

PLATEER

Value Creator Beyond Platform



E-Commerce



AI MarTech



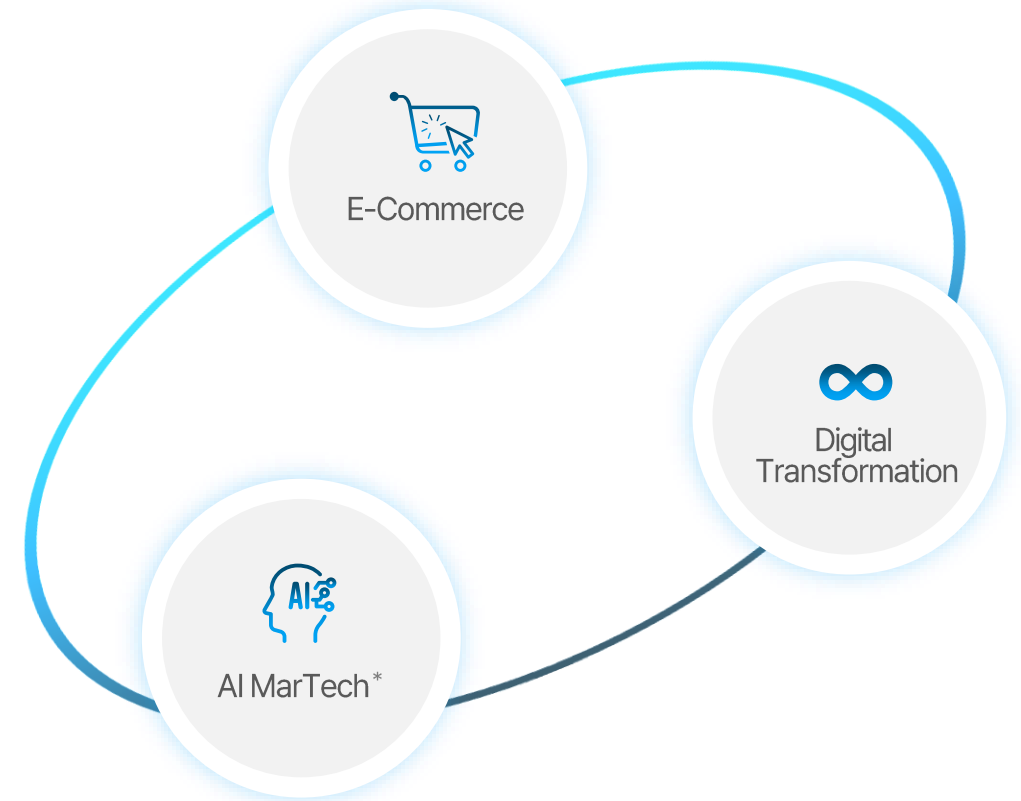
Digital Transformation



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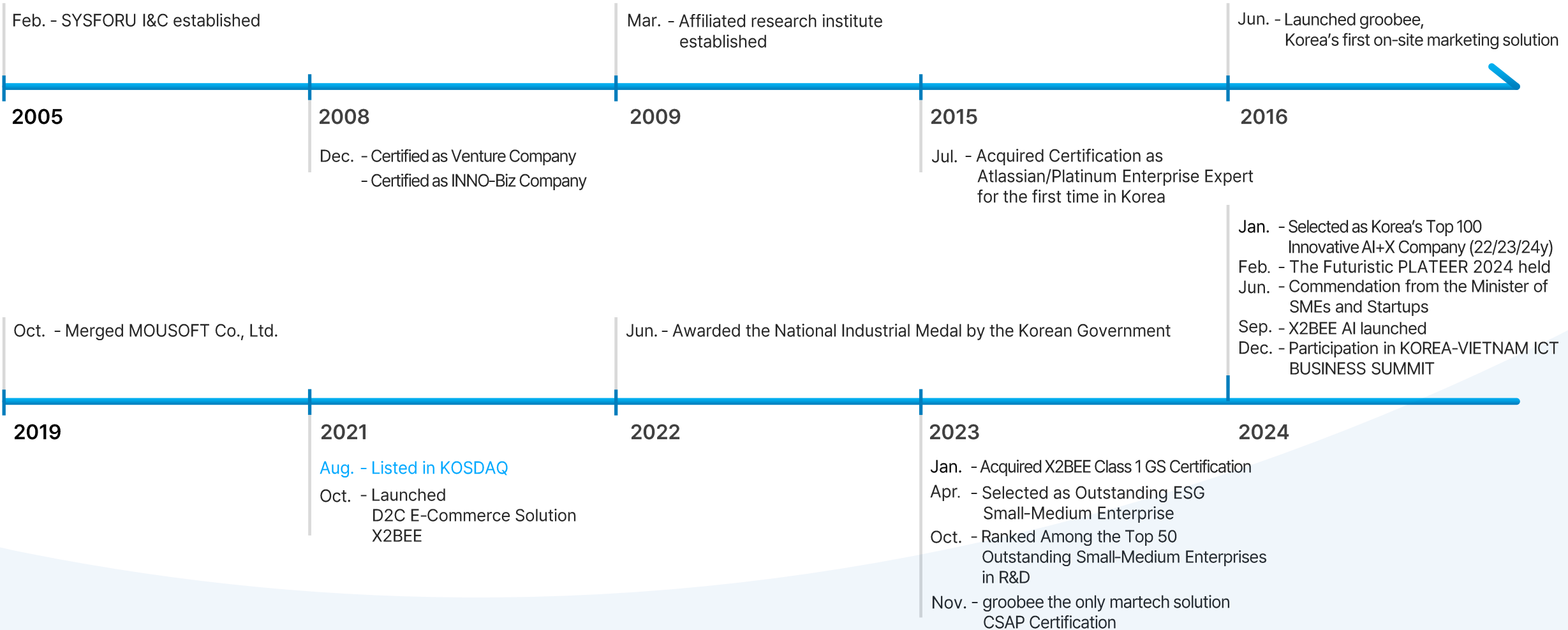
PLATEER develops a digital platform for customers.

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

HISTORY



<p>Year Established</p> <p>2005</p>	<p>No. of Employees As of Jan. 2025</p> <p>294 Persons</p>	<p>Portion of Technical Manpower As of Jan. 2025 Including affiliates and specific positions</p> <p>84.4%</p>	<p>Project Performance Integrated Sum of Business Sectors</p> <p>3260^{EA}</p>
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<p>Customers</p> <p>1030 Customers</p>	<p>Awards</p> <ul style="list-style-type: none"> 09 Grand Prize in WEBAWARD KOREA 15 Grand Prize in SMART APP AWARD 18 Named Youth-friendly Hidden Champion by the Ministry of Employment & Labor 20 Citation for Work-Life Balance from the Seoul Metropolitan Government Named Outstanding Work Innovation Enterprise by the Ministry of Employment & Labor 21 Korean Sustainable Innovative Leader 22 National Industrial Medal from the Korean Government 23 Outstanding ESG Small-Medium Enterprise Named Outstanding Small-Medium Enterprise in R&D Performance by the Ministry of SMEs & Startups 24 Selected as Korea's Top 100 Innovative AI+X Company (22/23/24y) Minister of SMEs and Startups Commended Other awards including Hi-Seoul Brand and Outstanding Small-Medium Enterprise in Talent Development, etc. <p>20⁺ EA</p> 
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Increase in R&D Investment

Annual average increase rate since listing in 2021

200+ %

R&D Manpower

As of Jan. 2025

78 Persons

Certifications/Patents

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

Copyright Application(18) Jira/X2BEE/groobee, etc.

Patent(8) Product/Keyword recommendation, etc.



29 EA

Technology Development Activity

Periodic seminar on the solution(Quarterly)
Technology sharing meeting(Quarterly)
X2BEE Tech Hub(Technology Sharing Site)
Experience X2BEE AI (demo 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



Enterprise-type Customization | X2BEE | 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

Trusted Partner

We empower your online business success with top-tier E-Commerce expertise and extensive deployment experience.

