

**금성출판사**

CASE STUDY

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Kumsung Publishing

Kumsung Publishing Co., Ltd. and Infrastructure for Digitalizing Internal Assets

Minyoung Kim, Digital Hub Team / Kumsung Publishing

Introduced products

'IDAS'
(I-ON Digital Asset Management)

Company information

Name: Kumsung Publishing Co., Ltd.

Establishment: October 19th 1965

Address: 23 (Gongdeok-dong),

Mallijaeyet-gil, Mapo-gu, Seoul

Business field: Publishing

Intro: Leading publisher of textbooks, dictionaries, workbooks, and children's books, and Purunet education service provider

Many businesses have plenty of content but find it difficult to create new value with the content, as their data organizing systems remain analogue. After realizing that the key to success is managing digital assets systematically and effectively, many of them began to introduce a digital asset management system and generate new value with it.

Leading education service provider, Kumsung Publishing Co., Ltd., was not an exception. Kumsung started to organize the huge amount of content it owned, and at the same time, looked for a way to maximize its value. In the process, it decided to introduce IDAS (I-ON Digital Asset Management System) of I-ON Communications, a company known for its excellent quality and technology combined with experience in publishing.

The project named "Kumsung Publishing Co., Ltd. and Infrastructure for Digitalizing Internal Assets" ended successfully after 2 months (April to May 2015) and the company says it is gradually seeing various effects.

For this case study, we interviewed Minyoung Kim of the Digital Hub Team at Kumsung and asked her 4 major questions about Kumsung's thoughts about this project: background and objectives of the project, reason for introducing our solution, effects of the solution, and future plans.

■ The background and objectives of the project

Kumsung has been publishing various types of books including textbooks, reference books, and workbooks, for a long time, and the year of 2015 is its 50th anniversary. In the many years we were in business, we accumulated a gigantic amount of assets we can utilize. Such assets range from small icons to a complete set of books and many other rare and invaluable assets.

One day, we were going over our assets that had already been well organized in order of book type, subject, and course, and felt the need to utilize them more efficiently. We did not want to be satisfied with simply organizing them well. So we started looking for a way to maximize the value of our assets and came upon I-ON Communications' IDAS (I-ON Digital Asset Management System), which we soon considered introducing to our company.

■ Reasons for introducing IDAS

There were so many successful companies out there, but we chose I-ON Communications and its IDAS because I-ON Communications had experience in our industry, which was our first priority. I-ON Communications also had great products and was similar to our company in functional aspects.

On top of that, the team at I-ON Communications satisfied our needs, and provided continuous support for every little detail, not just during the project but after it as well.

■ Effects of IDAS

The project only ended recently, so it is hard to say that we saw dramatic changes or effects. However, we are sure about one thing: We can now see all our assets at a glance and it is much easier to find the materials we need, as they are categorized by subject and book type.

■ Future plans

Our assets are currently organized by team and we plan to utilize them when making new textbooks and other educational materials. If we ever run into issues using the system or need additional functions, we will contact I-ON Communications if that is okay.

I'd like to end this interview by thanking the team members at I-ON Communications who fully implemented our needs in the product and provided detailed guidelines and all other support in development. Thank you again for the work you did for Kumsung.



Minyoung Kim, Digital Hub Team / Kumsung Publishing

■ Summary of Kumsung Publishing Co., Ltd. Project

Project background	Realized the importance of digital assets and needed a CMS for more systematic and efficient asset management
Project objectives	Create new value by effectively managing well-organized assets
Reasons for introducing IDAS	Experience in the publishing industry, excellent products, shared functional aspects, satisfaction of needs, constant support for details even after the project, and many other reasons
Effects of IDAS	Able to see all assets at a glance and find materials easily, thanks to categorization by subject and book type