PLATEER

AI & DX Partner for Innovation

AX
Solution

E-Commerce
Solution

AI CX

Digital
Transformation
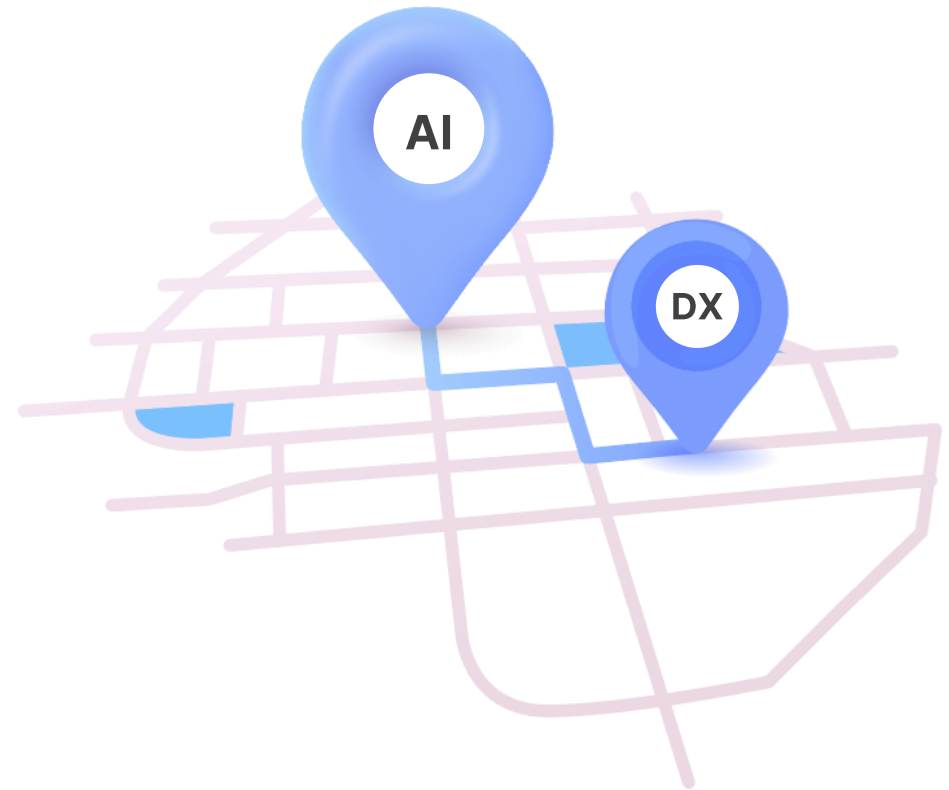
PLATEER

AI & DX Partner for Innovation

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PLATEER

Create digital platforms for our customers.

PLATEER accelerates business innovation for enterprise clients
through AI and DX technologies, delivering tangible results.

PLATEER

Experience every step of the digital transformation journey.

PLATEER provides best-in-class solutions powered by four strategic business pillars:
AX Solution, E-Commerce Solution, AI CX, and Digital Transformation.

AX Solution

AX Solution enables easy implementation of customized AI services across enterprise workflows through a platform based on generative AI and specialized language models.

Product	XGEN
	Polar

E-Commerce Solution

E-Commerce Solution offers comprehensive solutions for online commerce, from tailored platforms for various industries and customer needs to AI-driven business innovation.