Proven Experience in Large-Scale E-Commerce Development

Skilled E-Commerce specialists

E-Commerce system consulting and development

Project Achievements

We have a strong track record of successfully building and operating multiple E-Commerce platforms.

YEARS

20

PROJECTS COMPLETED

265

PARTNERS

92

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

E-Commerce Business Platforms

We provide tailored platforms for retail and manufacturing businesses.

	Large-Scale E-Commerce Platforms	Major credit card company E-Commerce platforms	Large-scale manufacturing and brand online sales platforms
Key Clients			
Target Clients	Large online and offline retail enterprises	Financial service companies	Major manufacturers and brands
Key Skills	<ul style="list-style-type: none"> E-Commerce consulting and architecture Cloud-based architecture design EC core module and API design and implementation MSA (Microservices Architecture) design and implementation System interface design and integration Support for the latest global online sales practices 		



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.

X2BEE Pro License granted upon contract end ✓ Monthly/lump-sum payment ✓ Managed service (separate contract)	X2BEE Enterprise Custom build via license
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With a large-scale update incorporating AI services and the latest technology stack, X2BEE now delivers all the essential services for building a commerce platform.

We reinvent the future of commerce with AI.

X2BEE AI



Enterprise-type Customization | X2BEE | [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.

AI-powered innovation for commerce

Maximize customer experience with commerce AI



Enhancing the shopping experience with AI search, virtual fitting, and chatbots.

Enhancing productivity through operational optimization



Improving business performance with AI capabilities for comprehensive commerce operations.

Marketing tools and activity support driving revenue growth



Automatically generate marketing content, including text, images, and videos, and create themed promotional events with ease.

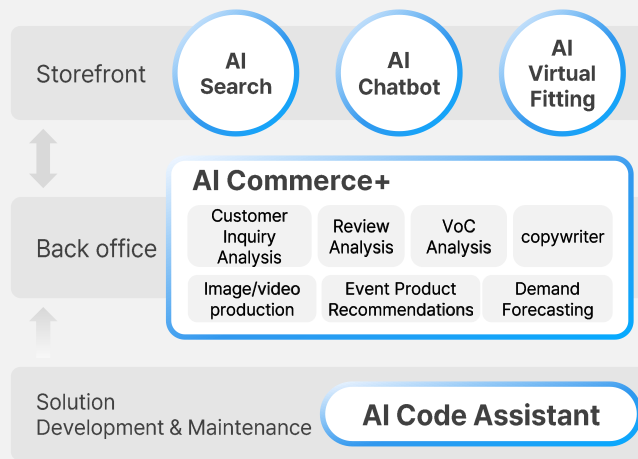
POLAR

E-Commerce Specialized sLLM

Supports seamless integration of various foundation models while ensuring the secure use of sensitive enterprise data. Additionally, reinforcement learning (RAG) on core internal data enhances operational efficiency, reduces costs, and delivers advanced AI services to elevate the customer experience.

* POLAR: Plateer's Optimized LLM and Application with Reliability

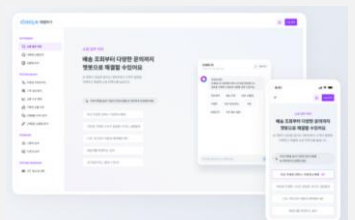
Areas and capabilities of AI



X2BEE AI Demo

[X2BEE AI](#)

Try various AI services specialized in e-commerce such as AI chatbots, AI search, AI customer consultation analysis, and AI marketing copywriters.



