



Company Introduction (DS-eTRADE)



Company Overview

DS-eTRADE provides consulting services and related solutions which improves customers' competitiveness.

Company Profile

Company

DS-eTRADE

CEO

Su-yeol Park

Address

6F, 13, Dongsan-ro,
Secho-gu, Seoul, Korea

Field of
business

Consulting : Analytics/SCM
Solution : System & SI

Human
resources

30 People
(A group of professionals)

Tel

02) 591-1737

Foundation

June, 2000

History

2000~2008

“Raise awareness and
gained expertise”



- ❖ 2008, Partnership w/ Insync
- ❖ 2006, KOREA SCM Award
- ❖ Partnership with i2 (JDA)
- ❖ 2000.06 Established

2009~2012

“More than 30% annual
revenue and profit growth”



- ❖ 2012, Launch Analytics Biz.
- ❖ 2012, Visioning to
“Total Consulting Company”
- ❖ 2012, Partnership w/ IBM
- ❖ 2009, Establish R&D Center
- ❖ 2009, Partnership w/ Oracle

2013~2018

“Jump up a company of
professional consulting”



- ❖ 2017, MOU Korea Univ.
- ❖ 2017, Microsoft Cortana
Intelligence Suite SI Partner
- ❖ 2017, Partnership Yonsei Hospital
(Health System & Big Data)
- ❖ 2017, MOU Korea & Dankook Univ.
(Big Data Analysis)
- ❖ 2016, Partnership Microsoft
(Cloud & Advanced Analytics)
- ❖ 2013, Partnership SAP
- ❖ 2013, Launch Smart SCM

2019~Now

“DS-etrade Solution
launching”



- ❖ 2020, DSIO solution product
launch
- ❖ 2020, Seoul type enterprise
- ❖ 2019, Qlick Sense partnership
signed
- ❖ 2019, Sogang University Big Data
Talent Development MOU

Organization

DS-eTRADE has an organizational form that can provide value to customers through organic collaboration, and consist of organization to support algorithm development and project success through R&D center.

Organization State



Roles and Human resources

Role and Feature

SCM Consulting

- Business Process Design and Consulting
- By industry Planning Solution Consulting
- SCM System Analysis/Design/Implement

Analysis Consulting

- Analysis consulting/construction using the latest machine learning techniques
- Developed Microsoft AI & Advanced analysis model
- Pattern / recommendation models (Manufacturing/ Distribution/ Healthcare/ Game etc.)

R&D

- Smart SCM Solution Development and Support
- ML/AI-based model and Service development (Demand Forecasting, Pattern Prediction, Recommend Service, Cognitive Service, etc.)