Product	X2BEE
	X2BEE AI
	X2BEE AI Search
	X2BEE AI Chatbot
	AI Code Assistant

AI CX

AI CX delivers innovative customer experience solutions using generative AI and personalized marketing, automating interactions like consultation, recommendations, and messaging throughout the customer journey.
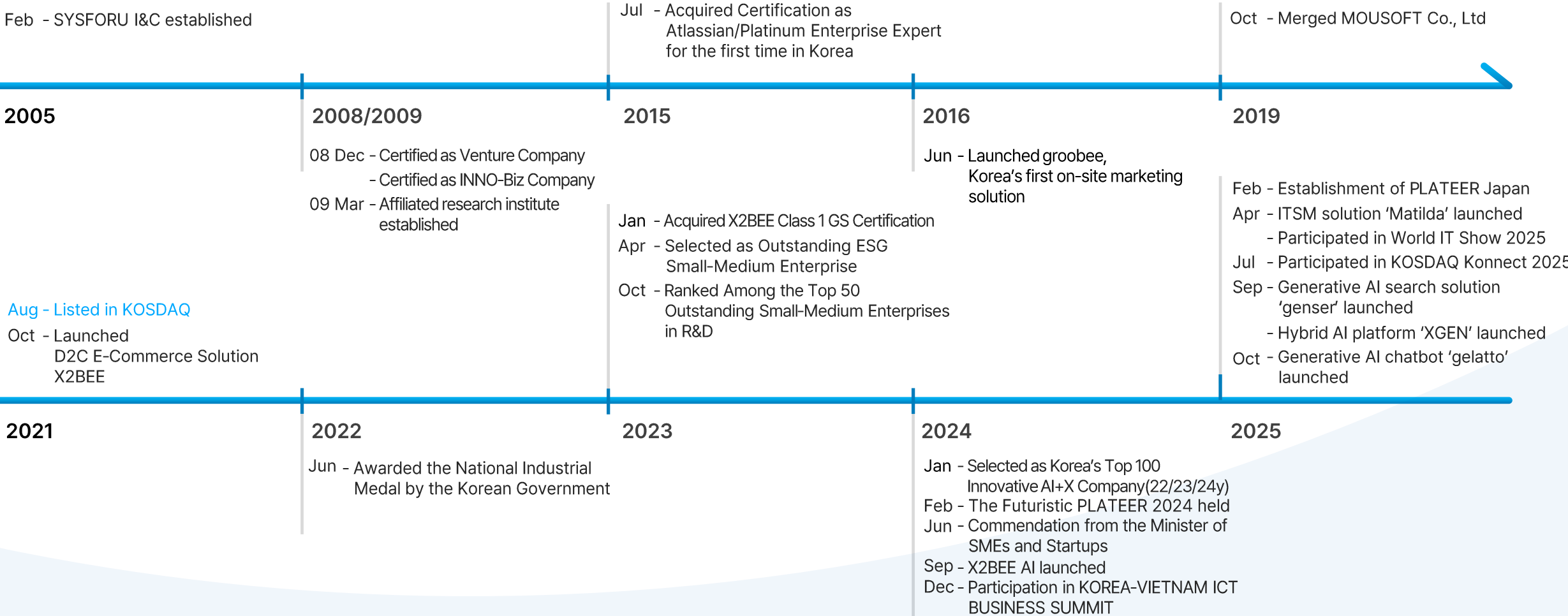
Product	groobee
	genser
	gelatto

Digital Transformation

Facilitates easy service management and automation for enterprises, supporting efficient IT transformation through advanced processes and DevOps integration.

Product	Matilda

HISTORY

PLATEER

Feb - SYSFORU I&C established

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

Oct - Merged MOUSOFT Co., Ltd

2005

2008/2009

08 Dec - Certified as Venture Company
- Certified as INNO-Biz Company
09 Mar - Affiliated research institute
established

2015

2016

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

2019

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

Feb - Establishment of PLATEER Japan
Apr - ITSM solution 'Matilda' launched
- Participated in World IT Show 2025
Jul - Participated in KOSDAQ Konnect 2025
Sep - Generative AI search solution
'genser' launched
- Hybrid AI platform 'XGEN' launched
Oct - Generative AI chatbot 'gelatto'
launched

Aug - Listed in KOSDAQ

Oct - Launched
D2C E-Commerce Solution
X2BEE

2021

2022

Jun - Awarded the National Industrial
Medal by the Korean Government

2023

2024

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

2025

PLATEER At a Glance

Year Established

2005

No. of Employees

As of Sep. 2025

304 Persons

Portion of Technical Manpower

As of Sep. 2025

84.2 %

Project Performance

Integrated Sum of Business Sectors

3585 EA

Customers

1086 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)

25   "KT Partners Day Outstanding Partnership Award Perforce 'Best Sales Partner Award

     Minister of SMEs and Startups Commended

     Other awards including Hi-Seoul Brand and Outstanding Small-Medium Enterprise in Talent Development, etc.