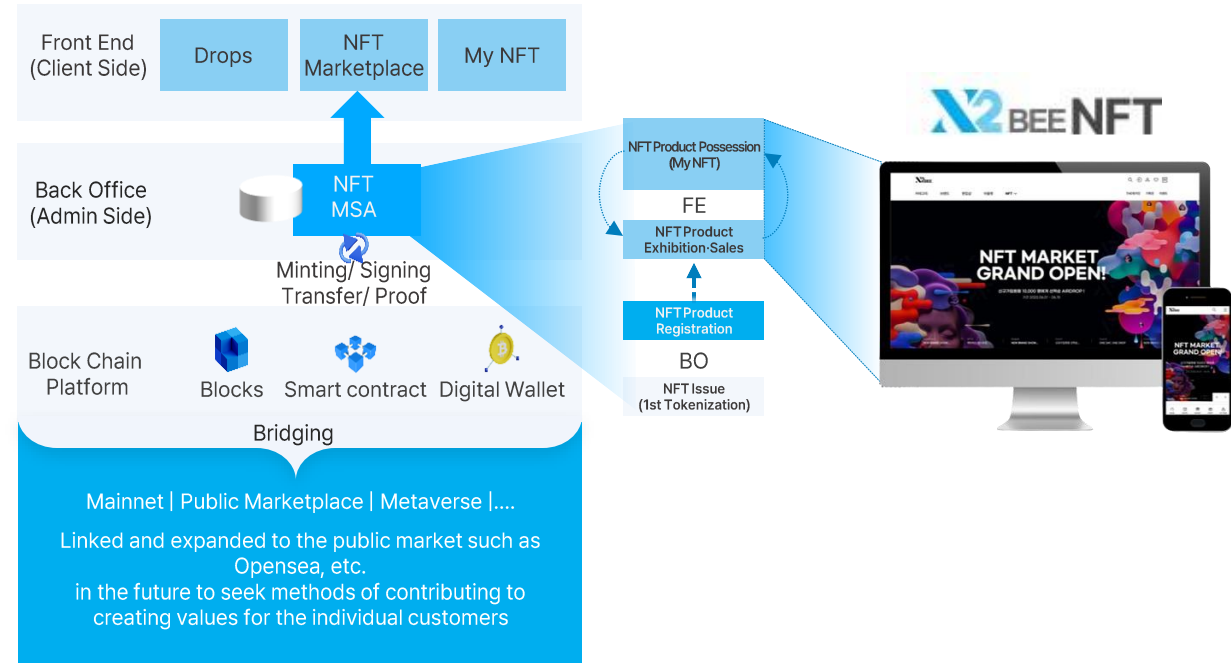
The on-premise POLAR (sLLM) AI, specialized for E-Commerce, is transforming commerce services.



Enterprise-type Customization | X2BEE | 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.



PLATEER is a partner of LG CNS, which specializes in DX.

NFT is added to the E-Commerce platform.

AI-based personalized marketing SaaS solution



First MarTech solution to obtain CSAP* certification.

groobee, a CSAP-certified MarTech solution, ensures security and reliability. Expanding beyond B2B, it is growing its customer portfolio into B2B2C and B2G markets.

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

groobee | Generative AI Search Service | groobee Data Integration Service

groobee, is a SaaS solution optimized for enterprises and institutions, enabling personalized marketing automation. It leverages advanced AI to analyze customer behavior in real time and delivers targeting, messaging, and product recommendations for seamless personalization.

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

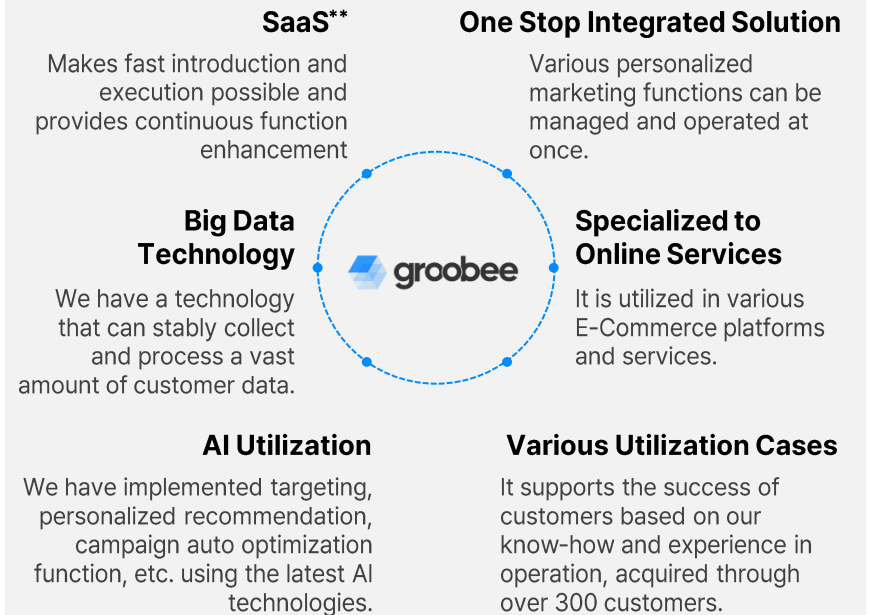
We proceed with communication delivering personalized messages (campaigns) using various methods on-site and off-site.

