

UZEN

UZEN COMPANY BRIEF

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2014. 10

OVERALL – General Status

UZEN was established in 2003 and has shown continuous growth and success over 11 years in various fields of IT.
Now UZEN is turning its attention towards human and environment-focused future industries outside the field of IT.



•Company	UZEN Co. Ltd.
• CEO	Sang Hoon Lee
• Date of Establishment	December 5 th 2003
• Number of Employees	200
• Field of Business	e-Commerce SI/SM e-Commerce Solution Service and UI/UX Consulting Mobile & Smart Device Data Consulting Solution Distribution Business Outdoor Equipment & Sportswear Production Drama Show Production
•Sales in Last 3 Years	2011 : \$1,310,000 2012 : \$1,620,000 2013 : \$2,090,000
•Address	Teheran-ro 20-gil Floor 6&9, Gangnam-gu, Seoul, Korea (Yeoksma-dong, Dong-goon Building) TEL. 02-6927-7933 / FAX. 02-6927-9154
• Website	http://www.uzen.net



INNOBIZ

PHILOSOPHY

UZEN is a for-profit firm, but it is also an organization of people aiming for same goal, and a human-centered community.

Based on strong community, we will be a model business fulfilling our responsibility to improve human society.

1

Respectable Firm Making Contributions to Improving Human Society

UZEN strives to be a respectable firm contributing to the advancement of human society and preservation of the environment by fulfilling our responsibility to humans and to nature. Our core value is to respect and care for people and the planet.

2

A Global Alliance of Enthusiastic Companies Always Searching For New Opportunities

UZEN enjoys the adventure of guiding small but energetic companies, professional and specialized in their own fields. Our exciting prospects will not be limited within one country but will continue to expand globally.

3

A Long-Lasting Community Dedicated to Mutual Growth

UZEN prioritizes employee happiness, self-fulfillment, and quality of life over simply chasing after profits and efficiency. UZEN will continue to communicate with society through innovative & ethical management and CSR, hoping for a society with happy communities and businesses.

HISTORY

The last 11 years of UZEN history shows our footsteps towards change and development. Never satisfied with small achievements, UZEN will continue to follow after our first intention to achieve and advance. UZEN' s dedication to more energetic steps will constantly drive the company.




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- 2003.12 UZEN Establishment
 - 2006.01 e-Commerce field' s SI/SM business opens in earnest
 - 2007.12 SK Telecom Open market, 11th St. Planning and Establishment
 - 2008.10 Startup company & INNOBIZ company confirmation
 - 2008.12 Samsung Electronics' SamsungApps Service Consulting and Establishment
 - 2009.01 UZEN PlanA Establishment (Service Consulting and Planning/Designing Department)
 - 2009.01 UZENi Establishment (Data Consulting Department)
 - 2010.12 Web Award Korea 2010, Grand Prize for General Shopping Mall Part (Lotte.com Renewal)
 - 2012.01 UZEN Commerce establishment (e-Commerce Planning Department)
 - 2012.04 Launched Outdoor wear specialized brand ZEROGRAM
 - 2012.12 Web Award 2012 Grand Prize for Entertainment Part (KPOPTUBE Mobile App)
 - 2013.08 XXL Joined an affiliate (Action Sports Department)
 - 2013.10 Established Appetizer (Mobile Service Department)
 - 2013.11 ZEROGRAM' s first shop opens in Hongdae
 - 2014.01 Established UZENSOFT (S/W distribution department)
 - 2014.01 Established UZEN JAPAN
 - 2014.01 Established UZEN OUTDOOR (ZEROGRAM, CampingBox department)
 - 2014.05 XXL launches Water Action Sports specialized brand BARREL
 - 2014.08 OUTDOOR BRAND Expands to Japan (ZEROGRAM, BARREL)
 - 2014.09 XXL opens BARREL' s direct management show room
 - 2014.09 Established Zen Production (Drama Production Department)

Business Area

UZEN is service-specialized firm and the best IT partner for ensuring your business' success. We provide Total Solution Service, which includes Service Consulting & Planning, UI design, Data System Infrastructure, Solutions, and general establishment and operation for systems and services.

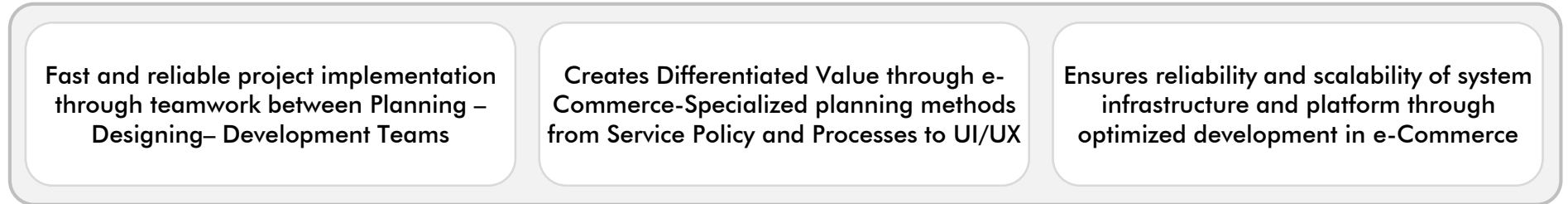
- Experienced in e-Commerce and Service planning/consulting, designing, and system establishment.
- Powerful synergy between four IT professional subsidiaries: 1) Commerce System Establishment, UZEN Commerce 2) Professional Web Planning/Design Agency, UZEN Plan A 3) Data experts, UZEN I 4) Solution Distribution and Application, UZEN Soft
- Development, Planning/Consulting Methodology and Commerce Framework Qualified through

