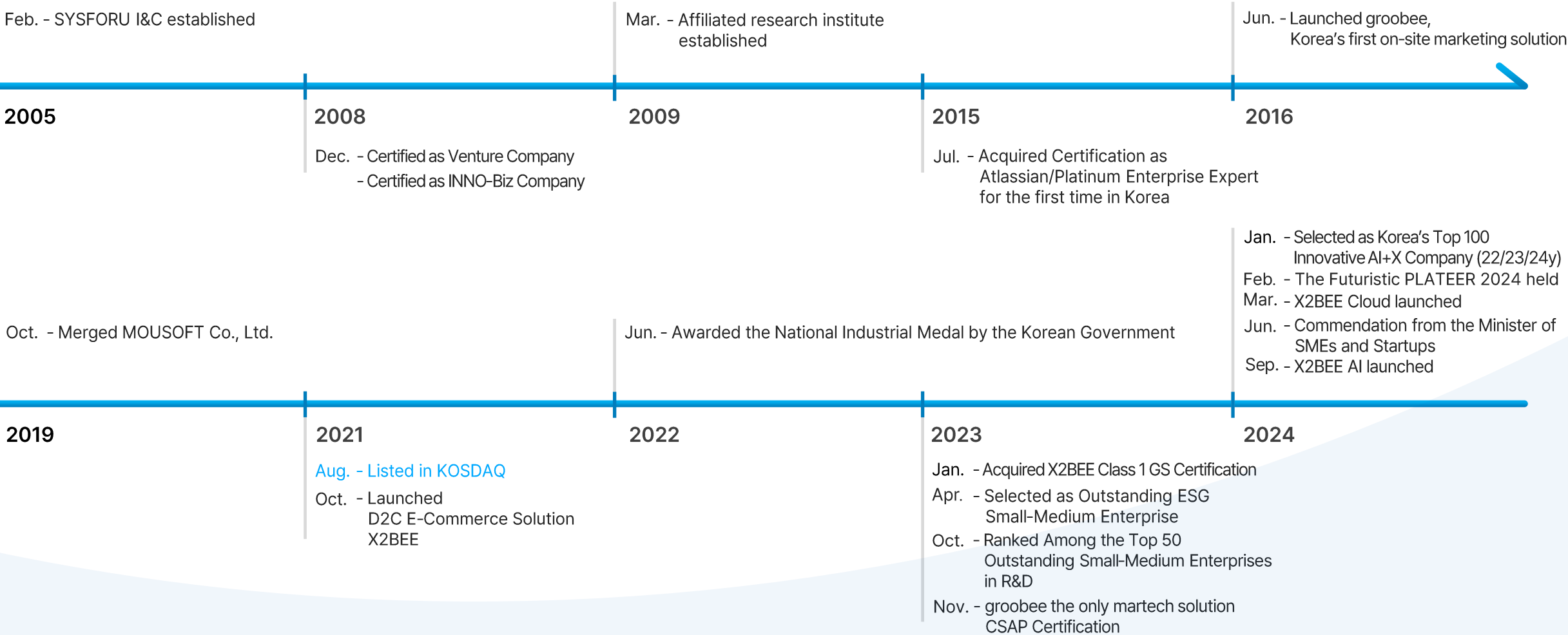
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## PLATEER develops a digital platform for customers.

Through E-Commerce | AI MarTech | Digital Transformation,  
PLATEER discovers opportunities for business improvement and supports the growth of customers.



\*MarTech: As a compound word combining Marketing and Technology, it refers to the application program and platform enabling technical marketing or methods utilizing these tools





<div><div></div><div>Year Established</div></div> <div>2005</div>	<div><div></div><div>No. of Employees</div><div>As of Jun. 2024 Including affiliates and specific positions</div></div> <div>278 Persons</div>	<div><div></div><div>Portion of Technical Manpower</div><div>As of Jun. 2024</div></div> <div>79.4%</div>	<div><div></div><div>Project Performance</div><div>Integrated Sum of Business Sectors</div></div> <div>3200<sup>+</sup> EA</div>
<div><div></div><div>Customers</div></div> <div>990 Customers</div>	<div><div></div><div>Awards</div><div><div><div>09</div><div>Grand Prize in WEBAWARD KOREA</div></div><div><div>15</div><div>Grand Prize in SMART APP AWARD</div></div><div><div>18</div><div>Named Youth-friendly Hidden Champion by the Ministry of Employment &amp; Labor</div></div><div><div>20</div><div>Citation for Work-Life Balance from the Seoul Metropolitan Government</div></div><div><div></div><div>Named Outstanding Work Innovation Enterprise by the Ministry of Employment &amp; Labor</div></div><div><div>21</div><div>Korean Sustainable Innovative Leader</div></div><div><div>22</div><div>National Industrial Medal from the Korean Government</div></div><div><div>23</div><div>Outstanding ESG Small-Medium Enterprise</div></div><div><div></div><div>Named Outstanding Small-Medium Enterprise in R&amp;D Performance by the Ministry of SMEs &amp; Startups</div></div><div><div>24</div><div>Selected as Korea's Top 100 Innovative AI+X Company (22/23/24y)</div></div><div><div></div><div>Minister of SMEs and Startups Commended Other awards including Hi-Seoul Brand and Outstanding Small-Medium Enterprise in Talent Development, etc.</div></div></div></div>		<div><div></div><div>20<sup>+</sup> EA</div></div>