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

Generative AI Search goes beyond convenience in E-Commerce, deeply understanding user intent to deliver personalized results and redefine customer experience.

The Value of Generative AI Search

Enables data accumulation and utilization for deeper customer insights, driving transformative customer experiences.

Customer Retention Prevention

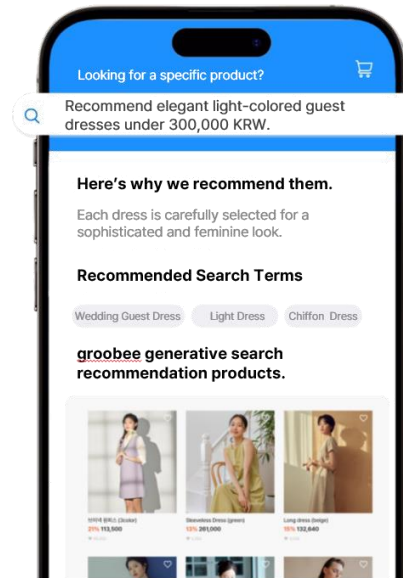
Reduce customer churn caused by search failures and enhance site credibility.

Enabling Product Discovery

Drive cross-sell and upsell while enabling customers to discover new products.

Delivering Personalized Experiences

Analyze search history to deliver personalized results based on customer preferences and behavior.



Advantages of groobee Service

groobee generative AI Search enhances E-Commerce competitiveness and boosts conversion rates through four key pillars: customer experience, advanced AI technology, real-time data processing, and cost efficiency.

Enhanced Customer Experience

Uses customer data for precise targeting and smart recommendations, delivering personalized search experiences.

Advanced AI Technology

Provides refined results through 15+ recommendation algorithms and 3 AI targeting functions, continuously improving services based on customer feedback

Real-Time Data Processing

Ensures fast data updates via API, summarizing results, explaining recommendations, and suggesting related keywords for better decisions.

Cost Efficiency

Optimizes costs with usage-based pricing and reduced operational resources, enabling scalable service expansion based on search performance.

Smarter, Faster – Leading Innovative Customer Experiences.

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.

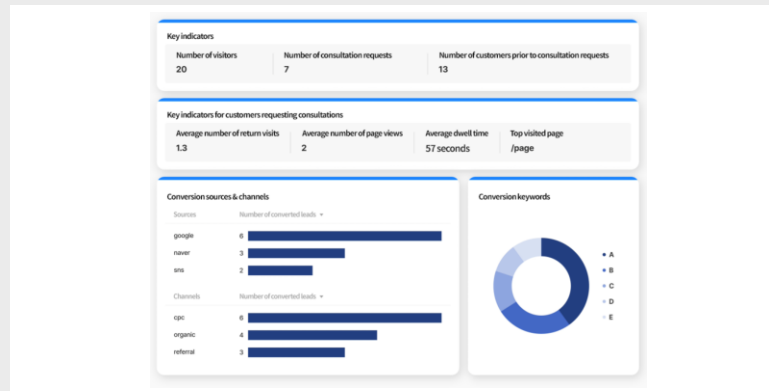
You can meet a 'real customer' by identifying the customer's tendency and intent.

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.

