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I. eBusiness Software Infra as SOC

- 'AS IS' of eBusiness Software
- Analysis of AS-IS
- From the viewpoints of SMEs

II. 'TO BE' Model of eBusiness Software Infra

- Coordinating Interests of Participants
- Virtual HUB Network
- Concept of 'Get Once Use Many(GOUM)'
- Universal eBusiness Connector

III. Benefits of Adopting GOUM

- Objective and Vision
- Benefit Simulation

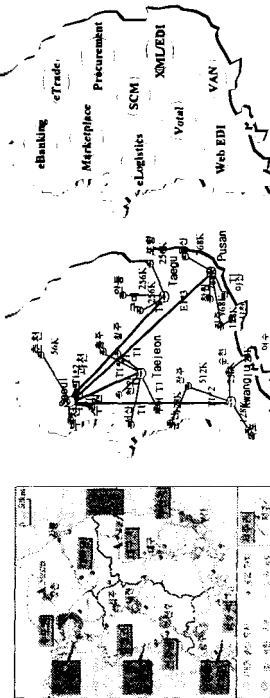
IV. Conclusion & Suggestion

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→ Ongoing amplification of network infrastructure and activation of eBusiness

→ More and more all kinds of business process are executed in electronic ways

→ Need to view eBusiness software infrastructure as Social Overhead Capital

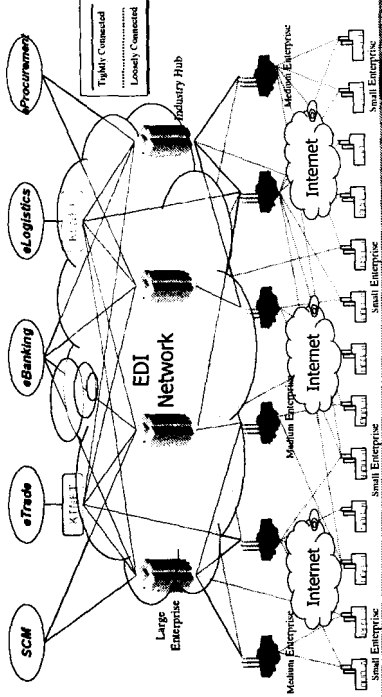


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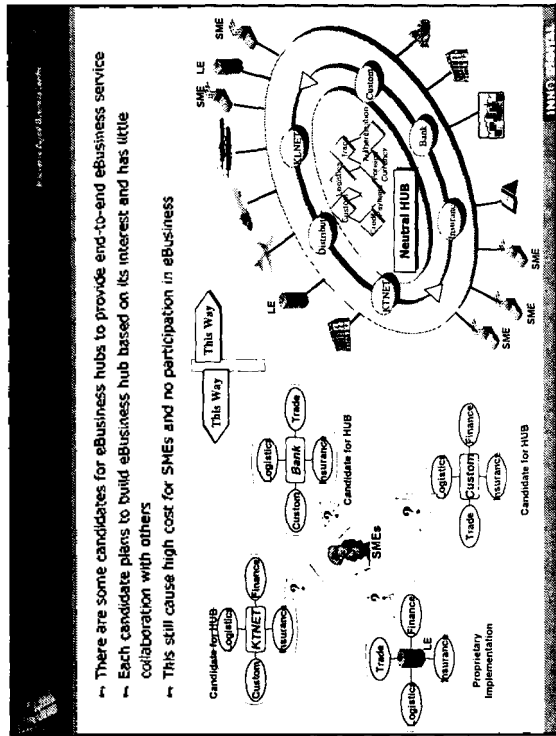
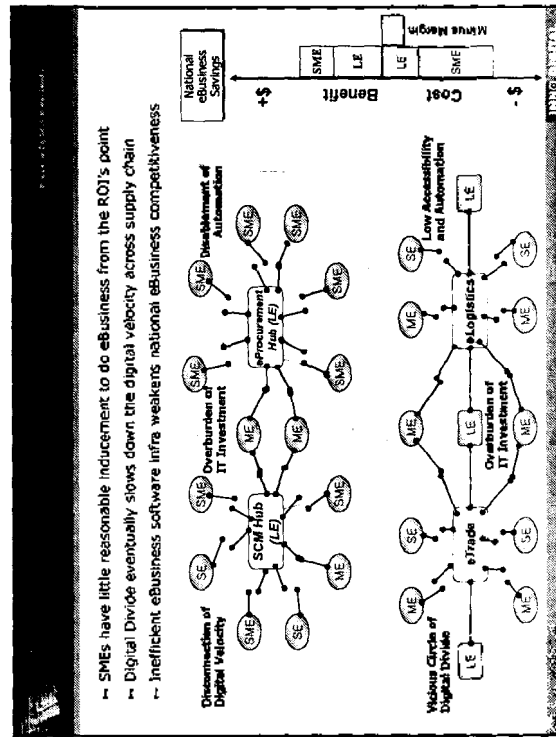
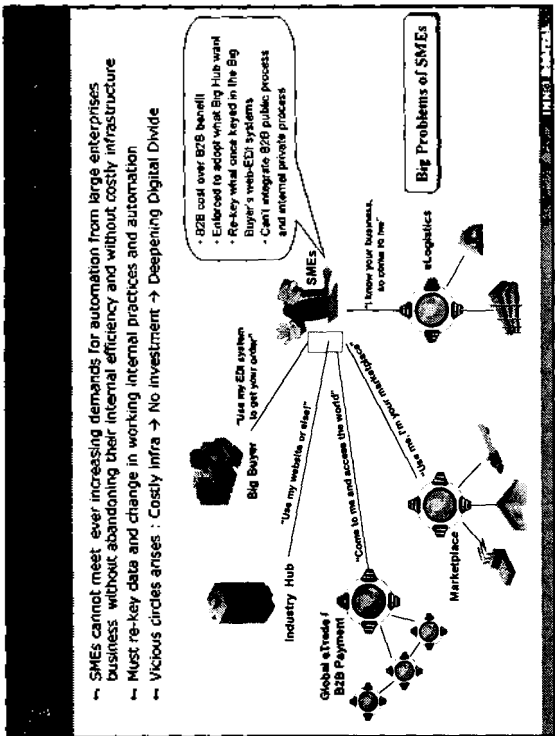
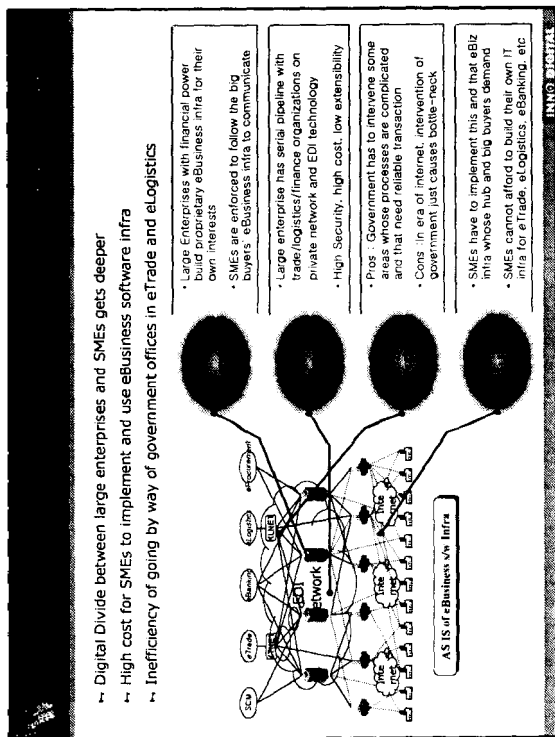
→ Large enterprises pouring positive investment on proprietary eBusiness software infra