Increase in R&D Investment

Annual average increase rate  
since listing in 2021

200 + %

R&D Manpower

As of Jun. 2024

91 Persons

Certifications/Patents

Certification(3) GS(Good Software) Certificate Grade 1,  
CSAP(Cloud Service Security Certification), etc.

Copyright Application(17) Jira/X2BEE/groobee, etc.

Patent(7) Product/Keyword recommendation, etc.



27 EA

Technology Development Activity

Periodic seminar on the solution(Quarterly)

Technology sharing meeting(Quarterly)

X2BEE Tech Hub(Technology Sharing Site)



Technology Development Performance

	2007	2010	2014	2016	2018	2021	2022	2024
Technology	Independent framework	General shopping mall support management function introduced	Cloud-based	Korea's first on-site personalization marketing	Open framework - based	Machine Learning & Deep Learning algorithm mounted	Headless Commerce* realized	POLAR**
Solution	X2Commerce 1.0 Enterprise-type E-Commerce Solution	X2Commerce 2.0 Mid- to Large-Scale E-Commerce Solution	X2Commerce 3.0 Global E-Commerce construction support	groobee Personalization Marketing Solution	X2Commerce 3.6 Application of an open source based framework	groobee Season 2 AI Personalization MarTech Solution	X2BEE D2CE-Commerce Solution	X2BEE AI Enhancing e-commerce productivity and efficiency

\* Headless Commerce: As the e-Commerce architecture separated from the Front End and Back End, API is used to integrate various Front-end contact points to improve flexibility, expandability, and personalized customer experience.

\*\* POLAR(Plateer's Optimized LLM and Applications with Reliability)

Perfect for your business needs

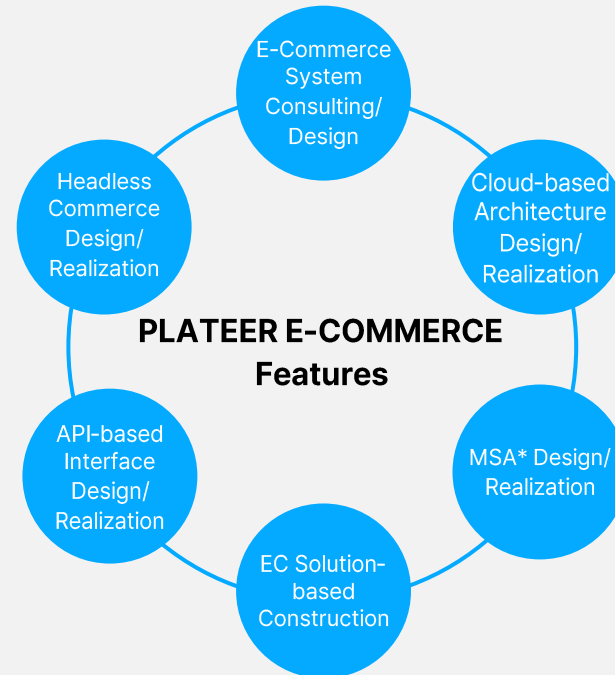
## Enterprise-type Customization



Customized E-Commerce platform considering the business characteristics is presented.

Enterprise-type Customization | X2BEE | X2BEE Cloud | X2BEE AI | X2BEE NFT

Enterprise-type customization pursues comprehensive platform construction based on the characteristics of the customer business. All processes for the success of the E-Commerce business are supported



### Platform is constructed according to the requirements.

- ☒ General Shopping Mall
 ☒ Mobile
 ☒ Specialty Shopping Mall
 ☒ E-Biz
 ☒ Renewal
- ☒ Solution
 ☒ Global
 ☒ Duty-Free Shop
 ☒ New
 ☒ Omni-Channel
- ☒ Regular Delivery
 ☒ PI \*
 ☒ Mart Mall

### Join PLATEER in Business Growth.

YEARS

18

PROJECTS  
COMPLETED

260+

PARTNERS

90

\* MSA: MSA refers to Micro Service Architecture, a method of dividing the single program for each component to construct in the combination of small services

\*\* PI: A method of approaching and analyzing scientifically and systematically from 3 perspectives to perform integrated work and business innovation



X2BEE is a D2C E-Commerce solution with quick construction and high scalability.

