

i-SEMS

Strategic Enterprise Management

www.willbesolution.com



December, 2010

Agenda

- I. Financial Solution Framework
 - II. Technical Architecture
 - III. Introduction to i-SEMS
 - IV. Benefits
-

The application execution architecture of **i-CRMS and i-SEMS** is a powerful solution that improves:

- ① Development productivity
- ② Scalability
- ③ Performance
- ④ Maintainability

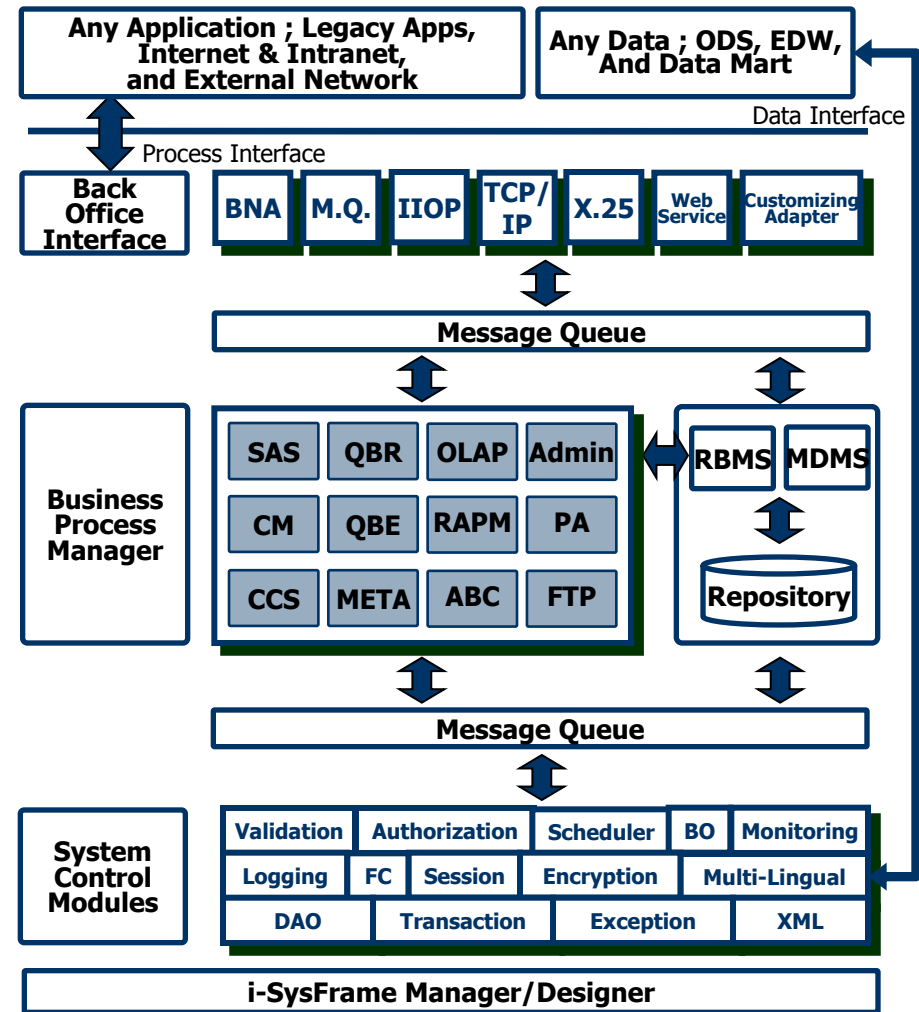
Through the '**Business process manager**' and '**System control modules**' that accommodate both business and technical requirements .

"Industry Specific Functionalities"

"Customer Orientation"

"Integration"

"Experience"