20 [+] EA

Increase in R&D Investment

Annual average increase rate since listing in 2021

200 + %

R&D Manpower

As of Sep. 2025

88 Persons

Certifications/Patents

Certification(2)   GS(Good Software) Certificate Grade 1 etc.
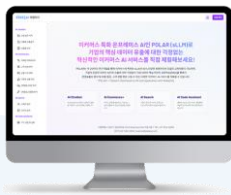
Copyright Application(26)   Jira/X2BEE/groobee, etc.

Patent(8)   Product/Keyword recommendation, etc.

1등급
GOOD Software

37 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	2018	2021	2022	2024	2025
Technology	Independent framework	General shopping mall support management function introduced	Cloud-based	Open framework – based	Machine Learning & Deep Learning algorithm mounted	Headless Commerce* realized	Polar**	Generative AI
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	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	XGEN, genser, gelatto Business optimized generative AI services

* 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)

New standard in generative AI

XGEN

🏠📶 [XGEN Platform - X2BEE TECH HUB](#)

AI platform supporting private and hybrid enterprise environments.

XGEN | Polar

XGEN is an all-in-one AI platform that simplifies enterprise AI adoption through RAG, LLM integration, and workflow automation.

Features

Easy AI service development
AI Service Generator

Scalable and flexible
LLMOps/MLOps

Vertical domain optimization
XGEN LLM

from development to operation and monitoring
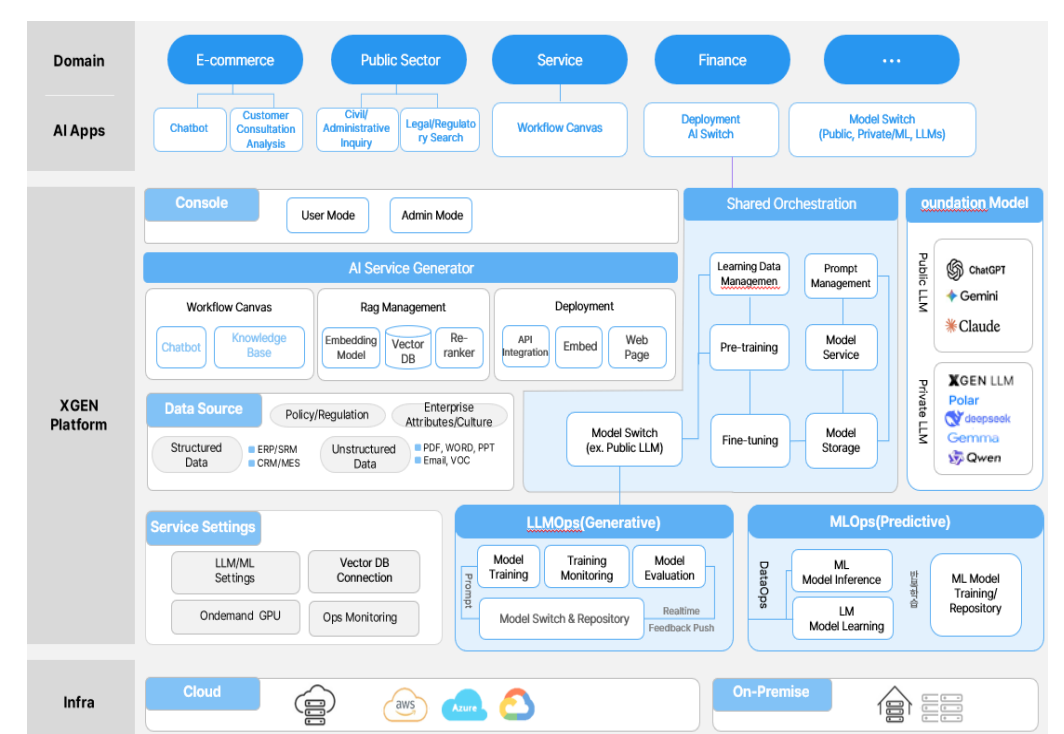**All-in-one service**

Scalability

Supports private and public LLMs, including ChatGPT and Gemini, for fast, seamless integration with XGEN.

