

## CASE STUDY

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Samsung Card



삼성카드

SAMSUNG

## Samsung Card, Web Content Management System

Jaeheon Lee, assistant manager of Samsung Card

Most of the financial companies are investing a lot of their budget in 'security' and 'reliability' to provide such services. This kind of investment is expected to continuously grow and the convergence between financing and IT, a.k.a. FinTech is no longer new terminology.

Jumping on the bandwagon, Samsung Card has undergone transition from an existing web content management to the combination of ICS (I-ON Content Server) and IDS (I-ON Deploy Server) that work on a cloud environment to maximize its customer-centric service operation.

With ICS plus IDS, Samsung card introduced a web content management system that facilitates agile and easy management of its website through real-time content customization, efficient channel operation and interworking functions. We interviewed Jaeheon Lee, assistant manager of Samsung Card on the project details.

### Introduced products

ICS  
(I-ON Content Server)

IDS  
(I-ON Deploy Server)

### Company information

**Company:** Samsung Card

**Establishment:** March 24, 1983

**Address:** 250, Taepyeong-ro 2,  
Jung-gu, Seoul, Korea

**Business Area:** Credit card,  
installment financing

**Company Overview:** Integrated financial service company that contributes to establishing a healthy consumption culture and daily living convenience based on the best quality services.



Samsung Card Page

### ■ The background and objectives of the project

“Our ultimate goal is to create contents with little time and effort and to apply them to the website promptly.”

Due to the security issue, Samsung Card had quite stiff policy in managing contents which led to the content deployment delay. Although it had adopted other Web Content Management System, there had been a lot of updates on the site and page and we found the UI of the system fairly old fashioned, difficult to use the functions it had.

### ■ Reasons for introducing the solution

“Experienced engineers, well-designed UI that doesn't suffer by comparison with foreign vendors and usability by non-IT attracted us.”

It is unusual for financial companies to take turnkey solutions so the proven engineers with various build-up experiences were our key decision factor rather than the solution itself.

We believe I-ON solution offers UI and features that do not suffer by comparison with foreign vendors and it helps to add metadata with ease and manage data in the format needed. Plus, the file management does not require deep knowledge on server or infrastructure development.

### ■ Effects of the solution

“Most of the page modification · management can be done with minimal resources without the need of IT.”

There have been a great improvement in operating and managing websites in terms of features and processes of the solution. We're now able to deploy contents very fast and operate seamless services. We expect to update and manage the website more quickly and easily without the need of IT resources through I-ON's solution.

The effect we also like is that it became easier to integrate with a new sites and pages using this system even for non-IT. Therefore, we expect to manage incremental channels as effectively as we do now.

### ■ Comments

“I-ON not only meets customer's requirements, but informs us about what should be improved before we do to provide its customer with the best solution. We are very satisfied with I-ON people and appreciate their efforts.”

The most satisfying part during the project with I-ON people is their tremendous drive. They not only meet the customer's requirements but inform the customer about what should be improved before we request to provide the best solution. Despite our numerous requests for modification, the project went successfully because I-ON people were aggressive enough and have such a good solution.

Lastly, I'd like to thank I-ON people for doing their best with smile at all times.