PLATEER

AI & DX Partner for Innovation

E-Commerce Solution

AI CX

Digital Transformation
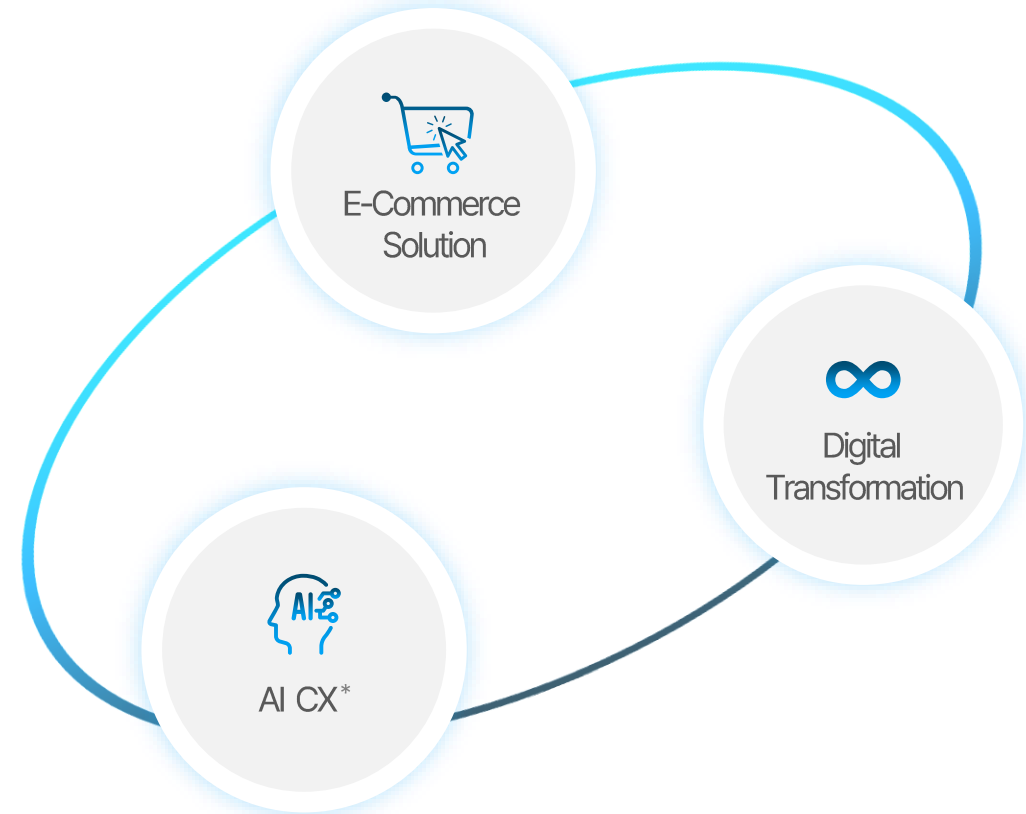
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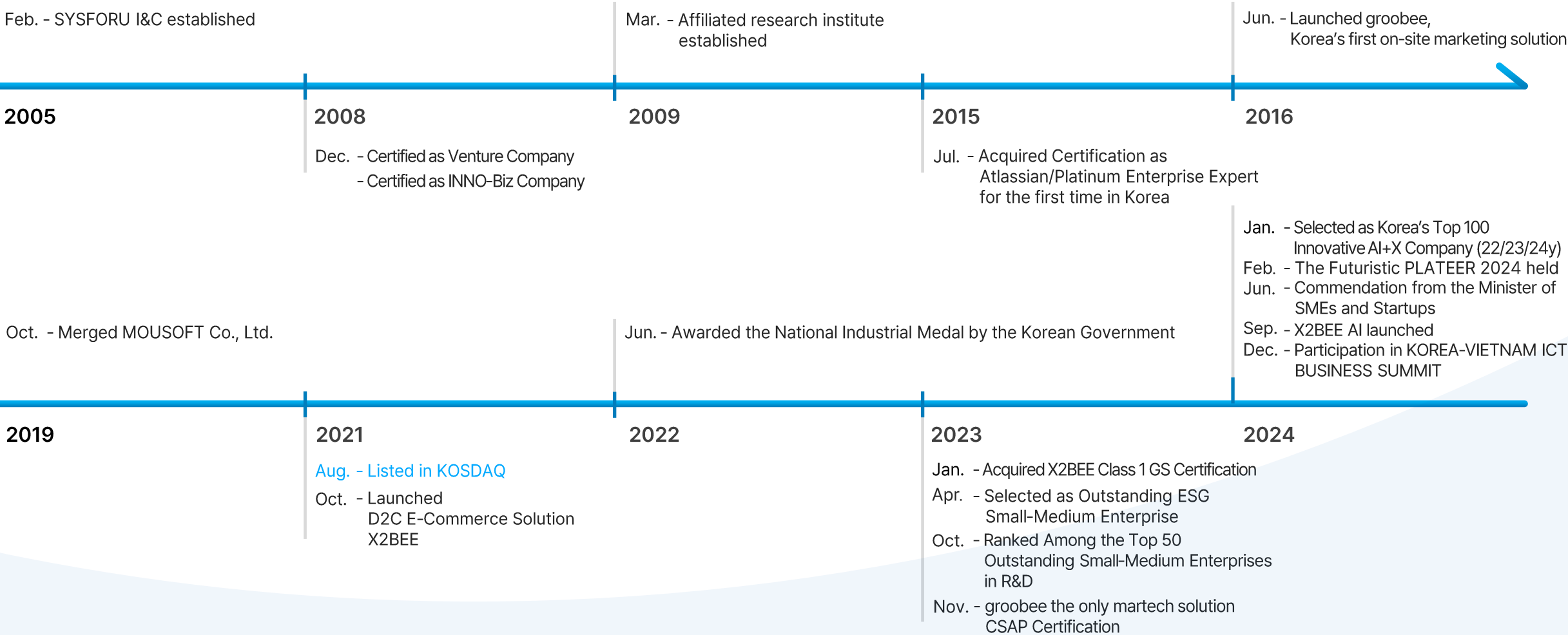
AI & DX Partner for Innovation