XGEN

Platform Architecture
Scalable, flexible architecture for diverse domains.

E-commerce specialist AI model

Polar

🏠 [Polar(sLLM) – X2BEE TECH HUB](#)

PLATEER's own sLLM model, designed by training on high-quality e-commerce data.

PLATEER

XGEN | Polar

Polar is a PLATEER-developed sLLM specialized for e-commerce, safely protecting enterprise data and enabling the development and operation of various AI applications and services.

Features

Korean optimization
Maximizes real task usability and response quality based on learning from 480 million Korean and e-commerce data cases.

Accurate and reliable answers
Guarantees highly reliable responses by reflecting the latest information through RAG-based real-time retrieval-augmented generation.
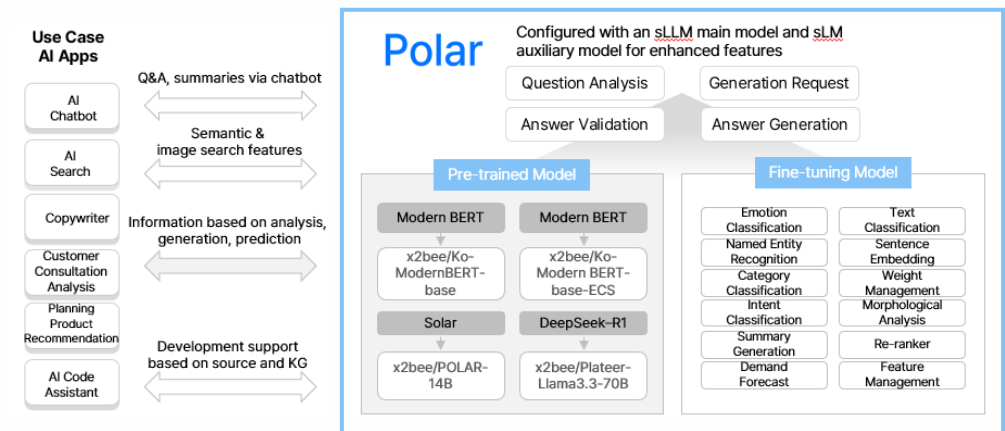
Stable operation environment
Ensures stability and security via e-commerce operation know-how and sensitive information filtering/monitoring.

Efficient integrated management
Improves performance and reduces operational costs by organically linking UI, embedding, and vector DB.

Architecture
Built Gen AI language models optimized for e-commerce through data-driven training and custom fine-tuning.

PLATEER

Perfect for your business needs

Enterprise-type Customization

🏠 plateer.com

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

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	**273**	**96**

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

PLATEER

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

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

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.

11

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 | X2BEE | 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.
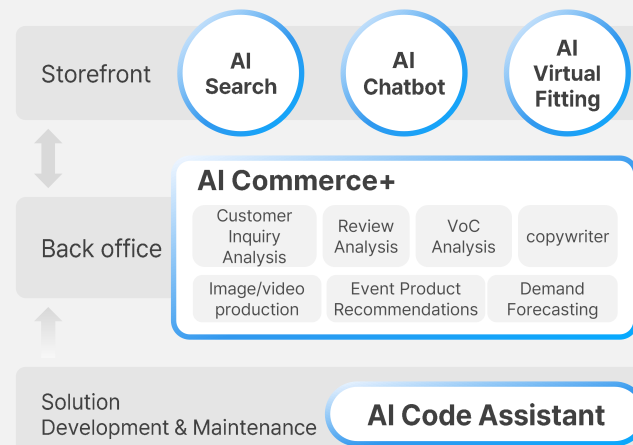
Polar
E-Commerce Specialized sLLM

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**
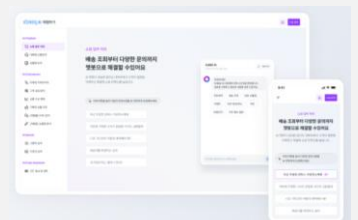
X2BEE AI Demo
[X2BEE AI](#)