Total Solution Service including e-Commerce and IT service/system Establishment & Operation

1	2	3	4
e-Commerce Area	Mobile & Smart Device 분야	Data Consulting 분야	Solutions 유통사업 분야
<ul style="list-style-type: none"> • e-Commerce Service Establishment based on u-Framework • Commerce Service Consulting & Planning: Service Establishment Strategy (Global & Local), UX Design Strategy, Operation Optimization Strategy • Digital Contents Marketplace Establishment: App Store / e-Book Store / Ticketing Service 	<ul style="list-style-type: none"> • Smart Device Service/UI Planning • Interactive UI Design/Development • N-Screen Service Strategy Consulting • Mobile Business Solutions • Web Standardization/Cross-browsing & Cross-device 	<ul style="list-style-type: none"> • Data Architecture: Data Analysis/Design and Implementation/Integration, Tuning, and Quality Assurance • Data Security: Data Security and Risk Management. • Big Data: Big Data Platforms and Analysis 	<ul style="list-style-type: none"> • Application Performance Management (Jennifer) • Protection and Storage Availability (Actifio) • H/A Clustering and Data Replication (SteelEye) <div style="text-align: center;">    </div>

Core Competency

UZEN takes advantage of experience with large commerce projects and professional expertise to successfully perform various projects based on standardized project management methods.



Committed, proven, and professional people and systematic project management

1

Group of professionals experienced in large e-Commerce establishment

- Able in a variety of e-Commerce models such as brand, department store, social commerce, and overseas purchase agencies, as well as extended e-Commerce models such as digital context open markets, e-Book Stores, and Ticketing Systems.
- Established e-Commerce Services for Samsung Electronics, SKT, Lotte.com, Lotte Department Store, Shinsegae Department Store, GS SHOP, NIKE,

2

Total service realization for e-Commerce establishment: Planning-Designing – Developing

- Provides Total Service for all areas of e-Commerce including service consulting – Policy planning – UI designing – development/implementation – and service operation
- Service Strategy Consulting, UX Design Strategy Consulting, Policy Development, business process design, UI design, web standard publishing, DB design, etc.
- Ability to apply practical analysis of a variety of user research techniques.

3

Applying the best practices in leading businesses in each industry

- Applying the best practices for each project based on a rich experience in e-Commerce and knowledge in e-Commerce industries
- Presenting the best business orientation for service, considering the client’s market condition, business model characteristic, product characteristic, etc.
- Active responses to rapidly changing Mobile & Smart Device markets.

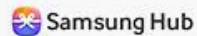
4

Adapted Commerce Framework verified in various system models

- Design & Development Guide
- Domain Driven Design
- Core Commerce Functionality
- Common Library
- Layered Architecture
- Open Source Base

Clients

UZEN has provided the best IT service to Samsung Electronics, SKT, Lotte.com, Lotte Department Store, Shinsega Department Store, GS SHOP, NIKE, Coupang, Interpark and other leading local and international firms.



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Samsung Electronics	Samsung Electronics Samsung Games Establishment and operation	2013	Samsung Electronics Samsung Hub Development Management	2013
	Samsung Electronics Media Hub development management	2013	Samsung Electronics Billing System for Operators	2013
	Samsung Electronics Apps 4.0	2013	Samsung Electronics Apps Management	2013
	Samsung Electronics Store (Korean Version) Establishment	2013	Samsung Electronics 스토어(Korean Version) Service Strategy/Policy Consulting	2012
	Samsung Electronics Combined Store (Everglade) Establishment	2012	Samsung Electronics App Store Membership System Implementation and UI renewal designing	2012
	Samsung Electronics Apps C&S Renewal	2012	Samsung Electronics Media Hub Management	2012
	Samsung Electronics App Store 3.0 Establishment	2012	Samsung Electronics Apps Establishment and Globalization	2010
	Samsung Electronics TV/Mobile Store Integration and Store Improvement	2011	Samsung Electronics Apps(AppStore) Service Strategy Consulting	2008
	Samsung Electronics Mobile App Store Management and Company Version Improvement	2009	Samsung Electronics Logitech Official Website Establishment	2008
	Samsung Electronics OSP Platform Commerce Component Establishment	2014	Lotte.com Tablet UI Improvement	2013
Lotte.com, Lotte Department Store, Lotte Supper	LECS2.0 Platform Web accessibility Improvements	2013	Youngwon Outdoor/Northface Online Mall Establishment	2013
	Lotte.com LECS2.0 Development Managements	2013	Lotte Department Store eLOTTE Service Management	2013
	Reestablished Uniqlo Online Store (Including the mobile store)	2012	Lotte Department Store eLOTTE Web accessibility improvement	2013
	Lotte.com LECS Data Transfer and online mall establishment	2012	Lotte.com LECS KIEHL-S' s Online Mall Establishment	2012