We think hard about challenges companies face when building an E-Commerce platform. X2BEE, an E-Commerce solution applied with our numerous years of experience in E-Commerce projects and the latest technologies, supports the growth of our customers' online commerce.

### Everything for E-Commerce

This solution maintains the optimum online commerce business environment.

#### E-Commerce Platform

Supports the independent operation of key services based on composable commerce and MSA.

#### Various E-Commerce Functions

Provides key service modules for E-Commerce focused on customers, orders, delivery, products, payment, etc.

#### System & Service Connection

Supports connection with external/internal related systems based on API.

#### Personalization Marketing

Exquisite AI-based personalization marketing  
Linked with groobee solution

#### Global Operation Support

Multi site & channel expansion, multi-language/global payment support

#### Tech Hub

Provides X2BEE solution API and technology & function guide

### An Innovative Commerce Solution

24.3Q~

It responds to changes in the market quicker, through technology enhancement.

#### AI

Develops and implements various AI functions, including the efficient operation of the back office.

#### Business Intelligence

Provides real-time data reporting, data analysis, and a visualization tool.

#### Channel Linkage

Supports sales channel management and sales diversification through connection with the open market and social shopping.

#### Platform Enhancement

Enhances the E-commerce platform's usability and convenience. (Permanent)

### Line-up in Line Business Strategy

We provide a reasonable plan suitable for the construction scale and charging method.

#### Cloud Subscription Type

Uses X2BEE monthly subscription system.

X2BEE Cloud

Sharing

Stand-alone

#### License Establishment Type

Offers customer-tailored service based on license.

X2BEE Starter

X2BEE Pro

X2BEE Enterprise

## 01 E-Commerce

Subscription type E-commerce solution

**X2BEE Cloud****Sharing type**

Shares integrated infrastructure

**Stand-alone type**

Uses stand-alone infrastructure

Enterprise-type Customization | X2BEE | **X2BEE Cloud** | X2BEE AI | X2BEE NFT

**X2BEE Cloud is a subscription type model using the X2BEE solution in the form of monthly charging. It is an All-In-One solution including the cloud environment for operation and AI-based personalization marketing.**

**AI-based Personalized Marketing**

We innovate the experience of our customers by combining AI and marketing technology.

Big Data analysis (secured 1st Party Data)

Exquisite personalization marketing

Customer loyalty enhancement

**Customer-centered Cost Optimization**

Supports cost optimization through a monthly charging system and reduction of commission fee.

Operating cost optimization, including infrastructure

Initial construction cost reduction

Commission fee reduction

**E-Commerce Platform Supporting Comprehensive Business**

We support various forms of E-commerce such as D2C/B2B and specialized mall/comprehensive mall, etc.

Supports various e-commerce business operation

Provides integrated CS management based on data

Stable cloud environment

**Free Customizing with the Latest Technologies**

Provides flexibility and scalability with a modular commerce solution.

UI/UX of the latest trend

Customizes only necessary modules with MACH tech

Smooth trunk network and system linkage

Subscribe to AI personalization marketing and customized commerce in one go.



We reinvent the future of commerce with AI.

**X2BEE AI**

Enterprise-type Customization | X2BEE | X2BEE Cloud | **X2BEE AI** | X2BEE NFT

As an innovative AI function for commerce, X2BEE AI provides a differentiated, unique solution that can enhance the online business competitiveness of your customers.

### Innovative AI function for commerce

#### Maximize customer experience with commerce AI



Enhances the customer's shopping experience with functions such as AI search, virtual fitting, chatbot, etc

#### Improves productivity by optimizing operation



Improves business performance with AI functions that can be used throughout commerce operation

#### Tools and Environment supporting marketing creation



Actualizes ideas by automatically generating various contents needed for marketing, including texts, images, videos, etc.

### X2BEE AI Lineup

#### Customer's shopping experience

##### Search

Live

- Semantic search
- Image search
- Various search options

##### Virtual fitting

R&D

- Virtual fitting of fashion products

##### Interactive Chatbot

Beta

- Response to customer inquiries
- Search integration
- Connection with consultants

#### Operational productivity

##### Integrated CS

Live

- Customer trend analysis
- Guidance and recommendation of replies
- Summarization of information on queried products

##### Demand forecasting

Live

- Forecasting of product demand
- Analysis of optimal inventory

##### Code Assistant

Beta

- Interactive coding support
- Description of project information
- Support for code creation/refactoring, etc.