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

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

groobee | Generative AI Service | 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.
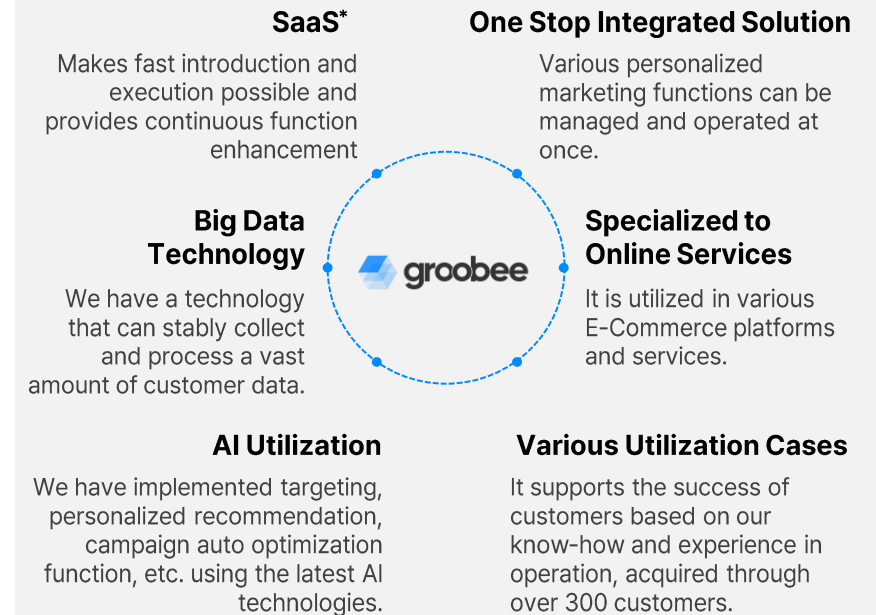
Personalized Messaging

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.

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.

* SaaS: Software as a Service

Instant growth engine

Generative AI Service

PLATEER

groobee | Generative AI Service | Data Integration Service

Offers an advanced AI CX experience by integrating generative AI search service 'genser' and generative AI chatbot service 'gelatto' powered by public LLMs.

LLM-based Generative AI Search

genser_

Delivers satisfying search by analyzing even hidden intent.

Search result summary	Browse products fast with keywords and filtersLLM0|Shows results in order of query intent
Reason for recommendation provided	Understands intent and gives persuasive reasons Builds trust and boosts conversion
Related keyword suggestion	Understands customer intent and presents persuasive evidence Builds customer trust and increases conversion

Practical example

Search summary
AI-picked items

Provide why it's recommended
Here's why recommended
[S36] Soft beige V-neck dress with pintuck detail, for an elegant and feminine look.
'[H94] Long dress' Bright pleated long dress with a lovely and fresh look.

Related keywords
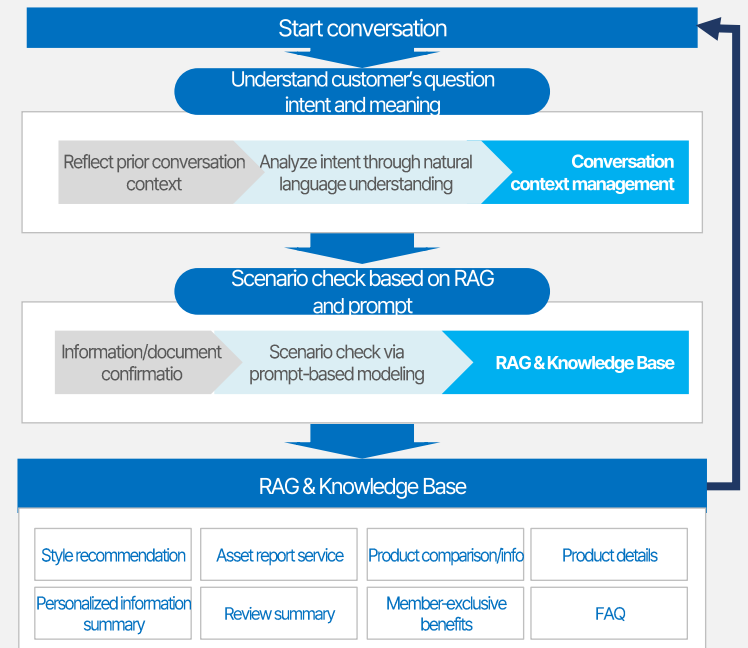Here are related tags
Wedding guest dress | Dress under 300k
Spring guest dress | Tweed dress
Neat two-piece | Navy one-piece
Midi dress | Guest dress picks
Long dress | Elegant skirt

Advanced generative AI chatbot

gelatto

Improves customer experience and maximizes business performance by providing search, status, recommendation features in conversational form.