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PLATEER

PLATEER develops a digital platform for customers.

Accelerate innovation for enterprise clients and drive business success through E-Commerce Solution, AI CX, and Digital Transformation.

E-Commerce
Solution

Digital
Transformation

AI CX*

*CX: Customer eXperience

03

HISTORY

PLATEER

Feb. – SYSFORU I&C established

Mar. – Affiliated research institute
established

Jun. – Launched groobee,
Korea's first on-site marketing solution

2005   **2008**   **2009**   **2015**   **2016**

Dec. – Certified as Venture Company
– Certified as INNO-Biz Company

Jul. – Acquired Certification as
Atlassian/Platinum Enterprise Expert
for the first time in Korea

Jan. – Selected as Korea's Top 100
Innovative AI+X Company (22/23/24y)
Feb. – The Futuristic PLATEER 2024 held
Jun. – Commendation from the Minister of
SMEs and Startups
Sep. – X2BEE AI launched
Dec. – Participation in KOREA-VIETNAM ICT
BUSINESS SUMMIT

Oct. – Merged MOUSOFT Co., Ltd.

Jun. – Awarded the National Industrial Medal by the Korean Government

2019   **2021**   **2022**   **2023**   **2024**

Aug. – Listed in KOSDAQ

Oct. – Launched
D2C E-Commerce Solution
X2BEE

Jan. – Acquired X2BEE Class 1 GS Certification

Apr. – Selected as Outstanding ESG
Small-Medium Enterprise

Oct. – Ranked Among the Top 50
Outstanding Small-Medium Enterprises
in R&D

Nov. – groobee the only martech solution
CSAP Certification

PLATEER At a Glance

PLATEER

Year Established
2005

No. of Employees
As of Jan. 2025

294 Persons

Portion of Technical Manpower
As of Jan. 2025
Including affiliates and
specific positions

84.4 %

Project Performance
Integrated Sum of Business Sectors

3260 EA

Customers

1030 Customers

Awards

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.

20 + EA

PLATEER

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.

1등급 GOOD Software

CSAP Cloud Security Assurance Program

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 D2C E-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 sLLM and applications with reliability)

PLATEER

Perfect for your business needs

Enterprise-type Customization

🏠 plateer.com

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

| X2BEE | X2BEE AI

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	PROJECTS COMPLETED	PARTNERS
20	**265**	**92**

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	THE HYUNDAI, LOTTE ON, LOTTE Homeshopping, el LOTTE Premium Online Shopping	Shinhan Card, LOTTE CARD, Samsung Card	HYUNDAI, HANKOOK driving emotion, GENESIS
Target Clients	Large online and offline retail enterprises	Financial service companies	Major manufacturers and brands
Key Skills	· 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		

Success Strategy of E-Commerce

X2BEE

🏠 tech.x2bee.com

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.