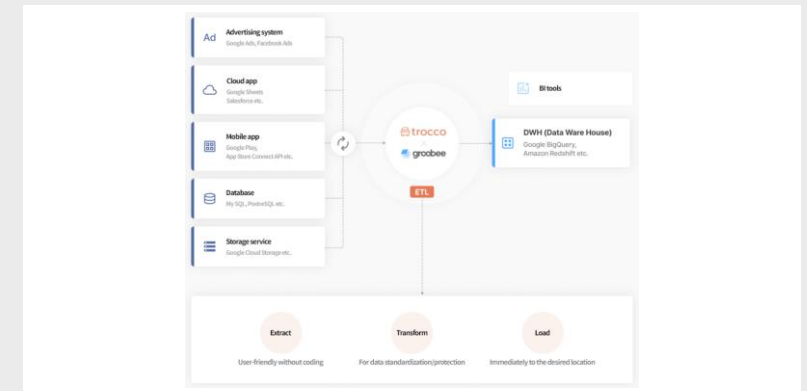
Check the major indicators and performance data in one dashboard. You can check the data in the form of a systematic dashboard at one glance.



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

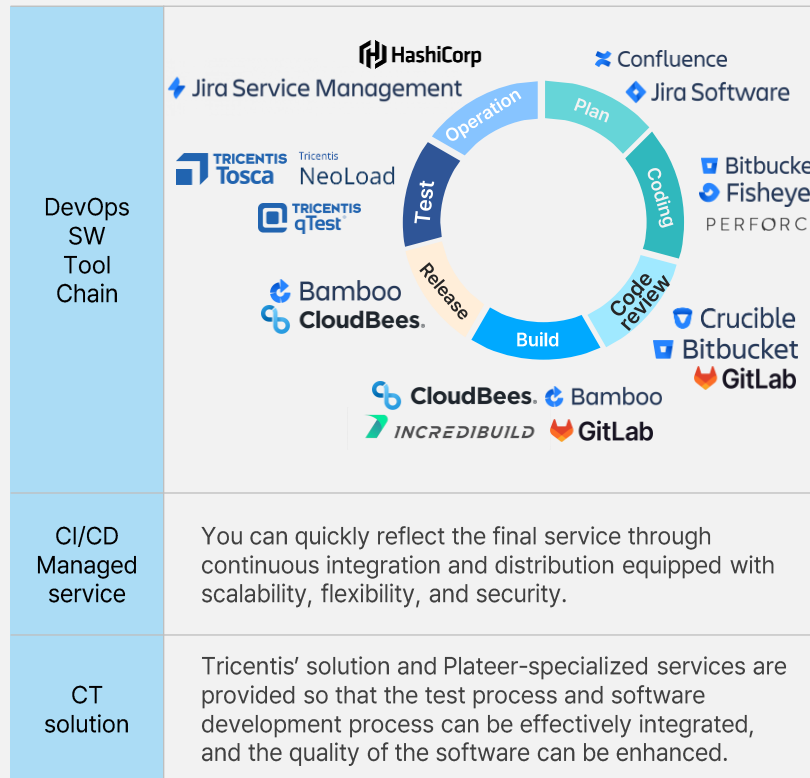
DevOps



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.



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

DevOps | **ITSM/ESM**

Leveraging Plateer's unrivaled technology, we provide an optimized process for the local market using Atlassian JSM*. With automated payments and seamless integration with DevOps environments, we enable rapid ITSM value realization in a unified system

Plateer ITSM/ESM Solution

Setting a New Standard for Enterprise Services.

ITSM Process Optimized for the Local Market

Can continuously receive validated workflows based on ITIL 4.

Integrated Management of DevOps Toolchains

Ensure connectivity within DevOps environments through a unified system.

Minimized Deployment & Operational Costs

Reduce implementation time with verified processes, automate approval workflows, and enable scalable with minimal scripting for rapid deployment and easy maintenance.

Key Features

Leverage an ITSM standard process optimized for the local environment to enhance service efficiency. Our solution provides four core features.