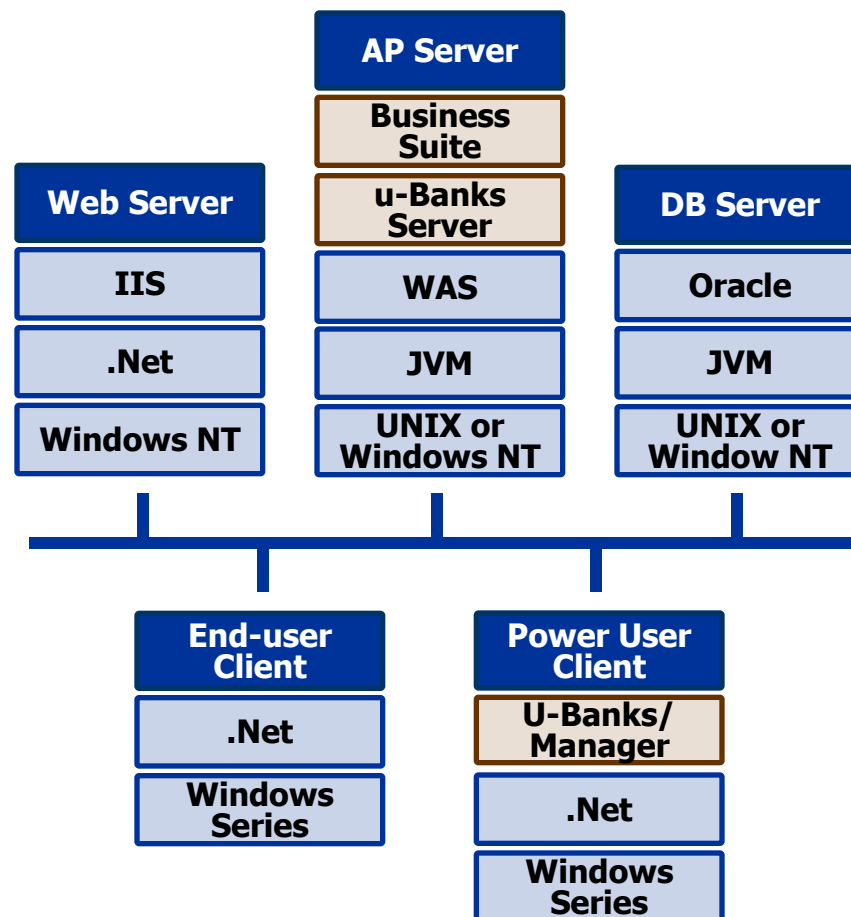


※RBMS(Rule Base Management Service), MDMS(Meta Management Service)
 BO(Business Object), DAO(Data Access Object), FC(Format Converter), SAS(Sales Support),
 CM(Campaign n Management), CCS(Customer Care Service)

* System Requirements

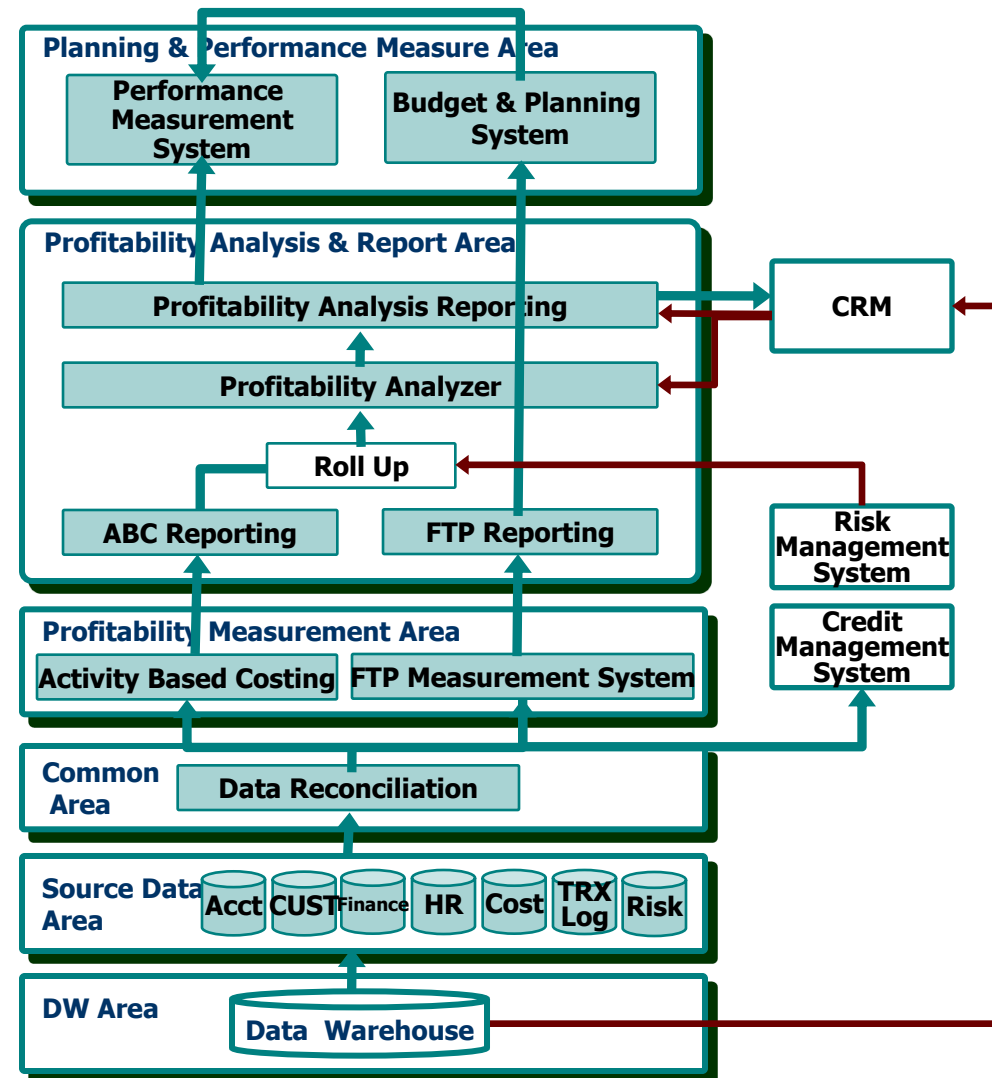
Server OS	<ul style="list-style-type: none"> <input type="radio"/> Windows : 2003 or 2008 <input type="radio"/> UNIX : SUN Solaris, HP-UNIX, IBM AIX or other UNIX <input type="radio"/> Linux, Free BSD, etc
Client OS	<ul style="list-style-type: none"> <input type="radio"/> Windows 2003, Window 2008, XP, Vista, and Window 7
DB	<ul style="list-style-type: none"> <input type="radio"/> Oracle <input type="radio"/> Sybase <input type="radio"/> DB2 <input type="radio"/> Tera Data
Web Platform	<ul style="list-style-type: none"> <input type="radio"/> BEA WebLogic, IBM WebSphere, Jeus ,Tomcat, and Resin <input type="radio"/> .Net Framework (version 2.0 or later)