PLATEER

Enterprise-type Customization I **X2BEE** I X2BEE AI

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	Various E-Commerce Functions
Supports the independent operation of key services based on composable commerce and MSA.	Provides key service modules for E-Commerce focused on customers, orders, delivery, products, payment, etc.

System & Service Connection	Personalization Marketing
Supports connection with external/internal related systems based on API.	Exquisite AI-based personalization marketing Linked with groobee solution

Global Operation Support	Tech Hub
Multi site & channel expansion, multi-language/global payment support	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	Business Intelligence
Develops and implements various AI functions, including the efficient operation of the back office.	Provides real-time data reporting, data analysis, and a visualization tool.

Channel Linkage	Platform Enhancement
Supports sales channel management and sales diversification through connection with the open market and social shopping.	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	X2BEE Enterprise
License granted upon contract end	Custom build via license
✓ Monthly/lump-sum payment ✓ Managed service (separate contract)	

We reinvent the future of commerce with AI.

X2BEE AI

🏠 X2BEE AI - X2BEE TECH HUB

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

Enterprise-type Customization l X2BEE l X2BEE AI

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.
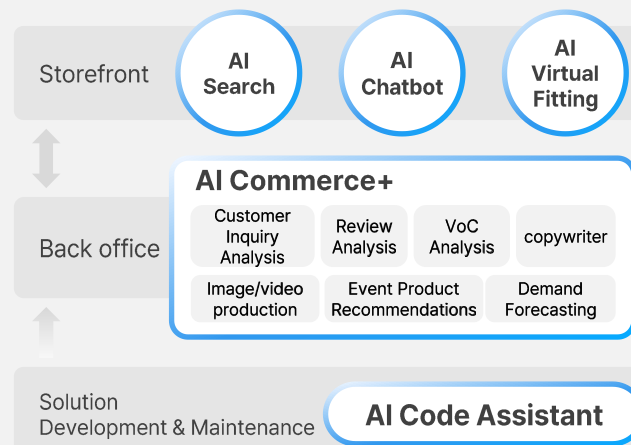
POLAR
E-Commerce Specialized sLLM

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

| Storefront | AI Search | AI Chatbot | AI Virtual Fitting |

AI Commerce+

| Customer Inquiry Analysis | Review Analysis | VoC Analysis | copywriter |
| Image/video production | Event Product Recommendations | Demand Forecasting |

Back office

Solution Development & Maintenance — **AI Code Assistant**

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.

AI-based personalized marketing SaaS solution

groobee

🏠 groobee.net

groobee

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.

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groobee | Generative AI Search Service I 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.
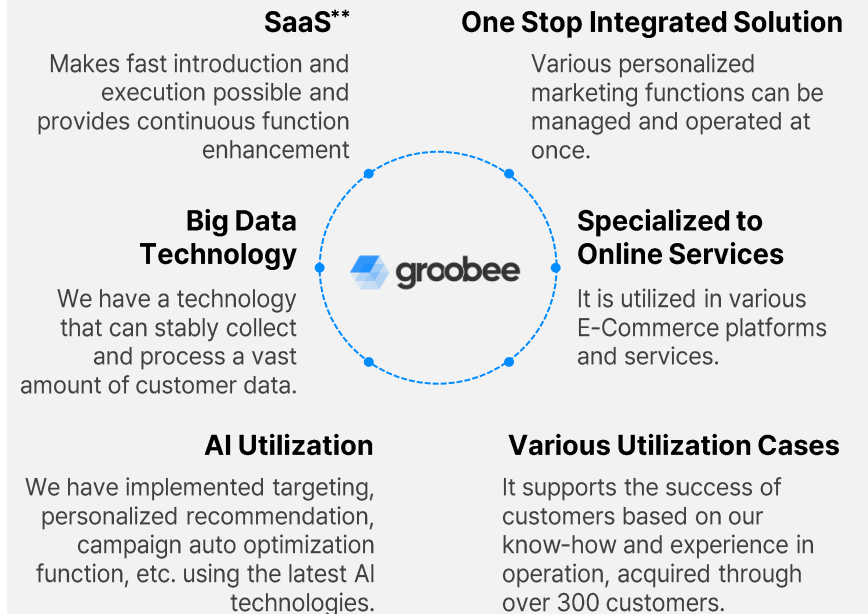
Personalized Messaging

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.

SaaS**

Makes fast introduction and execution possible and provides continuous function enhancement

One Stop Integrated Solution

Various personalized marketing functions can be managed and operated at once.