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Lotte.com, Lotte Department Store, Lotte Supper	Lotte.com LECS Platform Operation	2012	NIKE Mobile Store Establishment	2012
	Lotte.com Online Mall Renewal	2011	Lotte.com LECS Platform Establishment	2010
	Lotte.com Next Generation Platform Business and UX design	2009	Lotte.com Frontend UI Renewal	2009
	Lotte.com Oversea Purchase Agency Service Establishment/Management	2007	Lotte Department Store Online Food Court Service Establishment	2006
SK Telecom, SK Planet SK Networks, SK Energy	11 th St Integrated Logistic System Open API Establishment	2013	SK Network Fashion Mall establishment	2013
	Benepia' s Next Generation System Establishment	2012	Malaysia Rural ATC Business Service Establishment	2012
	SKP Turkey Open Market Establishment Consulting	2012	SKT Bigdata hub Pilot Service Establishment	2012
	SKT Korea Exchange Bank Smart Branch Service Planning	2011	SKT Magic Pass Service Establishment (Hana & SK Card Mobile Payment System)	2010
	SKT u-VLS Project Planning and development	2009	SKT Merchant Platform Establishment	2008
	SK Energy en-mall Establishment	2008	SKT My Precious Pilot Project Management	2008
	SKT Open Market 11 th St Establishment	2008	SKT MCMS (Web Content Mining System) Establishment	2007
	SKT 1mm Service 'sijeul experts' eBay Oversea Version Strategy Consulting	2006	SKT T-world Digital Context Shopping Mall Planning, Education Center Establishment and Management	2006
ebay Korea (Gmarket, Auction)	SKT FMC Gift Shopping mall 'Party & Gift' Fashion Specialized Mall Establishment Planning	2005	G-market Traveling Service Renewal	2010
	G-market Social Commerce Planning & Designing	2010		

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NIKE Korea	NIKE Mobile App Renewal	2014	NIKE Store Renewal	2013
	NIKE Shop in shop Renewal	2013	NIKE Official Online Store Establishment and Management	2011
	NIKE D-Commerce Establishment and Management	2010		
LG Electronics LG Fashion	LG Smart TV Service Management	2011	LG Smart TV Service Differentiation Consulting	2011
	LG Smart TV Service Management Consulting	2010	LG Fashion Shopping Mall Establishment	2006
KT	KT IPTV Open Market Establishment	2010	KT Olleh Store Establishment and UX Consulting	2010
	KT SHOW App Store Strategy Consulting	2009		
Interpark	Interpark 3-Book System Establishment	2010	Interpark Books B2B/B2E Establishment	2006
Shinsegae SSG.com	SSG.com Backend System Integration	2013		
Coach Korea	Coach Korea Shop in shop Establishment	2014		

Reference

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SK Telecom's Open-market - 11th Street

Led development of SKT's new and innovative open-market service



- A 2007 platform development project as SKT expanded to open-market
- UZEN managed overall planning of the 11th Street commerce platform
 - Planned service strategy, policy, and process
 - Developed System UI
- Consulted with SKT in strategy planning, helping to distinguish the newly-formed open market from other platforms.
- Developed display & affiliation systems as parts of an extendable commerce platform

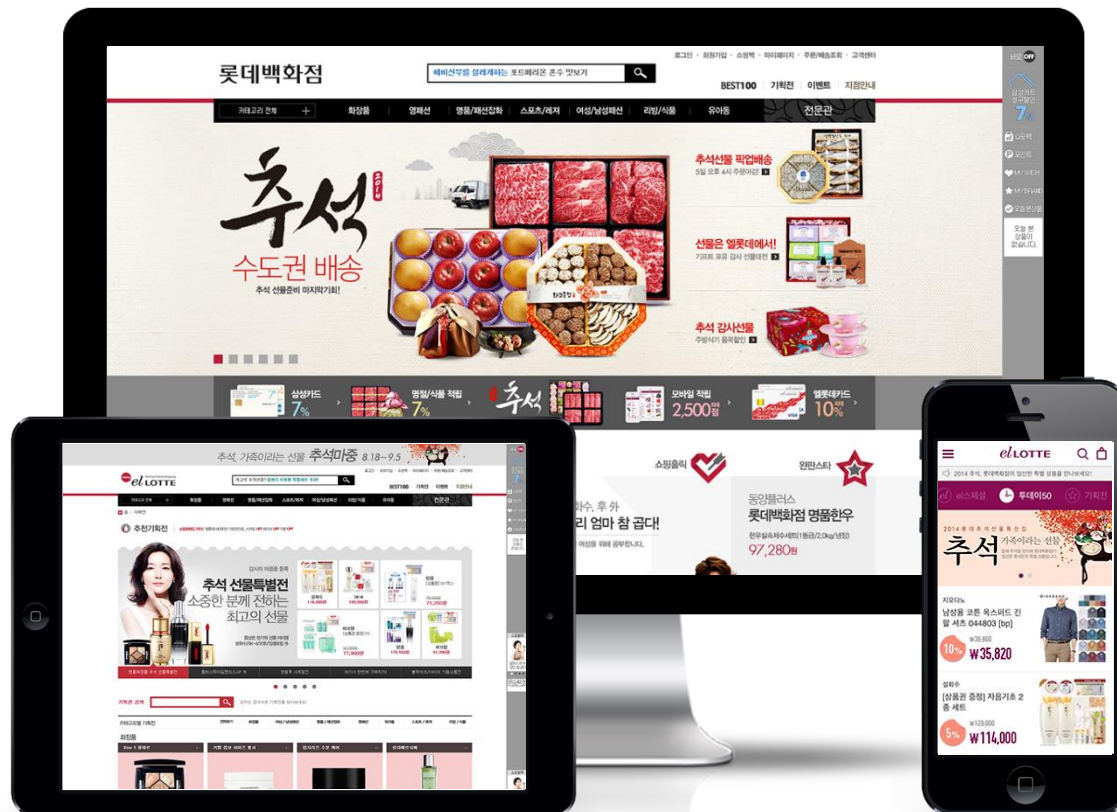
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LOTTE
DEPARTMENT STORE