Work experience

Period	Number
Over 10 years	10
Over 5 years	9
Less 5 years	8
Total	27

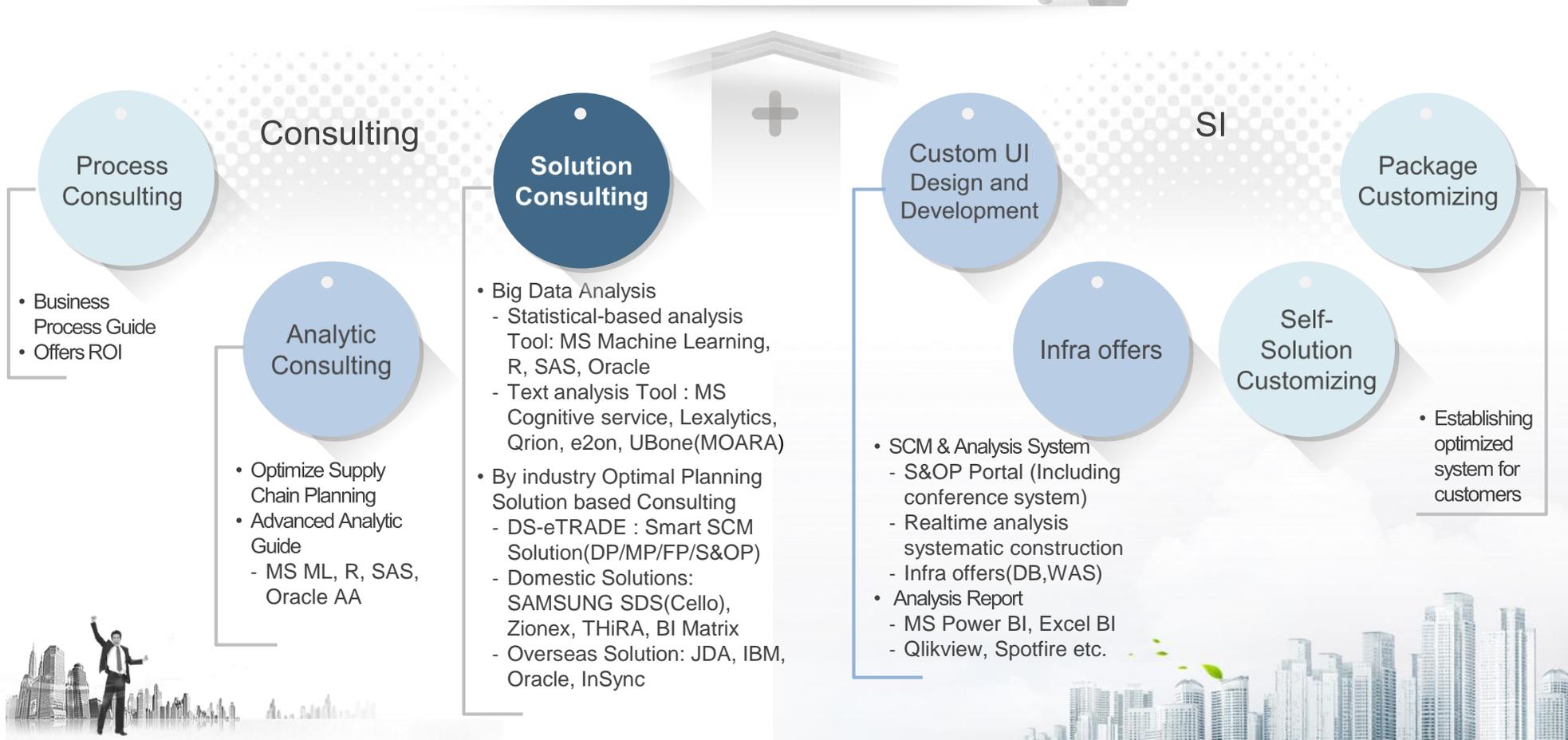
Human resources

Background	Number
Doctor	1
Master	14
Bachelor	12
Total	27

Business Areas

By providing SCM and Analysis Consulting Services to a variety of industries such as semiconductors, steel, automobiles, food, distribution, logistics, etc., DS-eTRADE helps customers improve productivity and reduce costs.

Increase the value of Customer



Microsoft's Analysis Partner

DS-eTRADE is the best partner in Microsoft's cloud-based area of "Predictive and Statistical Analysis" and "IoT Suite"- and we has optimal competitiveness based on Machine Learning.

 Microsoft DATA PLATFORM



- Industry Experience
- Predictive Analytics
- Big data

 Capacity of Big-Data Analysis



Cloud Platform
/ Big Data



Data Science
/ Predictive Analytics



Machine Learning
/ Analytics



Data Engineering
/ Big Data



Visualization



Industry Experience
- Retail / CPG / High-tech ...

Main
Service

**Customer
Analytics**

- Customer Analysis, Behavior prediction
- Algorithm for Product recommend
- Strategy simulation

**Demand
Sensing**

- Demand Sensing
- Effect analysis on promotions
- Big data linkage (POS, SNS)
- Market demand forecast based on ML

**Quality
Analysis**

- Predict uncertainty in field
- Process / Facility quality prediction
- Quality abnormality detection
- AS components forecast

Capacity of Analysis

Differentiation : DS-eTrade analysis service capabilities and areas of provision(CPG/Retail/Hightech/Heavy/ ...)

Service Part	 <h3>Analyst</h3> <ul style="list-style-type: none"> - Co-work with the model experts and Statisticians, processes in planning area - Prediction area that can be practically used - Experts who have recently experienced Machine Learning theory (practically using Deep Learning) 	 <h3>Consulting Offers</h3> <ul style="list-style-type: none"> - Analysis method guide through advanced analysis - Suggest improvement plan of existing model - Provide Appropriate statistical model - Demonstrate practical effect through data mapping - Presenting a plan through data 	 <h3>Development / Technical support</h3> <ul style="list-style-type: none"> - Implementation of unified analysis system of data mapping / modeling / UI whole area - Customizing development with basic package add-on - Support service for statistics education through R / ML.
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Differentiation	<h3>1. Methodology</h3> <p>----- Consulting based on statistics + Utilizing recent AI / Machine Learning techniques</p>
	<h3>2. Experience</h3> <p>-----</p> <ol style="list-style-type: none"> 1) Customer analysis, Demand forecasting, working on project on production process and prediction of equipment quality 2) Prediction based on Sensing data in seconds, perform analysis 3) Constructing system linkage for continuous services leveraging Big Data Infra