Big Data Technology

We have a technology that can stably collect and process a vast amount of customer data.

groobee

Specialized to Online Services

It is utilized in various E-Commerce platforms and services.

AI Utilization

We have implemented targeting, personalized recommendation, campaign auto optimization function, etc. using the latest AI technologies.

Various Utilization Cases

It supports the success of customers based on our know-how and experience in operation, acquired through over 300 customers.

* 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

Engaging Customers Emotionally

Generative AI Search 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.
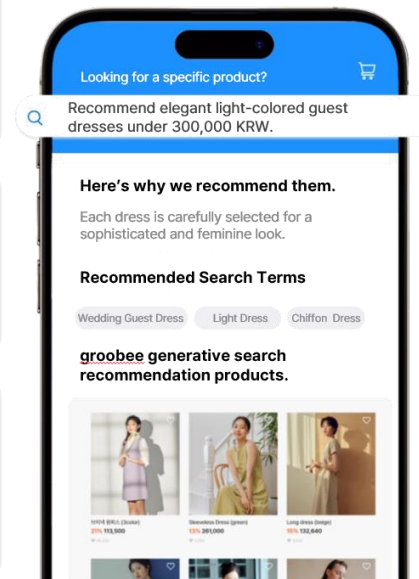
Advantages of groobee Service

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.

Integration of Non-identified Data

groobee Data Integration Service

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

groobee ㅣ Generative AI Search Service ㅣ 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.
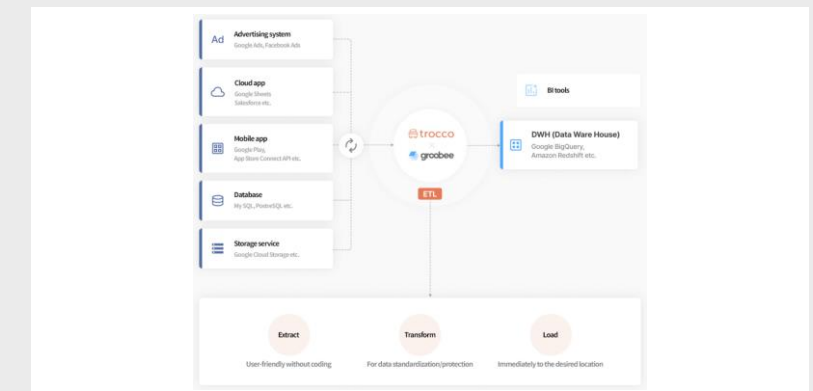

We provide customized dashboards.
Check the major indicators and performance data in one dashboard. You can check the data in the form of a systematic dashboard at one glance.
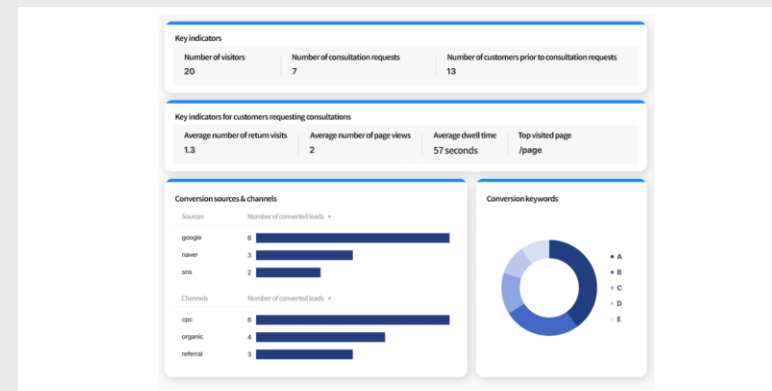
From extraction to conversion, loading at once!
Fast data integration is possible from data extraction to conversion, and loading using groobee's partner's automation ETL solution (trocco).