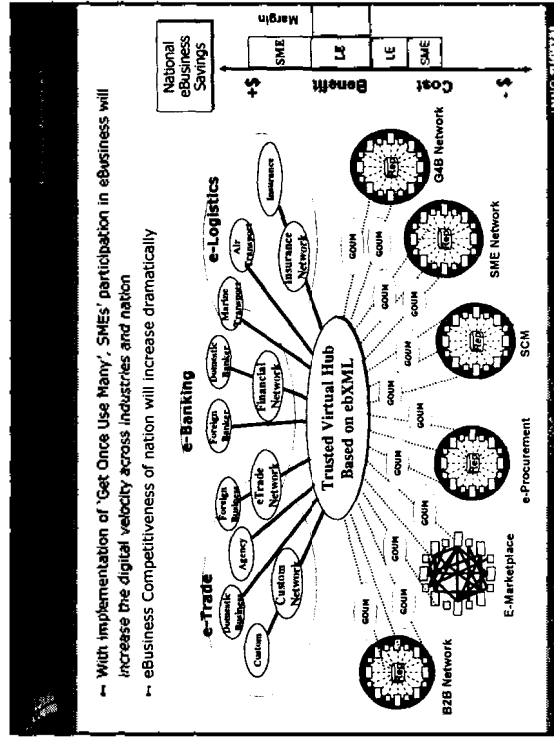
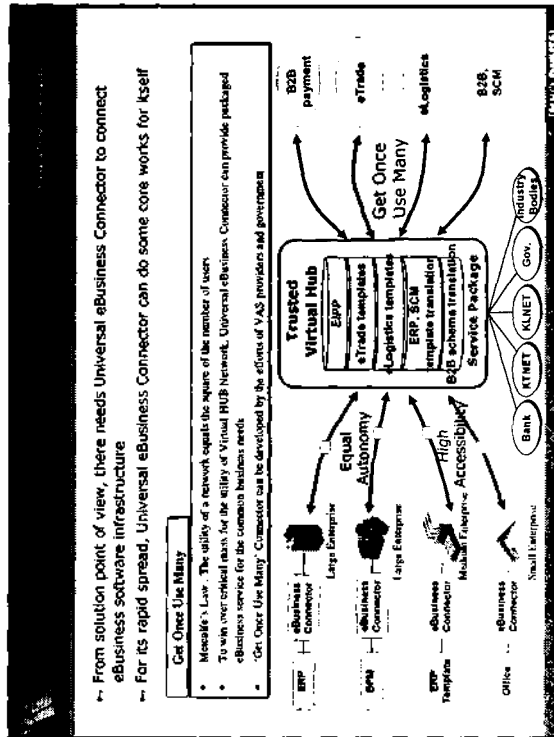
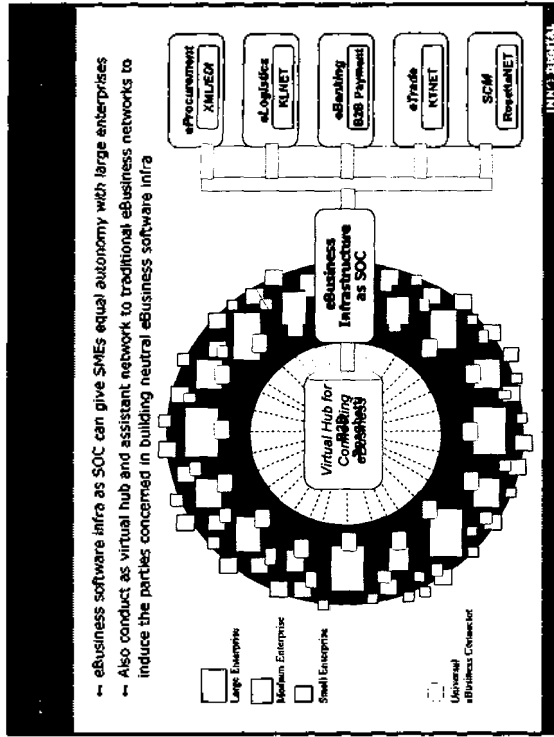
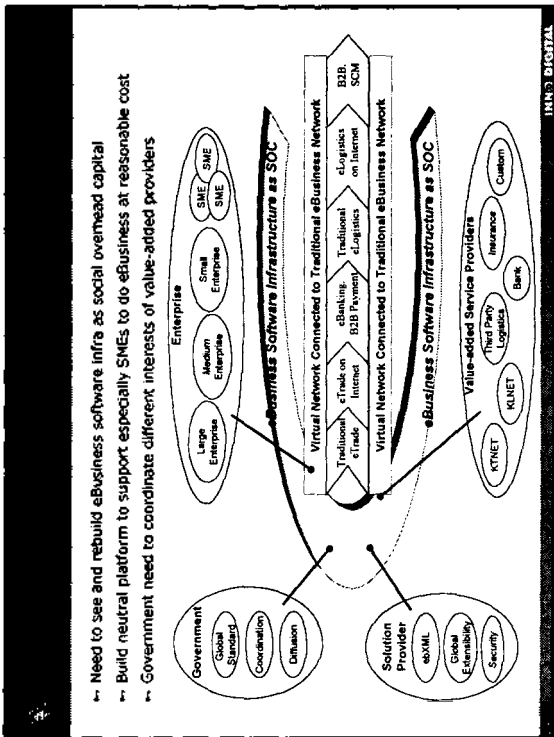
→ Serial pipelines based on EDI technology and private lines. (Internet partially adopted)