Lotte Department Store - el LOTTE

Developed and operated LOTTE's premium online mall



- Created sophisticated design representing Lotte Department Store's deluxe identity
- Developed and managed marketing contents and services for each season
- Developed display and promotion systems
- Operated both PC and mobile shopping mall
 - Designed optimized UI for mobile displays
 - Redesigned and upgraded the storefront UI/UX

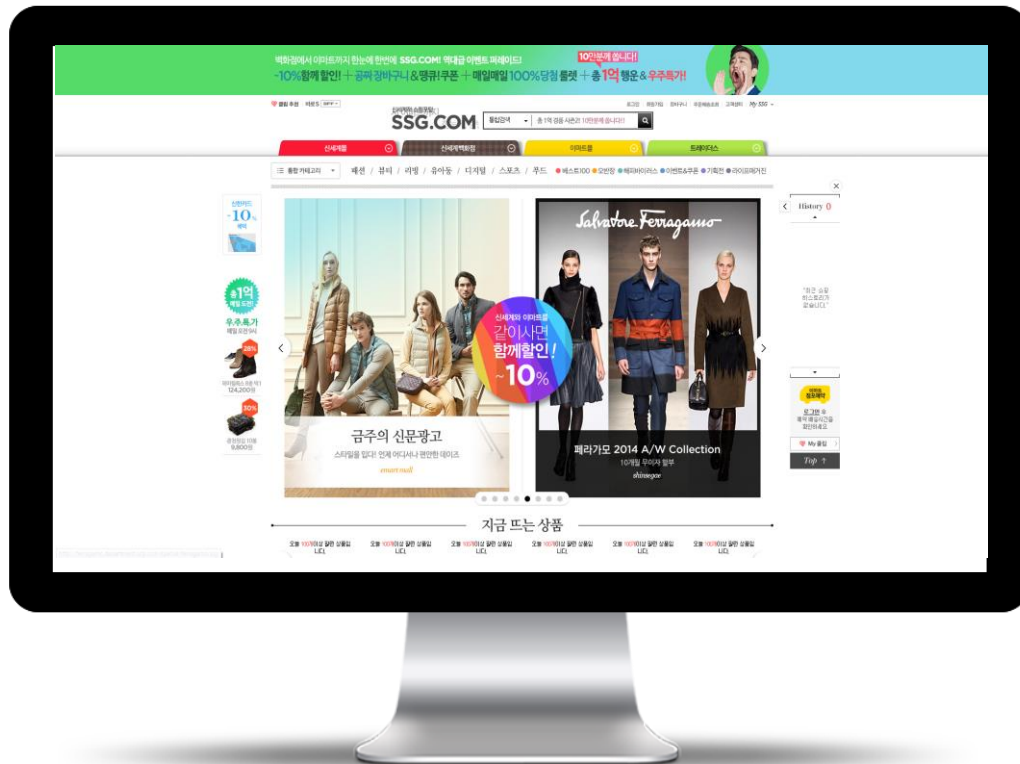
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Shinsegae - SSG.com's Backend System

Integrated several online malls into a single commerce platform



- Developed a platform that can integrate Shinsegae Department Store, e-Mart, Traders, and other online shopping malls
- Developed a universal platform handling merchant, mart, and other commerce models
- Developed the backend system's processes and UI to allow for different policies and task processes for different models
- Designed a more intuitive backend system UI, able to handle a variety of stakeholders
- Redeveloped the main task management system, integrating product, display, distribution, and CS service processes
- Suggested a standardized UI as a template for multiple backend system pages

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LOTTE·COM
롯데닷컴

Lotte.com's LECS Platform

Developed and managed LECS, lotte.com's commerce platform for brand stores



- Redeveloped and managed the LECS platform, a commerce platform service that provides online mall systems for well-known brands.
- Developed and upgraded both PC and mobile stores for several popular brands (UNIQLO, NIKE, NORTH FACE, Kiehl, Muji, etc.)