#### Marketing Creation Tool

##### Copywriter

Live

- Generation of product description phrases
- Capable of selecting the description tone

##### VCAT.AI

R&D

- Production of marketing images and videos
- Provision of image editing tools

We help your business grow with AI services required for E-Commerce.



NFT is added to the E-Commerce platform.

Enterprise-type Customization | X2BEE | X2BEE Cloud | X2BEE AI | X2BEE NFT

X2BEE NFT can maximize the marketing effect by increasing the point of contact with the E-Commerce customers through convenience of NFT issue/management and by securing brand loyalty, etc.

#### On-premise | Subscription Service

Make reasonable choices tailored to your business environment.

#### NFT Issue | Management

Minting, sales, and management of NFT items are easily possible in the E-Commerce and D2C platform.

#### NFT Wallet | NFT Holder

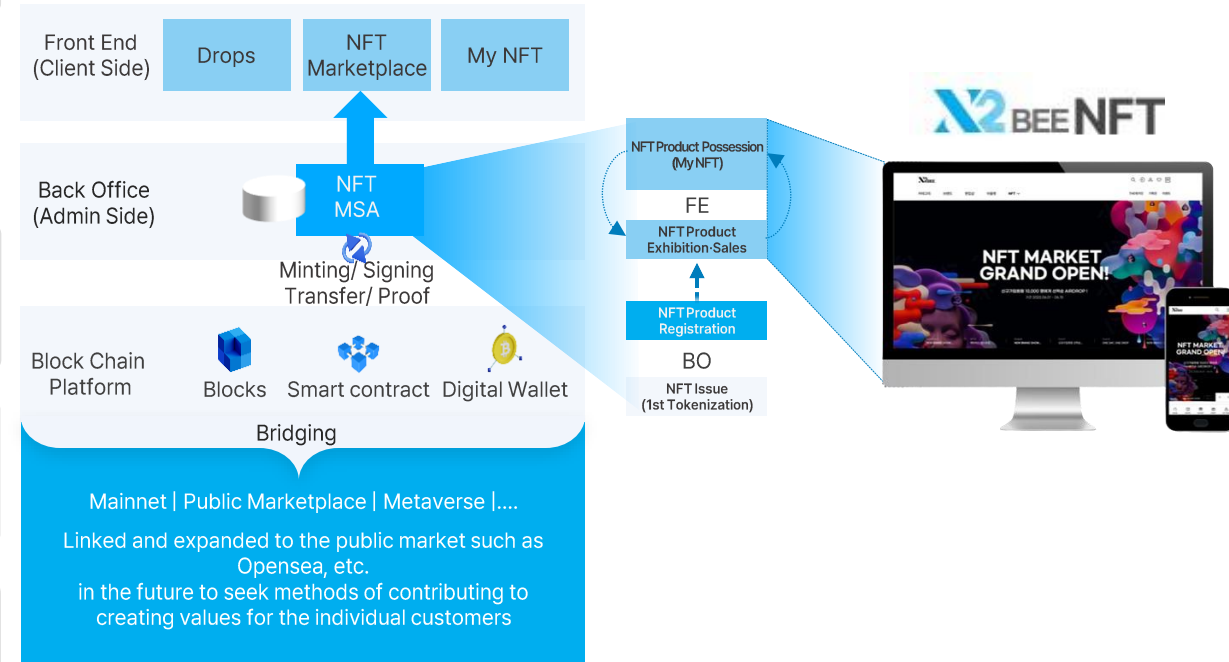
NFT wallet can be created in the E-Commerce and D2C platform, and NFT holder qualification can be granted to operate various promotions.

#### NFT Gating

Communication with specific customer is possible through the NFT ownership certification function.

#### Block Chain | Cost

Stabilized and standardized API is provided in subscription type through linkage with Monachain TaaS, LG CNS's private blockchain. Usage-based charging system is used according to the amount of use to reduce the blockchain linkage and operating expenses considerably.



AI - based personalized marketing SaaS solution

groobee



Begin a better customer experience with groobee, the technology capturing all moments of a customer's journey.

groobee | groobee Data Integration Service

groobee, the one and only solution for E-commerce personalization marketing, provides all functions needed for the customer personalization journey. In addition, it acquired the CSAP\* certification for the first time as a Martech solution, satisfying strict security requirements demanded by public institution services.

### How groobee Supports Personalization Marketing

We present a new standard needed for a customer's personalized journey.

#### Personalized Targeting

The behavior data of customers using online services is collected and each individual customer is analyzed, classified, and selected for personalization.

#### Personalization Recommendation

A personalized product recommendation system predicts customer preferences using AI (artificial intelligence) learning based on customer behavior data.