→ eTrade and eLogistics network operated by the machine of government



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- ↳ eBusiness automation is proven to elevate the competitiveness of participants
- ↳ According to the Australian government, automated B2B process across nation can increase GDP by 2.7%

The National Prize

Results Variables	Effects of e-Commerce (% deviations from base case, 2010)	
	MONASH simulation (Uniform case)	MIMRF simulation (Non-uniform case)
Real GDP	2.7	2.9
Aggregate Employment	0.4	0.5
Aggregate Capital Stock	2.1	2.7
Household Consumption	3.5	3.9
Aggregate Investment	2.7	4.3
Quantity of Exports	3.0	2.9
Quantity of Imports	4.5	6.9

Source: MIMRF Modeling Results

- GDP of Korea in 2003 : \$ 408.7 billion (₩ 562.3 440,000억)
- expected increase in GDP by B2B automation : \$ 12.7 billion (₩ 152. 1900억)

E-commerce will have significant benefit : GDP to increase by 2.7% (\$15 billion) by 2007.

(e-Commerce Across Australia, Allen Consulting Group)

- ↳ To build eBusiness Software Infra as SOC, government can coordinate the interest of traditional and newly-emerging service providers
- ↳ Large enterprises should participate and help to build new eBusiness infra for SMEs

- Plan and build eBusiness software infra as SOC to increase national competitiveness
- Only government can coordinate the diverse interests of value added service providers
- Refocus current laws and policies causing SMEs high cost, and construct robust closed systems to open and global ones

- Increased efficiency capability of SME is connected directly with LE's digital velocity
- LE have to help for SME to implement its own eBusiness infra independent of LE's demand
- SME should increase investment on IT infra and train IT staff learning that eBusiness can reduce cost and increase business opportunity

- Compromise traditional exclusive position, and collaborate to build neutral eBusiness software infra
- On building eBusiness infra with high ROI, more and more SMEs will participate in a business through the platform and the benefits of VAS get larger and bigger

- To develop 'Get Once Use Many' connector for SMEs, solution providers should lower their interfaces
- Considering SMEs with few IT staffs, solutions should be easy to use and user-friendly
- Adopt global standard to ensure scalability and future-proofing with no additional cost