LECS: Lotte E-Commerce Customizing Service

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LOTTE.COM
롯데닷컴

Lotte.com's Storefront and Next Generation backend UX

Renewed LOTTE.com's storefront design and consulted on a new backend UX



- Redesigned LOTTE.com's storefront brought HTML formats up to web standards (won the Web-award Grand Prize for online malls, 2010)
- After storefront renewal, consulted on the next generation backend system UX (Backoffice, Partner office, Call-center system, Logistics system)
- Main areas of consulting: User analysis (In-depth Interviews, Observation, Think Aloud), Analyzing current management task list, developing Navigation Map, establishing UX design strategy, UI guide for each management system, creating storyboards for management systems

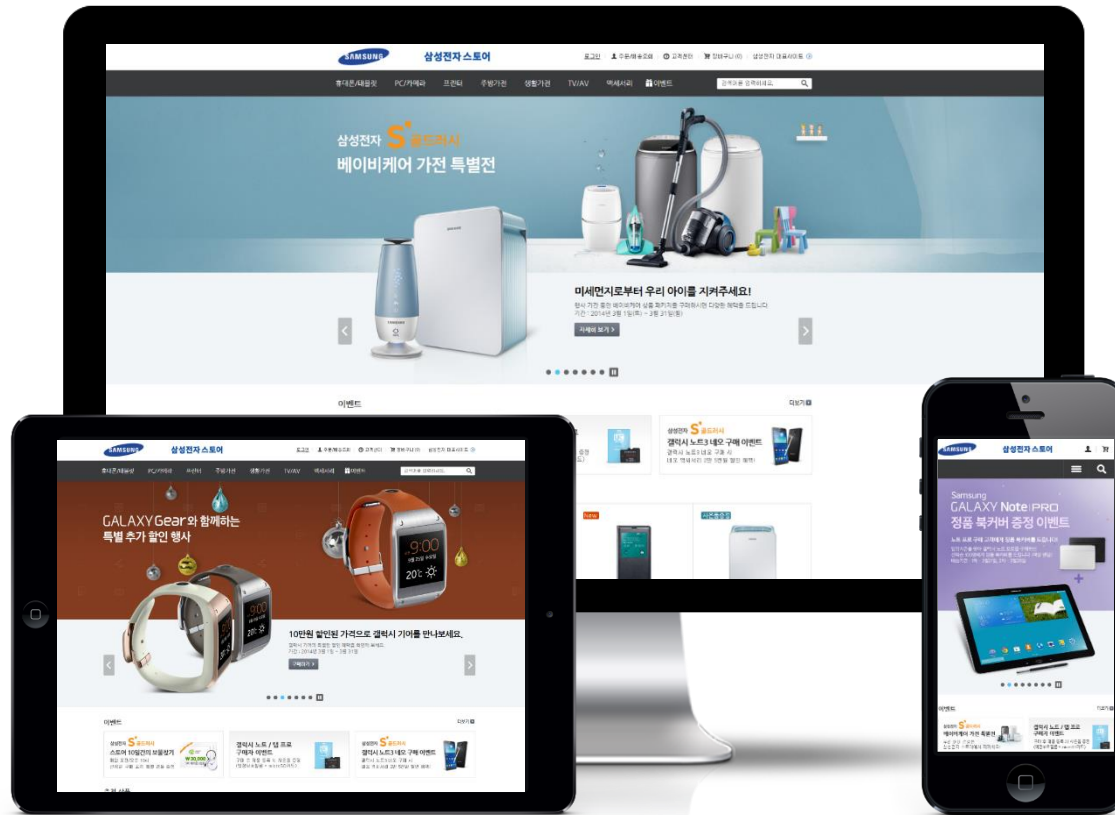
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Samsung Electronics' Online Store for Korea

Korea's first online store for the world's largest electronics developer



- Developed a global online store to improve brand marketing and establish a sales network
- Expanded sales platform, coordinating both offline and online store promotions
- Developed responsive web UI, accommodating both smart phones and tablets with varying resolutions
- Followed exact guidelines for web accessibility
- Developed mosaic type product display UI
- Integrated offline store's stock and shipping system to improve connection between online and offline stores
- Provided product content by coupling with Samsung Electronics' official website.