* SW Architecture



i-SEMS consists of ABC, FTP, and PA applications running on powerful data warehouse and provides KPI service that incorporates all of our knowledge and project experiences

"Report View"



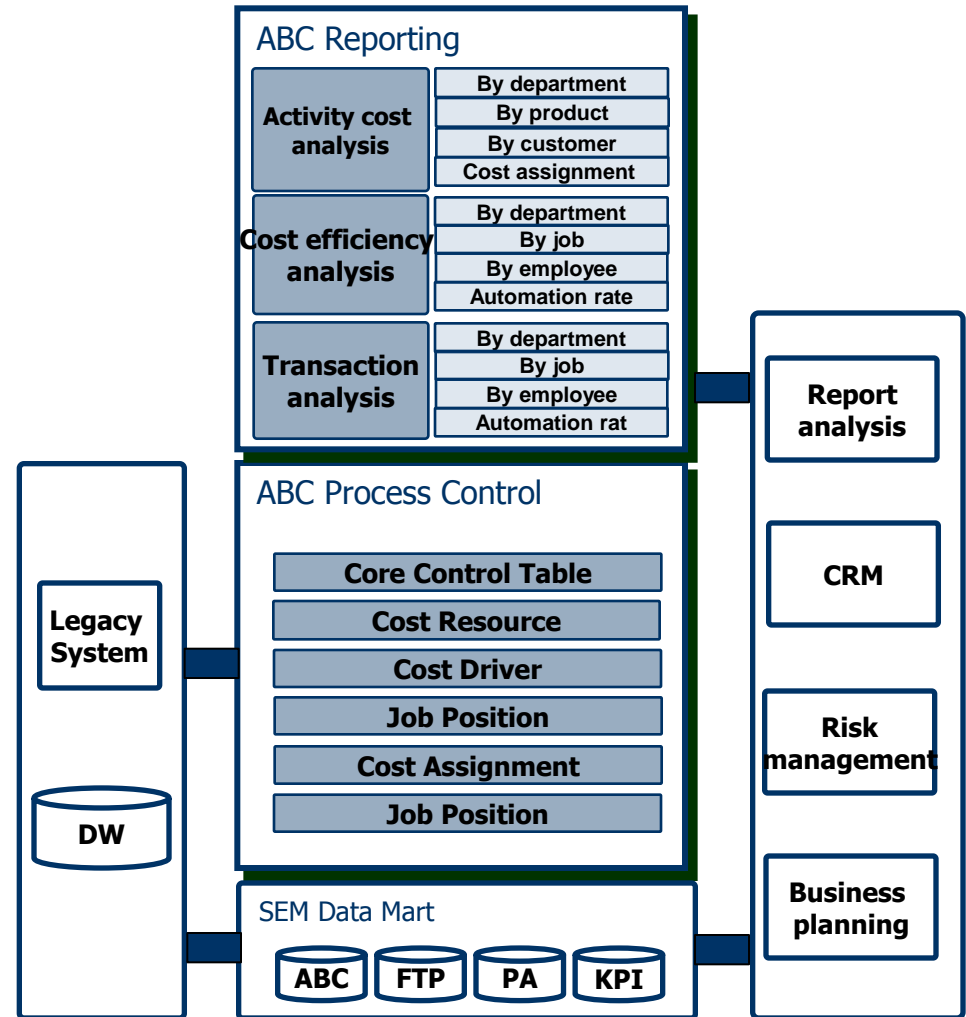
i-SEMS/ABC is activity based costing system that various parameters and simulation functionalities.

