CASE STUDY

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SHINSEGAE

(Frome the left) Hyukjoo Lee, manager of Shinsegae / Kihyo Park, Shinsegae INC

Introduced product

ICS6

Company information

Company: SHINSEGAE

Establishment: 1930

Address: 52-5, Chungmu-ro 1, Jung-gu, Seoul

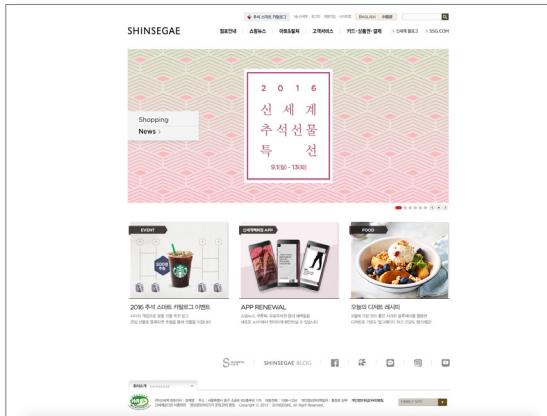**Business Area:** department store, discount store, premium outlets

Company Overview: Shinsegae, the first department store of Korea having currently 10 more department store franchises, brought light to the history of distribution industry in Korea. Over the past 80 years, Shinsegae has been leading the affluent living culture of Korea by ceaselessly striving to advance in the distribution industry.

CMS Implementation with SHINSEGAE Department

Efficient management of content such as store information, advertisement, product information, events and promotion is the key to running an online shopping mall in that it helps offer personalized recommendation products at the right time, expose products that the customer would prefer and it also helps shorten the content production time.

To keep pace with the trend, Korea's leading department store franchise that was originally part of the Samsung Group, has introduced ICS (I-ON Content Server) to better satisfy its customers.

Data management through ICS has enabled them to save time and implement personalized marketing without the need of manual process. Let's go on to the interview with Hyukjoo Lee and Kihyo Park from Shinsegae INC.

I-ON communications

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I-ON has deep understanding into local development circumstances and has its own R&D department within the company and it proposed more than we needed. If I-ON didn't see further aspects and just tried to meet our requirements, we could have modified interface to make it conform to every new technology. I-ON developed a platform for us to scale out ourselves. These are the differentiators and the most satisfactory parts of the project with I-ON.

■ The background and objectives of the project

"For the personalized content service, it was inevitable to discard the traditional method that is manual based."

We decided to do this project because we had been facing difficulties that the traditional method we create advertisement wasn't good enough to support current digital communication.

We were not able to manage each part of image, text as our existing system only supports content upload in image format. So it was pretty hard to search and reuse each content. Challenges that we had also been facing with the system are as follows.
– Unable to deliver content that is related to customers' logs.
– Unable to analyze and deliver the personalized content as there is no title of each DM (Direct Marketing) content.
It seemed necessary that all the contents should be managed as metadata and we decided to utilize content authoring tool through I-ON Content Management System and Digital Asset Management System.

We setup a goal of providing a personalized marketing service for our customers by eliminating inefficient work process and implementing organized content management.

■ The reason for introduction

"We're satisfied with I-ON's deep understanding into local development circumstances and more extended functions than we requested."

We'd tried to work with other vendors before working with I-ON and we found it necessary that the implementation of the solution require SI(System Integration) to some extent. But most of the vendors were quite reluctant to go for SI and communication for development in a unified way didn't go smoothly due to the lack of development infrastructure.

■ Effects of the solution

"Increase work efficiency and transparency and speed up work."

Providing differentiated services to our customers is our top priority and in order to do that how efficiently we are managing the system is important to measure.

First, in terms of digital archive, we're now able to integrate each process from many different sites and efficiently use them in multiple ways. Unlike the traditional way, the system automate work processes to make management and control a lot easier.

Second, the workflow within ICS ensures work transparency as it enables us to trace work history of each user of the system.

Third, we significantly shortened time to create a template with ICS as it instantaneously supports the source with the designated template while we used to create every new template when required.

■ Comments to I-ON Communications

"We appreciate I-ON's proactive cooperation and would like to continue our business relationship with I-ON."

We chose I-ON as we knew this project is not something that we finish once development is done. The solution rather should be scalable so that we can make the best use of it according to different purposes.

I-ON provided beyond our expectation and has been very supportive all the time. Now that we have plans to do similar project for our duty free shop, complex shopping, we expect to maintain a long-term cooperative relationship with I-ON.