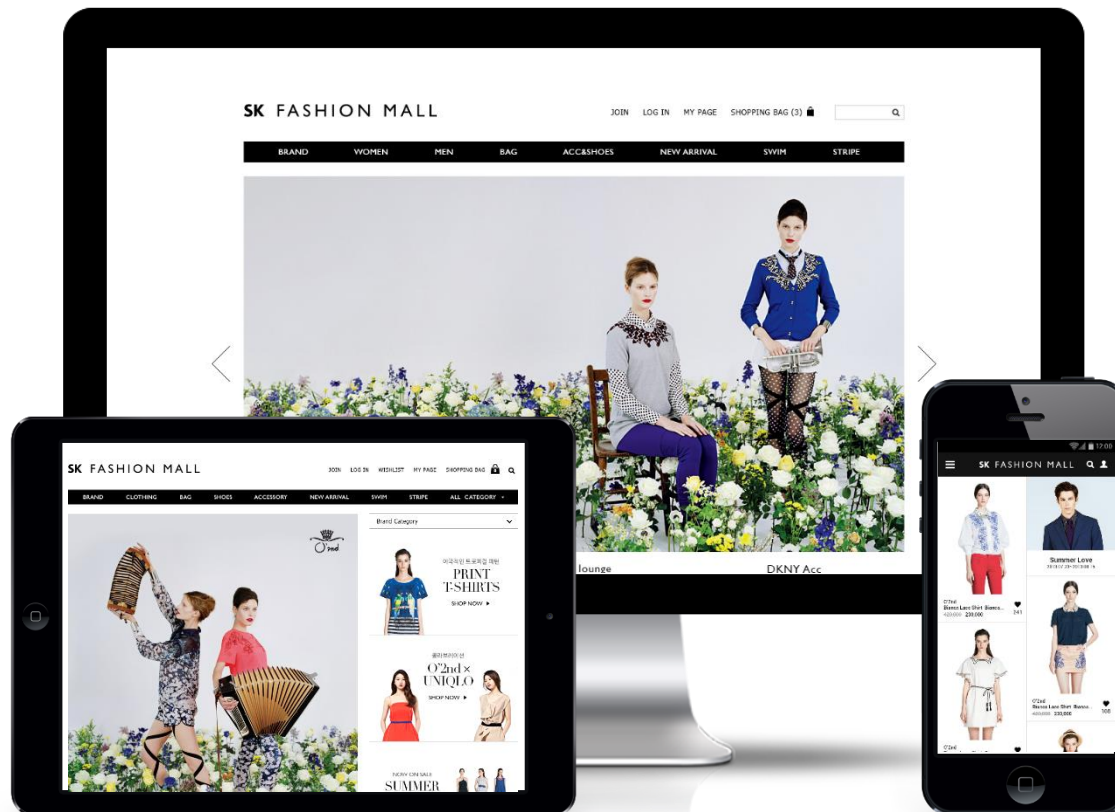
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SK Fashion Mall

Developed an online store selling SK Networks' fashion brands Obzee, O' 2nd, rouge&lounge, and Tommy Hilfiger



- Developed the first official online store for SK Networks' Fashion division
- Gave an identity to each brand and allowed for cross-selling, combining the advantages of a brand store and a shopping mall
- Offered the same promotions as offline stores by checking the number of stock, prices and sales in real-time
- Increased sales opportunities in small cities with no offline stores
- Provided a unified brand image by hiring online models and using high quality photos
- Developed a flexible storefront capable of accommodating SK Networks' new brands, such as 2nd Floor

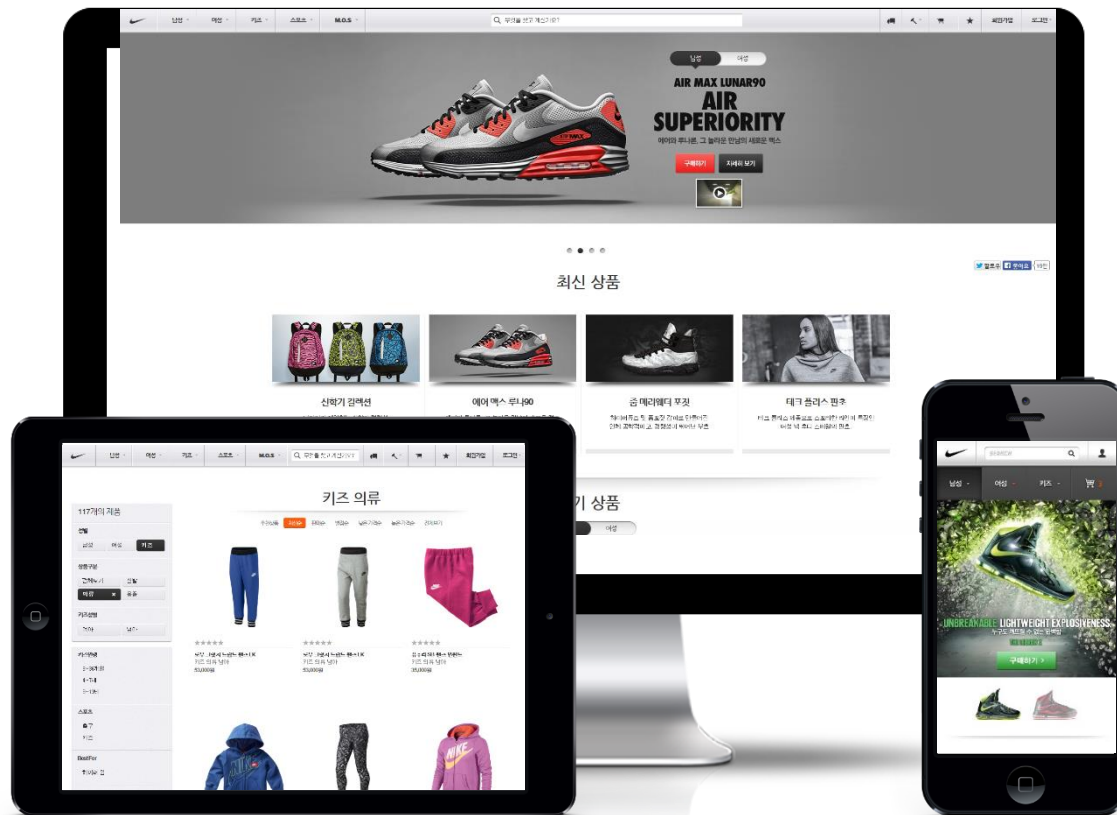
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NIKE's Online Store & SIS(Shop in Shop)