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

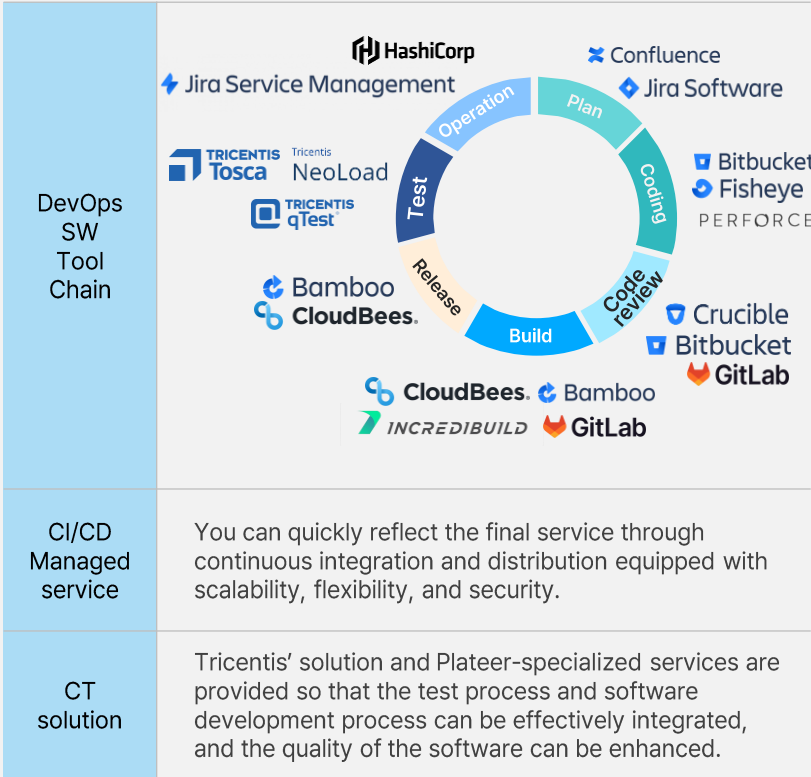Organic integration of development and operation

DevOps

🏠 idt.plateer.com

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

PLATEER

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

DevOps SW Tool Chain	
CI/CD Managed service	You can quickly reflect the final service through continuous integration and distribution equipped with scalability, flexibility, and security.
CT solution	Tricentis' solution and Plateer-specialized services are provided so that the test process and software development process can be effectively integrated, and the quality of the software can be enhanced.

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.

Fast and Easy Digital Innovation

ITSM/ESM

PLATEER

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 | X2BEE |

LOTTE Homeshopping

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 | groobee |

SAMSUNG 삼성웰스토리

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 |

i-Scream media

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 | X2BEE |

CU

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 | groobee |

GS Retail

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 |

PLATEER

See the proven choice of many companies!

E-Commerce Solution

☑ **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**
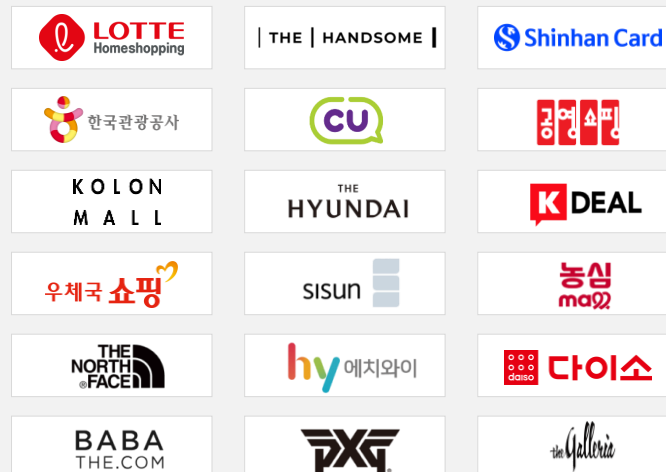 2021.07~2023.03
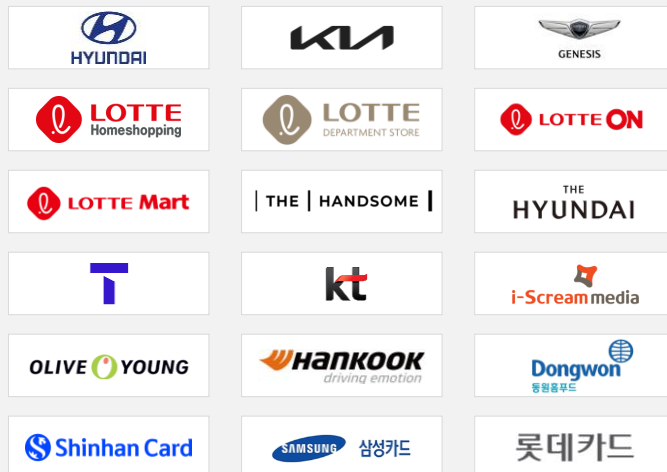
AI CX

☑ **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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groobee

PLATEER

Common

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E-Commerce Solution

Enterprise-type Customization |
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AICX

groobee | Generative AI Search Service
groobee Data Integration Service

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Digital Transformation

DevOps | ITSM/ESM

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