Code control features

- Cost resource code
- Cost pool code
- Job code to manage activities
- Activity code
- ABC product code to manage transactions
- Channel code and ABC transaction code

The built-in control modules that control management of **“Assignment base pool which is optimized for financial institution”** and cost assignment are:

- Centralization/Assignment control by subject
- Assignment control based on department activity
- Assignment control based on indirect division activity
- Assignment control based on sales support activity
- etc

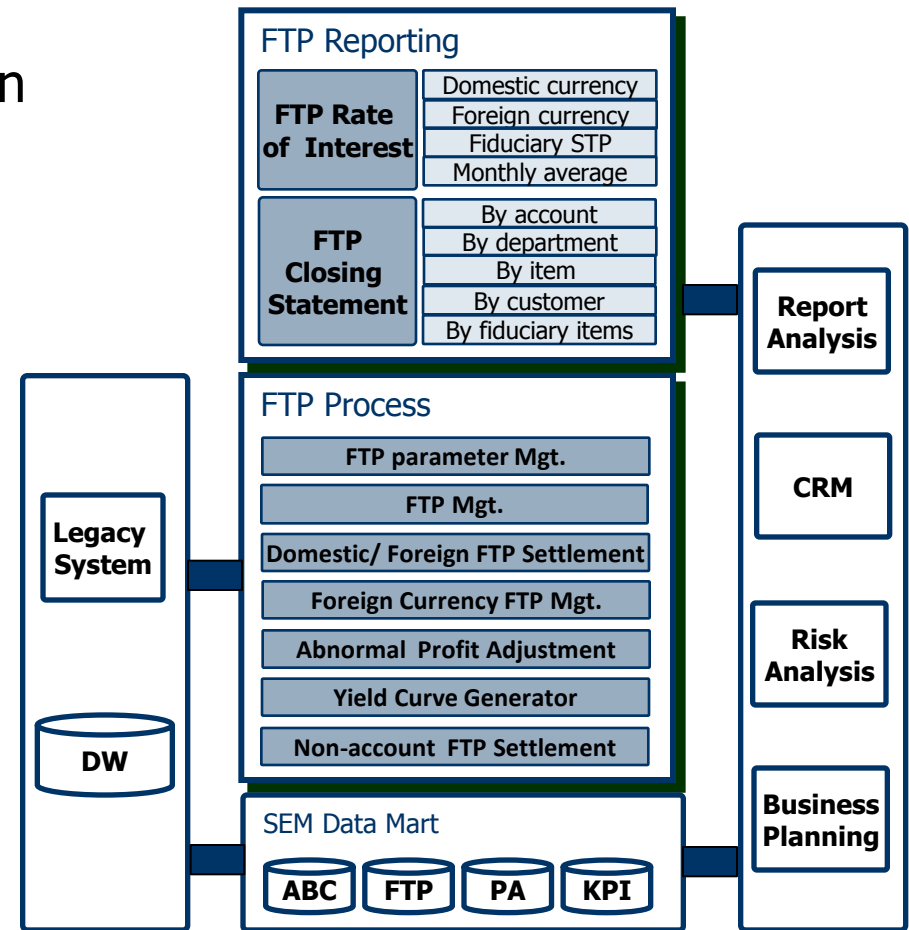


i-SEMS/FTP is funds transfer costing system, which consists of yield curve generator and market rate management module.

i-SEMS/FTP provides the latest information on internal interest rates of diverse currencies, and fiduciary STP (Straight-Through Processing), which are generated by yield curve generator based on daily updates of major market rates.