Developed and operated the official Korean online store and SIS model for the world's best sports brand



- Established Nike's online sales channel by developing Nike's official online store
- Improved brand value management for online stores
- Increased management efficiency for multiple storefronts
- Localized and applied Nike's guidelines for global service and design
- Provided specialized services adjusted to the specifics of domestic consumers, such as My Locker (My page) and M.O.S (Exhibition for VIP)
- Oversaw general management tasks, including product shooting, store display, and marketing

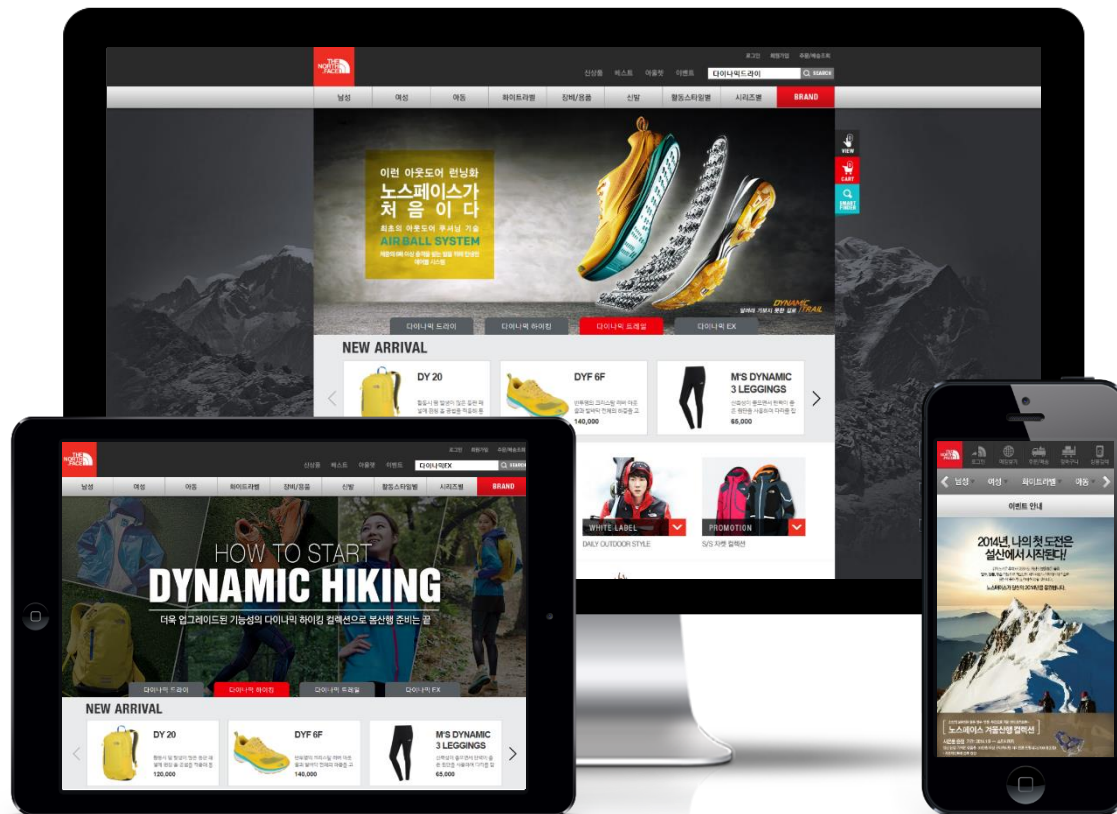
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NORTHFACE Online Store

Developed and managed the online store for the favorite outdoor brand



- Renewed existing online store to make a more customer-oriented online shopping site
- Service and UI specialized for sales and communication with customers
- Quickly provides essential information to customers, such as new product info and weekly bestsellers
- Provides promotional information and benefits, helping to encourage purchases
- Provides mileage that can be used as cash in the online store