#### Personalized Messaging

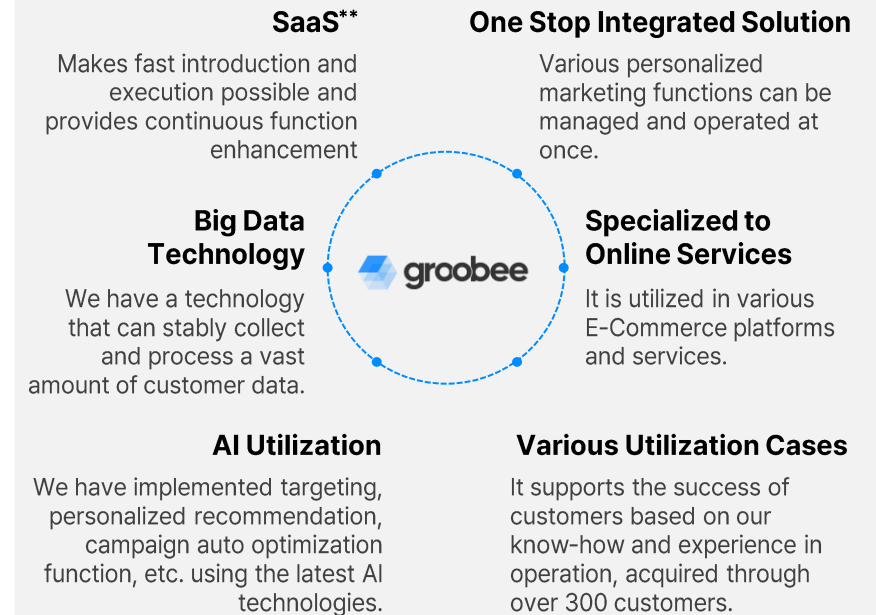
We proceed with communication delivering personalized messages (campaigns) using various methods on-site and off-site.

#### Analysis and Monitoring

We analyze all personalized campaign performance in real-time and the support for it, so that customer experience can be improved and enhanced.

### Major Advantages of groobee

Various services implementing successful personalization marketing are being provided.



\* CSAP: An acronym of Cloud Security Assurance Program. It is a system where a certifying agency assesses and certifies whether the service provided by a cloud company complies with information protection standards.

\*\* SaaS: Software as a Service

## groobee Data Integration Service

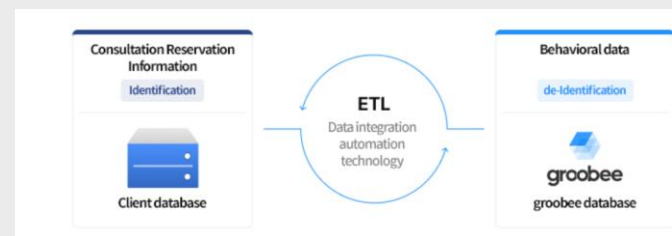
groobee | [groobee Data Integration Service](#)

Data integration service is a service providing data analysis and visualization with indicators suitable for a customer business scenario, KPI, and the unique purpose of analysis by integrating groobee's web/app behavior data and customer's various disparate source data.

### You can meet a 'real customer' by identifying the customer's tendency and intent.

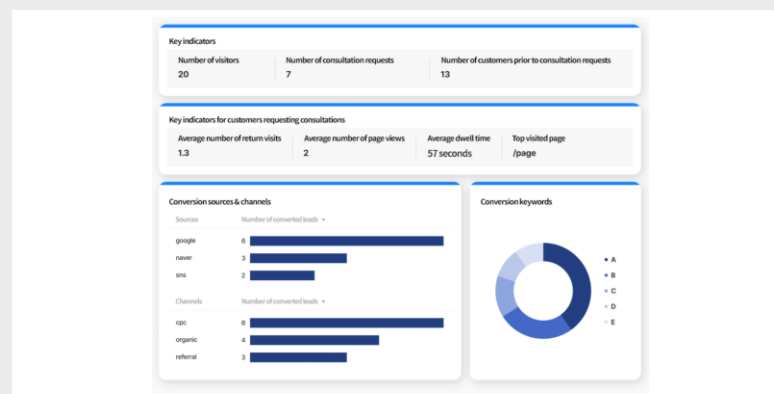
The secret behind fully understanding customers even on websites with no membership registration!

Customer's hidden real desires and behavior patterns can be analyzed by combining the automation ETL technology with groobee's behavior data.