Start conversation

Understand customer's question intent and meaning

| Reflect prior conversation context | Analyze intent through natural language understanding | **Conversation context management** |

Scenario check based on RAG and prompt

| Information/document confirmatio | Scenario check via prompt-based modeling | **RAG & Knowledge Base** |

RAG & Knowledge Base

| Style recommendation | Asset report service | Product comparison/info | Product details |
| Personalized information summary | Review summary | Member-exclusive benefits | FAQ |

From search to consultation,
AI completes a new customer journey.

Integration of Non-identified Data

Data Integration Service

PLATEER

groobee | Generative AI Service | 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.
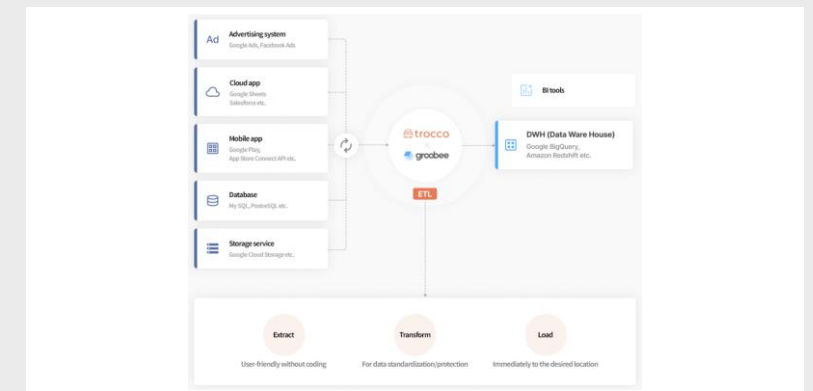

We provide customized dashboards.
Check the major indicators and performance data in one dashboard. You can check the data in the form of a systematic dashboard at one glance.

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).

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

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

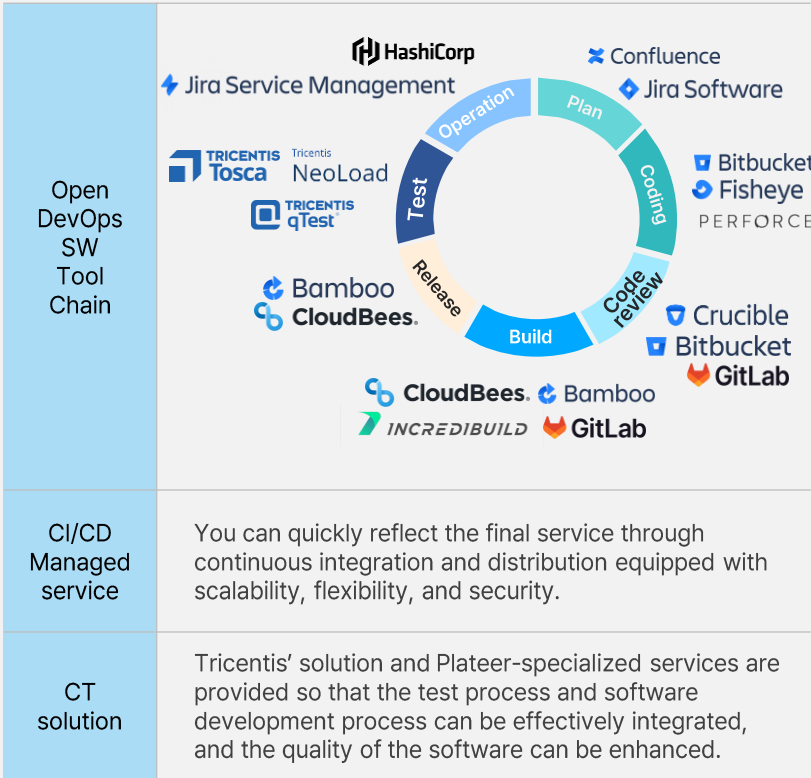Organic integration of development and operation

Open DevOps

🏠 idt.plateer.com

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

PLATEER

Open DevOps | Matilda

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.