ITSM Standard Process

- 15 standard for incident, emergency, problem, SR, CR, and more
- 24 service types across 7 categories
- Predefined standard custom fields by type
- Predefined screen layouts by type

DevOps Toolchain Management

- User and permission management for Jenkins, Bitbucket, GitLab
- Project and repository creation
- DevOps toolchain information mapping
- DevOps audit log tracking

Automated Approval Process

- Approval line registration and management
- Approval/rejection based on workflow status
- Personalized approval dashboard
- Approval history tracking
- Approval dashboard gadgets
- Delegation assignment

ITSM Dashboard

- IT service dashboard
- Approval dashboard
- Standard workflow status overview

'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.

* JSM: Jira Service Management

Success Cases of Customers

Growth curve is drawn with 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.

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



By integrating It-Voc with Jira Cloud (SaaS), Samsung Wellstory streamlined ITSM services and automated distribution. This enhanced request tracking, compliance response, and service reliability. Plateer supported the deployment as a trusted partner.

Introduced Solution

ITSM



Icecream Media built a unified platform for Icecream Mall and HiStore using its E-Commerce solution, X2BEE. This enhances platform competitiveness and customer experience by providing tailored convenience features and services.

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



As IT service management grows vital in a fast-changing business landscape, GS Retail has optimized IT projects with an Atlassian Jira-based system. Plateer supports system deployment and operations as a trusted partner.

Introduced Solution

ITSM

Reference

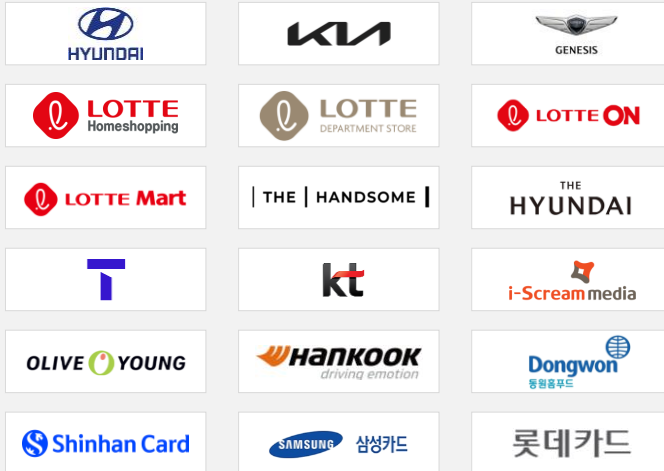
See the proven choice of many companies!

E-Commerce



Main Project

- Icecream Media Unified Mall Platform Deployment 2024.04~2025.01
- Lotte Card Commerce Platform Advancement Project 2024.03~2024.12
- 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

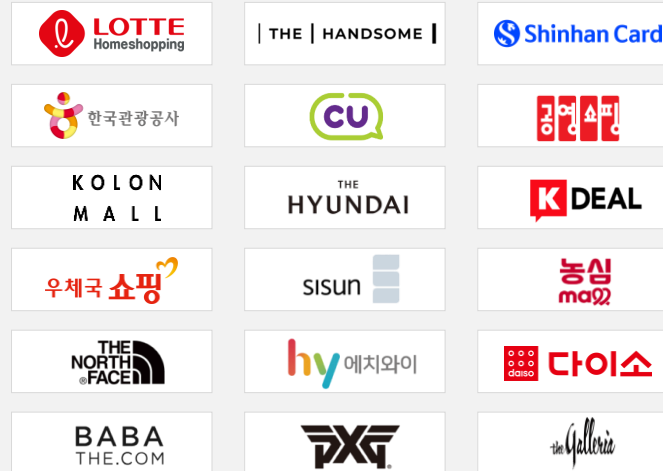


AI MarTech



Main Development History

- Generative AI Search 2024.12
- Push Campaign & Event-Triggered Messaging 2024.12
- Kakao Moment Personalized Messaging 2024.07
- Preference-Based Segmentation 2024.05



Digital Transformation



Main Project

- Koscom ITSM & Configuration Management Rebuild 2024.09~2025.04
- Samsung Electronics DS SW Service (Data Migration, etc.) 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



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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Digital Transformation



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