### We provide customized dashboards.

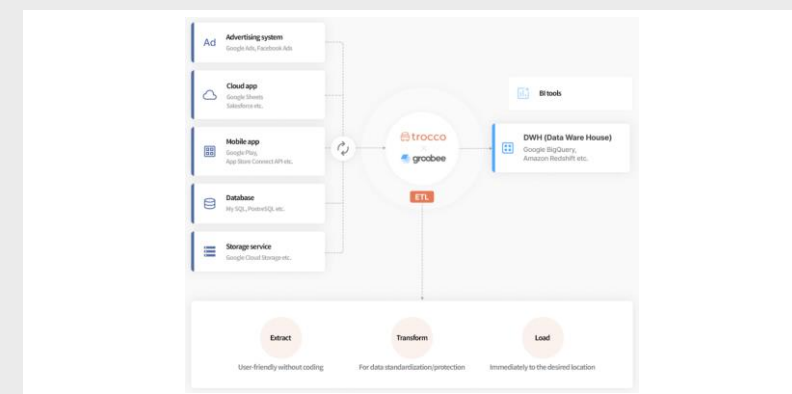
Check the major indicators and performance data in one dashboard. You can check the data in the form of a systematic dashboard at one glance.



Begin a better customer experience with groobee, the technology capturing all moments of a customer's journey.

### From extraction to conversion, loading at once!

Fast data integration is possible from data extraction to conversion, and loading using groobee's partner's automation ETL solution (trocco).



\* ETL: It refers to a series of procedures for extracting data from disparate data sources and converting them according to needs, then saving them.

Organic integration of development and operation

DevOps

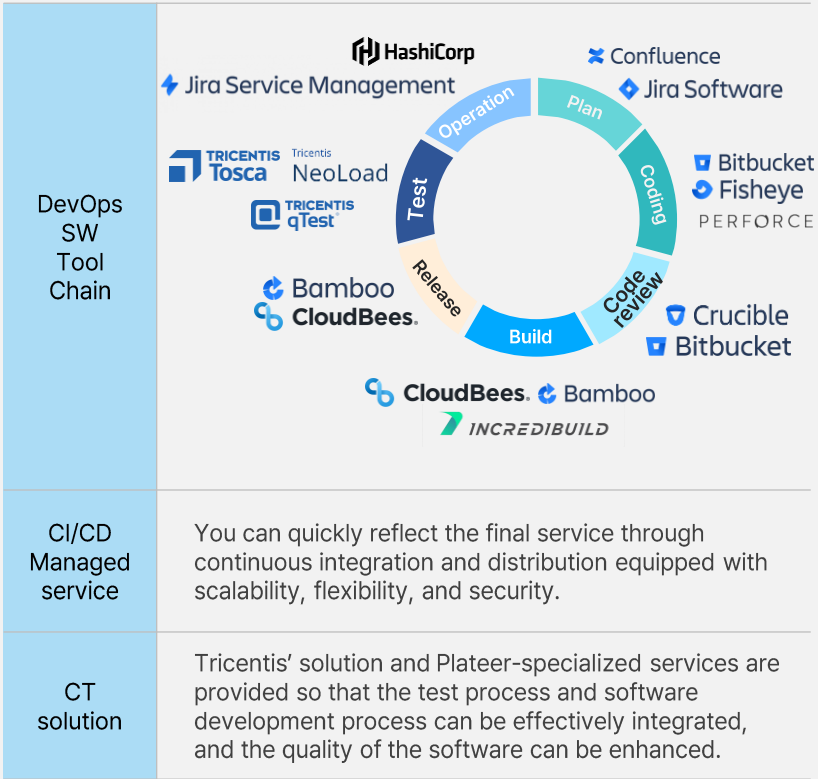


We propose customized services considering an enterprise's unique environment.

DevOps | ITSM/ESM

We provide comprehensive services encompassing installation, design/establishment, and operation/support, so that an enterprise's digital transition can be assisted and the collaboration process can be established efficiently.

DevOps Platform Components



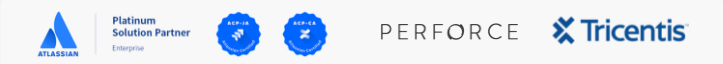
Verified Competitive Edge

Realize the successful introduction of DevOps!

DevOps Platform Tool Chain	Automation environments such as project planning & tracking, as well as CI/CD/CT for establishing the configuration management policy is implemented using the tool chain required in the DevOps environment.
Agile Training / Consulting & Coaching	We conduct an in-house training course based on SCRUM and a SAFe qualification process. We provide consulting and coaching suiting the customer environment such as Scrum, SAFe, etc. based on various Agile coaching and training experience.
Professional DevOps Engineer	A team comprised of professional engineers and CI/CD/CT architecture experts implements the best product performance and functions.

Partners

As Korea's first and largest partner of ATLASSIAN and partner of the global leading solution companies, we provide optimized solutions and technologies to our customers.





The Plateer ITSM framework developed based on ATLASSIAN JSM provides an integrated service management environment reflecting corporate characteristics, using service processes and modules and templates optimized for the domestic environment.

Beyond ITSM to ESM

We present a new standard for company-wide services.