Open DevOps Platform Components

Open 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 Open DevOps!

Open 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

Matilda

'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.

PLATEER

Open DevOps | Matilda

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 Solution (M) Matilda

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.

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

* 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

CELLTRION SKINCURE

Celltrion Skincure Mall uses Genser, an AI search solution, to analyze and go beyond traditional keyword searches, delivering precise results considering hidden customer intentions.

Introduced Solution genser_

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

JEJUair

Jeju Air uses Groovy AI to analyze the real-time customer journey and automate behavior-based scenarios, boosting booking conversions and brand trust.

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.

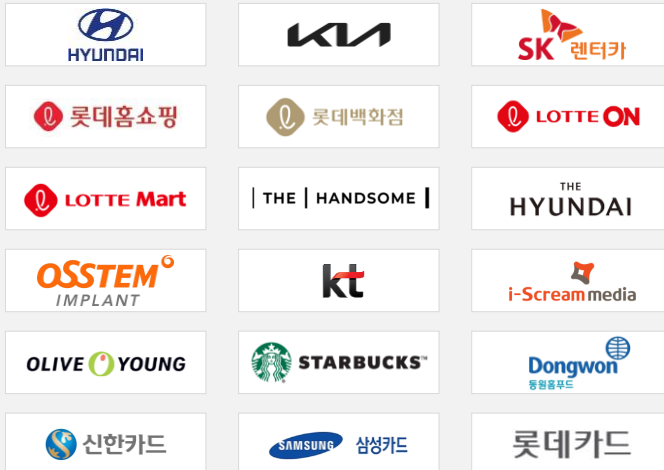**Introduced Solution** ITSM

PLATEER

See the proven choice of many companies!

E-Commerce Solution

Main Project

- **Next-generation Denall Mall built by Osstem Implant**
  2025.05~2025.12
- **SK Rent-a-Car customer channel integration contractce**
  2025.02~2025.08
- **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**
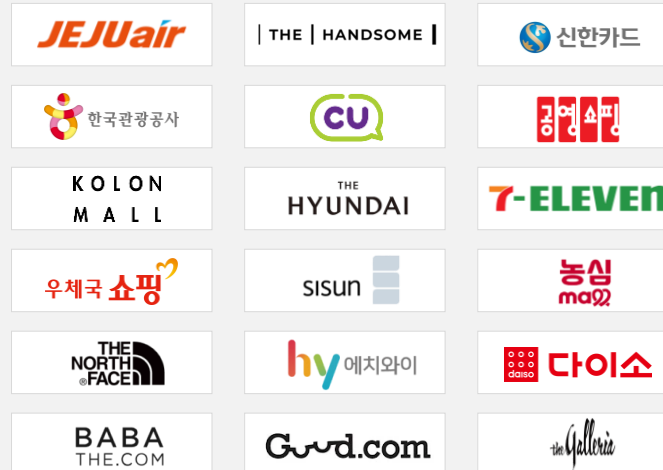 2021.07~2023.03

AI CX

Main Development History

- **goobee Kakao notification update**
  2025.10
- **Generative AI chatbot 'gelatto' launched**
  2025.10
- **groobee offsite campaign: multi-segment combination update**
  2025.09
- **Generative search 'genser' launched**
  2025.09

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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Tel: 02-554-4668

AX Solution

XGEN | Polar

Email: x2bee_sales@plateer.com

Tel: 02-544-0603

E-Commerce Solution

Enterprise-type Customization | X2BEE| X2BEE AI

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AICX

groobee | Generative AI Service | Data Integration Service

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Digital Transformation

Open DevOps | ITSM/ESM

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