The system contains FTP rules pre-defined by managing FTP based on market rate and using FTP parameters. The rules automate the FTP process by applying:

- Internal interest rate to maturity
- Funding / Lending rate
- Moving average
- FTP by account
- Borrowing rate

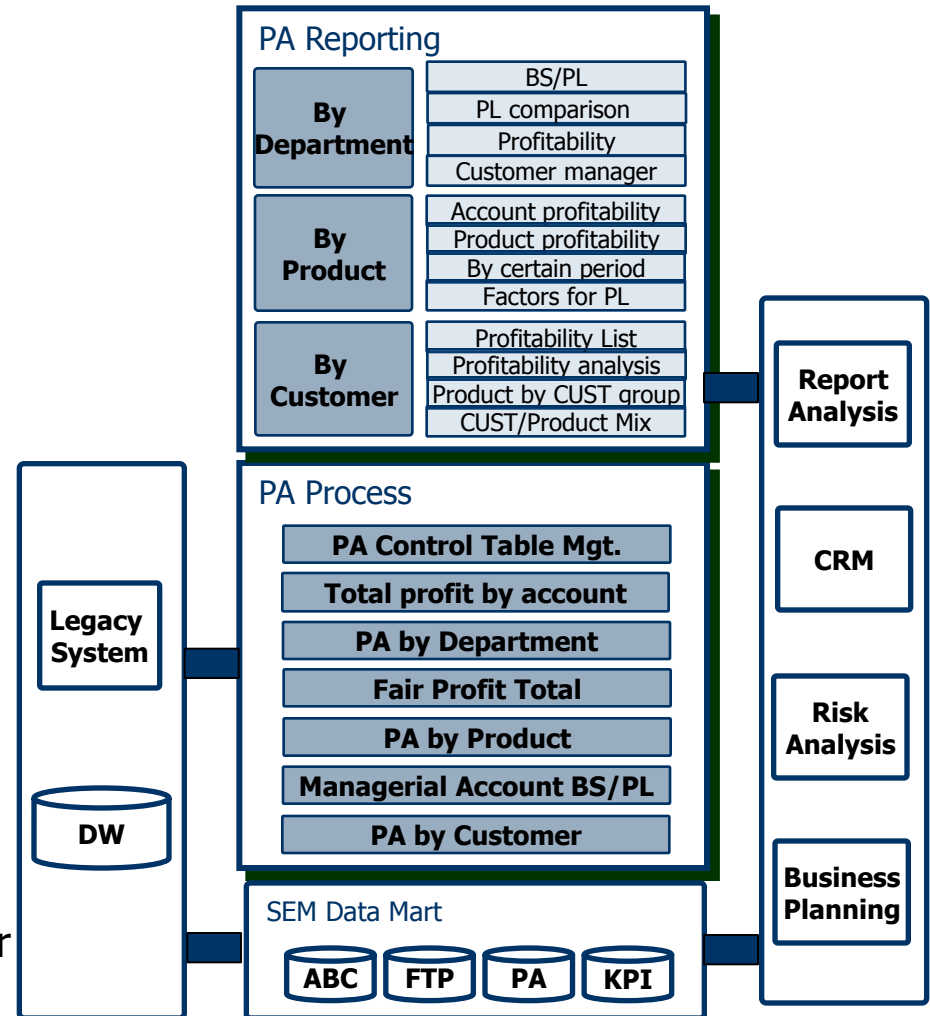


i-SEMS/FTP is profitability management system that consists of control table management module and functions of analyzing profitability by account, customer, product and department.

Control table management: Branch and account codes for managerial accounting

Profitability analysis

- Analysis of profitability by department
- Comparative analysis of profit and loss for financial and managerial accounting
- Factor analysis for increase/decrease of profit/loss
- Analysis of profitability by account and customer



* Business performance improvement

- Maximize efficiency in sales activities by providing consistent customer information
- Systematic sales management
- Improve knowledge sharing and usability
- Improve sales process
- Progress analysis by employee or team
- Work out exact profitability of each business area

* High efficiency in planning and executing Biz strategy

- Enable Efficient marketing for acquisition and retention of customers
- Optimize target marketing based on reliable data
- Realize scientific management via accurate performance analysis
- Establish profit-oriented decision system
- Support management decision for each business division

• Cost saving / Productivity improvement

- Improve productivity by reducing the time for customer contact and data processing
- Increase marketing efficiency via potential customer data
- Minimize the time and resources to manage the data required for decision making
- Minimize hardware cost via optimum system architecture

Contact Us

International Division / Chief Consultant

Tel : 82-2-595-2230/112

e-Mail : shpark@willbesolution.com

website : www.willbesolution.com

Thank You !