Integrated Platform

The entire process of services from request to distribution managed in one environment.  
Provides workflow based on cases suitable for the domestic environment and a user-friendly portal screen.  
Effective communication through filters and dashboards

High Cost-Effectiveness

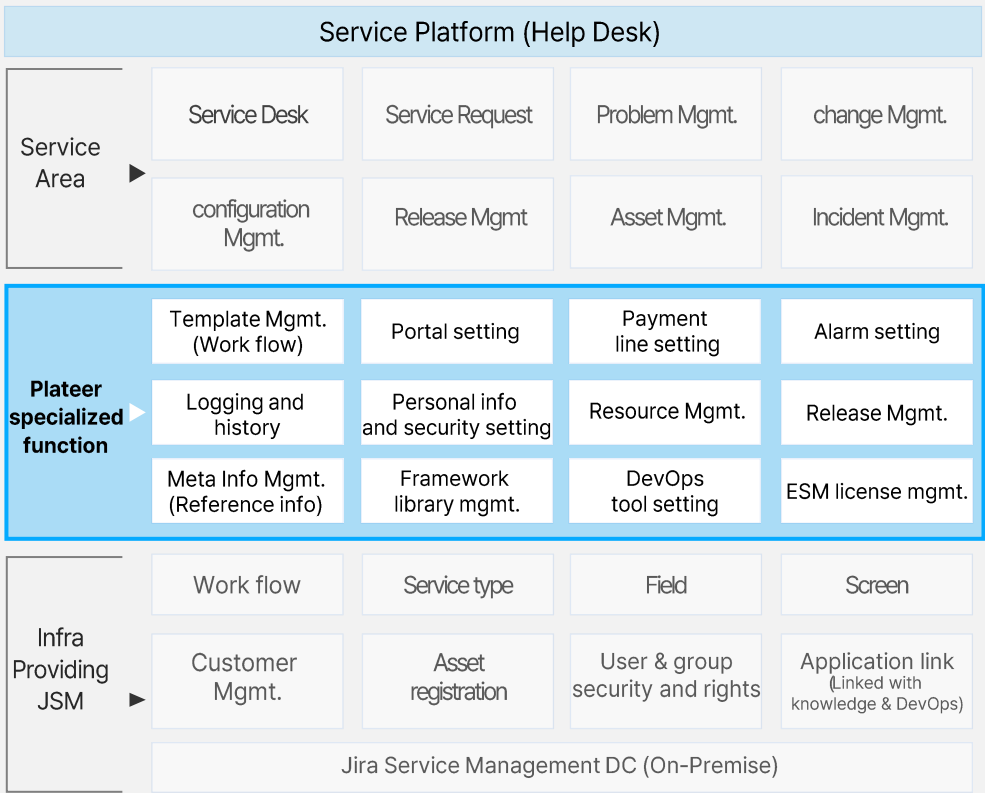
Reasonable cost compared to the existing expensive ITSM  
Easy linkage to JIRA platform  
Capable of flexible response to changes in the ITSM environment

Integration with the DevOps environment

Support of systematic integration with the CI/CD environment  
Supports various add-ons and development environment for integration with a complicated environment.

'Leading company in the area of enterprise service management' selected by Forrester, a global research firm. You can achieve fast and easy digital innovation based on JSM of ATLASSIAN.

Plateer ESM Solution



\* JSM: Jira Service Management

## Success Cases of Customers

Growth curve is drawn with PLATEER.

PLATEER

### | THE | HANDSOME |

Business-specific MSAs such as orders, claims, events, and members have been applied to improve system speed, flexibility and scalability, and UI/UX advancements that separate shopping and content areas ensure all customer journeys are seamlessly connected.

groobee is a solution that is intuitive in UI and takes into account the convenience of real users. From segment creation to on-site campaign execution, it is greatly helped to increase overall marketing campaign efficiency.

Introduced Solution



Lotte Home Shopping is improving its marketing performance and upgrading its business functions through Groovy, which provides data collection, analysis, segment, and custom functions at once.

Introduced Solution



PocketCU continues to increase the level of customer relationship management by expanding the online and offline e-commerce customer experience with groobee, which provides segment targeting and AI personalized product recommendations.

Introduced Solution



By linking It-Voc with Jira Cloud as a SaaS, Samsung Wellstory integrated ITSM services and established an automated distribution system. This enables request tracking, improving compliance response, and improving operational service reliability. Plateer provided consulting and support as a trusted partner during the deployment process.

Introduced Solution

ITSM



In the rapidly changing business environment, IT service management of enterprises is becoming more important. Since the merger, GS Retail has been efficiently managing IT projects and services using the Atlasian Jira-based IT service management system. Plateer provides effective support as a trusted partner in the process of system construction and operation.