Example	<h3>Abnormal detection / pattern analysis / failure prediction</h3> <p>(based on Sensing Data)</p> <div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;">    </div> <div style="text-align: center;">    </div> <div style="text-align: center;">    </div> </div>	<h3>Demand Forecast / Customer Analysis / Recommendation</h3> <div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;">   </div> <div style="text-align: center;">   </div> <div style="text-align: center;">   </div> <div style="text-align: center;">  </div> </div>
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Experiences on Analytics / Big data

Recent Projects

Analytics / Big data Consulting Area (Since after 2014)

Area	Customer	Year	Subject
Analytics	CJ Logistics	'20	• Arrival time prediction task using AI
	Hyundai Global Service	'20	• AI-based demand forecasting
	Dongwha	'19	• Build a site with Power BI embedded
	Dongkuk Steel	'19	• Big Data Platform & Quality Analysis
	Hyundai technology research institute	'19	• AI integration project
	Samsung wel story	'19	• Predicting the number of people eating(With EY)
	Dongkuk Steel	'18	• Big Data Platform & Quality Analysis
	Samsung Medical Center	'18	• Sleep Signal & Genome Analysis (On-going)
	Yonsei Hospital	'17	• Co-development for Digital Healthcare
	Hyundai / Kia Motors	'17/18	• Sensor data & Image Analytics
	NEXON	'17	• Detecting Illegal Usage
	Hyundai Asan Hospital	'17	• Co-operation for Big Data Analysis Contest
	LSIS	'16/17	• LSIS Smart Building Analysis
	Hyundai Elevator	'16/17	• Smart Maintenance for Elevator (On-going)
	Lotte	'16/17	• Big Data Analysis
	Dongwha	'16	• IoT Based Productivity and Quality Evaluation
	HUMAX	'16	• Statistical Forecasting for Market
	Dongwha	'16	• MI Based Statistical Forecasting
	Lotte Department Stores	'16	• Social Target Marketing (Digital Mkt.)
	Mobile Game Company	'16	• Proposal Based on User Log Analysis
	NongShim	'15	• Sales & Marketing Guide Modeling
	GS Retail	'15	• Card Analysis and Proposal
	Daesang	'14	• Network Optimization
Poolmuone	'14	• Statistical Forecasting For Market	
HUMAX	'14	• Statistical Forecasting For Maintenance and Repairing	
Samsung Heavy Incustries	'14	• Statistical Forecasting for Market	

Experiences on SCM

Recent Projects

SCM Consulting Area (Since after 2014)

Area	Customer	Year	Subject
Supply Chain Management	Hyundai Mobis	'20	• AI-based demand forecast/stock optimization
	SK Chemicals	'20	• Production planning optimization consulting
	Daedong	'20	• AI-based demand forecast/stock optimization
	Boston Scientific	'20	• Establishment of demand/stock order linkage system
	SK Hynix	'20	• Supply production optimization system
	Hyundai Mobis	'20	• Global production system verification POC
	Hyundai Global Service	'19	• Inventory Optimization
	Hyundai Wia	'18	• Demand Forecast & Stock Optimization
	Wonik QnC	'17/18	• S&OP Process Consulting & System Implementation (On-going)
	Dongwha	'17	• S&OP System Implementation (Overseas, On-going)
	Hyundai Mobis	'17	• A/S Parts Inventory Optimization & Simulation
	Hyundai Mobis	'17/18	• A/S Parts Sell-out Forecasting & CDC Demand Forecast (Overseas)
	New Optics	'17	• Production & Material Resource Planning (Overseas)
	Dongwha	'16	• S&OP System Implementation (Korea)
	Hyundai Mobis	'16	• A/S Parts Forecasting & Simulation (Overseas)
	SK Hynix	'15/16	• SCM Process & Data Management Consulting
	Wooree E&L	'15	• SCM System Implementation
	Samsung SDI	'15	• Master Planning System Implementation
	Hyundai Mobis	'15	• A/S Parts Forecasting & Simulation (Korea)
	Daesang FNF	'15	• PSI Management System Implementation
LogisAll	'15	• Logistic Network Optimization	
New Optics	'14	• Production & Material Resource Planning (Korea)	

End of Document



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