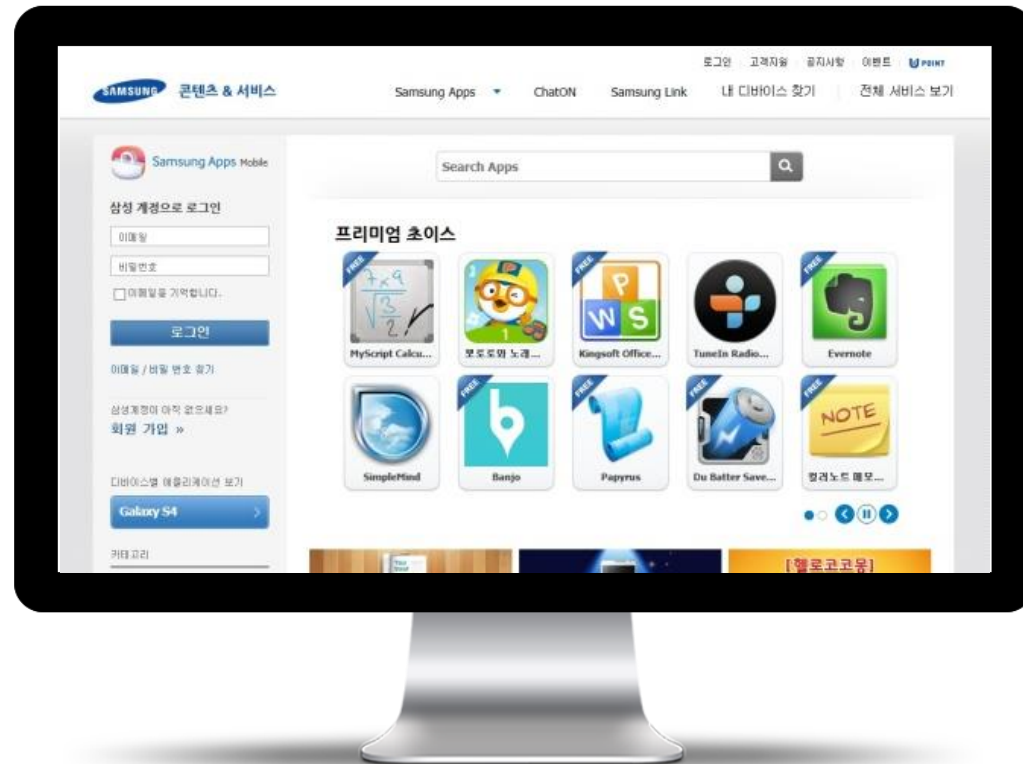
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Service Strategy Consulting for Samsung Electronics' SamsungApps

The first consulting project in Korea for Global Mobile Appstore development



- Drew up the total service strategy for Samsung Electronics ' Mobile App Store, Samsungapps
- Provided service policy and detailed service design for practical and immediate implementation
- Main consulting tasks included service strategy establishment, main service components planning and establishment, task process establishment, and management system design based on market analysis

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Service Consulting and Management for LG Electronics' Smart TV

Service management and service strategy consulting for Smart TV's Global App Store



- Provided both service strategy consulting and management of the App Store
- Defined service policy, global organization management, and R&R policy
- Consulted on distinguishing LG Electronics' Smart TV services from other smart TV platforms
 - 3D UGC(User Generated Content) portal
 - LG Cloud

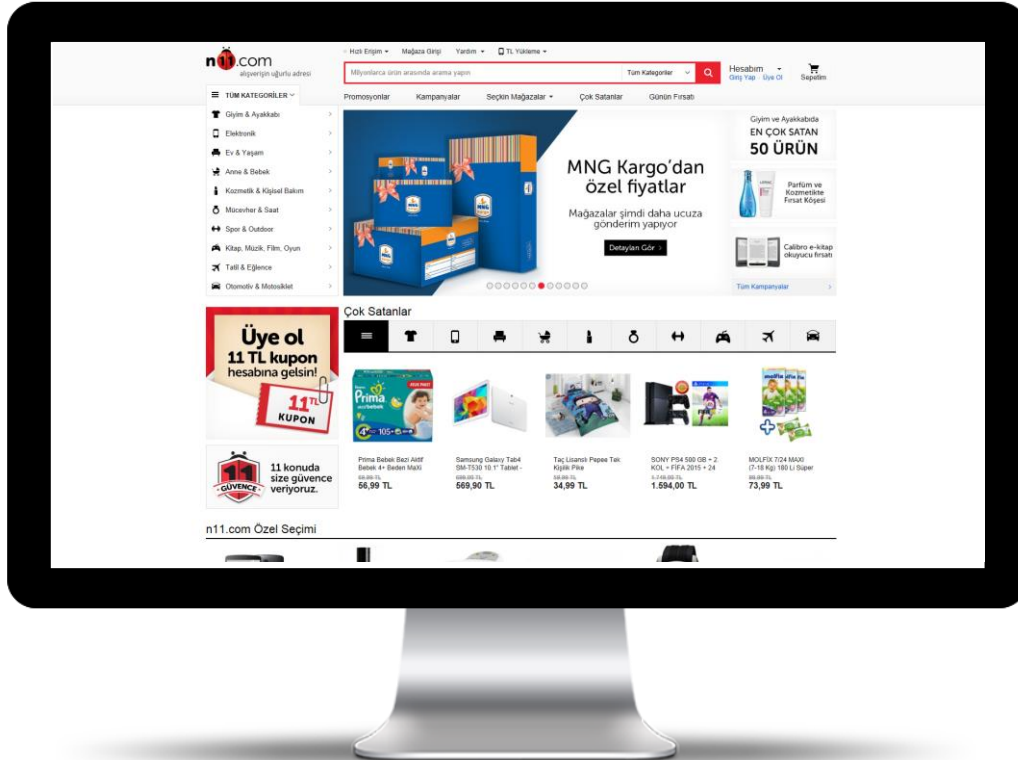
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Consulting on SK Planet's Open Market in Turkey (n11.com)

Service Strategy Consulting for globalization of domestic open market



- Consulted on design of an optimized open market service in Turkey alongside local partner Dogsus grubu
- Leveled SK Planet' s experience and expertise in managing the 11th Street commerce platform
- Consulting areas included analysis of Turkey' s e-Commerce market, Service Strategy based on analysis of 11th Street, UX Design strategy, and service policy

UZEN
Thank You