Introduced Solution

ITSM

## Reference

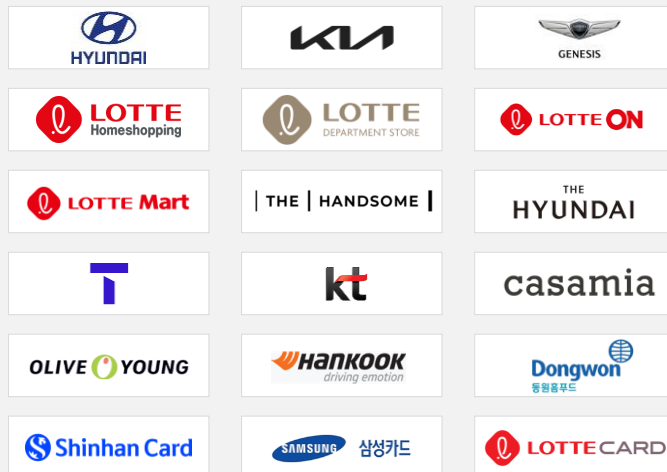
See the proven choice of many companies!

### E-Commerce



#### Main Project

- **Lotte Card Commerce Platform Advancement Project**  
2024.03~Proceeding
- **Constructed the Hyundai/Genesis certified used car sales platform**  
2021.11~2023.12
- **Reconstructed THE HANDSOME.com shopping mall for the Hyundai Department Store Group**  
2021.07~2023.03
- **Reconstructed New All That Shopping Mall for Shinhan Card**  
2021.06~2022.04

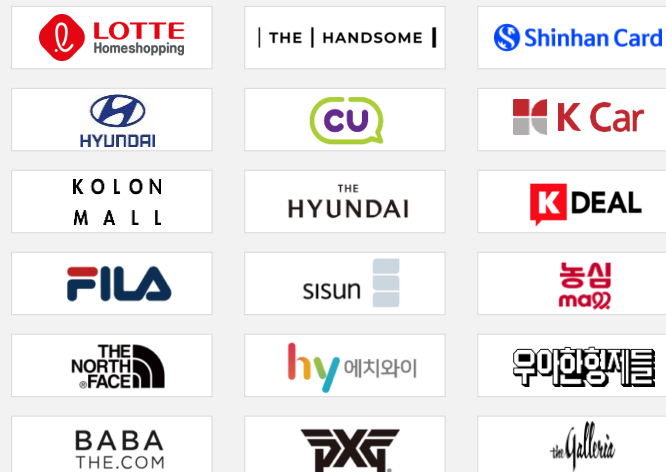


### AI MarTech



#### Main Development History

- **Developed the function for sending personalization message**  
2023.09
- **Developed the image-based similar product recommendation algorithm**  
2023.05
- **Developed the exhibition recommendation algorithm**  
2023.04
- **Developed custom data segment variables**  
2023.01

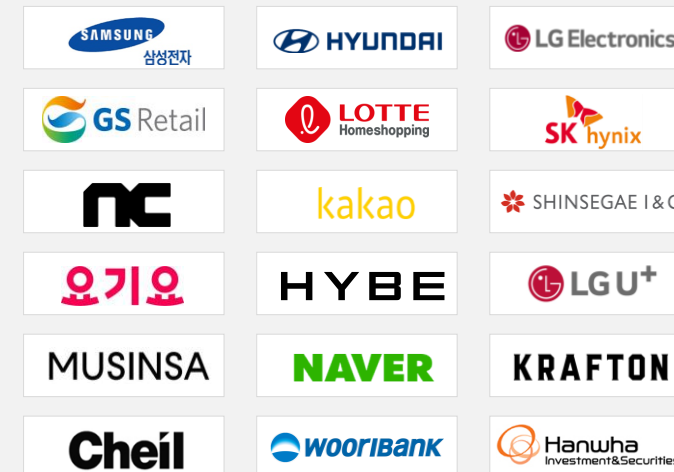


### Digital Transformation



#### Main Project

- **Atlassamsung Electronics DS SW service (data transfer)**  
2024.07~2025.06
- **Atlassian DC transformation & integration for Samsung Electronics**  
2023.08~2024.02
- **Integrated construction of enterprise-wide ITSM for Lotte Duty-Free**  
2023.07~2024.02
- **DC transformation & integration project for SK Telecom**  
2023.11~2024.01



# Thank you.

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PLATEER



groobee



## PLATEER



Common

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## E-Commerce



Enterprise-type Customization |  
X2BEE | X2BEE Cloud | X2BEE AI |  
X2BEE NFT

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## AIMarTech



groobee | groobee Data Integration  
Service

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## Digital Transformation



DevOps | ITSM/ESM

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