



“ICS enabled us to update homepages with ease by making content creation and management efficient.”

Eunjung Lee, Samsung SDS

CASE STUDY

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Samsung SDS

Samsung SDS, CMS implementation project

Introduced product
CMS ICS
(I-ON Content Server)

Company information

Company: Samsung SDS
Establishment: 1st May, 1985
Address: Samsung SDS Tower,
125 Olympic-ro 35-gil,
Songpa-gu, Seoul, Korea 05510
Company Overview: Samsung SDS is a global IT solution and service provider spearheading the Fourth Industrial Revolution with sophisticated analytics-based solutions and IT expertise across a diverse range of industries.

As part of recent Digital First strategies, enterprises are trying to swiftly deliver various contents made by themselves.

Ever since it introduced ICS(I-ON Content Server), Samsung SDS is now able to manage its own contents, which made it possible to streamline processes from creation to distribution of the contents and reduce time spent on the relative works.

This project not only helps the company launch a Korean local website but also opens the sites in 6 countries including US, South America, EU and China. Samsung SDS will increase the launch of websites as the business grows in the future.

We interviewed Eunjung Lee, general manager of Samsung SDS about the project background, reason to introduce I-ON's product, implementation effects and etc.

■ Project Background

We used to work with an web agency to make some changes to our website, so it was impossible to update any aspect of samsungsds.com at the right time. Let's say there's an event or news coming soon such as a new business deal, company award, it now takes only one hour to get the image and content ready to reflect to the website while it took about a week when we contracted it out to the web agency.

What's worse is that our website is made up of 6 different sites for HQ / offices and most of the time we have to deliver every different content for each office. Working with the web agency requires more than 2 weeks to get informed and reflect our requirement on the website update.

We've trained marketers of each office on how to use ICS to enable them to edit pages and reflect the update to the website right away and in the end, we could minimize miscommunication cases and reduce personnel expenses as we no longer needed to get HQ people involved to the work.



Samsung SDS website powered by ICS

■ Why ICS?

Samsung SDS implemented ICS for the following reasons:

1. Collaborative work ethic and support

"I-ON people not only assimilate a local IT development environment but also are very skilled and reliable. We appreciate their support throughout the project."

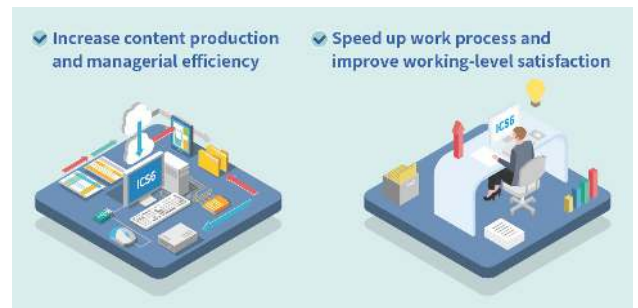
2. Undisputed local market share

"We loved the fact that I-ON CMS has no.1 market share in Korea. We felt like relying on I-ON when it comes to CMS."

3. Practical system

"I've heard there are more engineers who can utilize ICS compared to other CMS products. One more thing we like about ICS is that English manuals and support are well equipped for our overseas offices to refer to."

■ Implementation Effects



Implementation of ICS has helped us increase content production and managerial efficiency that bring us business competitiveness. Whenever instantaneous updates are necessary, we make it work, even it is 2-3 times a day. In addition, embedded features within ICS such as adding a page or a module make the work a lot easier and SDS people are also happy about this.

■ Future Plans

Although there were some challenges we faced during the project, we were grateful for I-ON's attentive support and it's attitude being in the customer's shoes. We have multiple sites that have their own characteristics but it was not an issue at all as I-ON tried to fully understand each characteristic of the site and in the end, the project went seamlessly.

Taking this opportunity, we will implement more sites with ICS as our business grows and I believe offices in APAC, India and Middle East will introduce ICS in the near future. We'd like to continuously work with I-ON for years to come as we learned from this round of project that I-ON is a passionate and reliable partner. We also wish I-ON continued growth and success.