

YoungLimWon Soft Lab:

Redefining ERP Competence

The enterprise resource planning (ERP) market is on an upward trajectory with an astounding amount of ERP adoption and implementation in the past several years. On the flip side, global ERP providers tend to focus mostly on large companies as their licenses and consulting fees are too expensive for small and medium-sized businesses (SMBs). In Korea as well as other Asian countries, many small and medium companies are not able to find suitable ERPs that are both affordable and add value to the enterprise. With a focused market strategy, South Korea-based YoungLimWon Soft Lab comes to the aid of SMBs to satisfy their requirements in managing business functions. Young-Bum Kwon, founder and CEO of YoungLimWon Soft Lab, launched the K-System ver.5 Genuine, which garnered excellent performance in the ERP sector. Furthermore, their cloud-based ERP, SystemEver's successful foray into the Korean market enabled the company to enter Japan, Indonesia, and Vietnam.

Both K-System Genuine and SystemEver are designed for SMBs in the manufacturing, services, and public sector industries that house 100 to 2000 employees. While K-System Genuine targets the larger customers that want customization, SystemEver serves smaller customers who look for cost-effective solutions and need less customization. "With a 25-year history in developing and serving ERP responding to business and technical changes, we focus on technical perfection and business value delivery to customers," says Kwon. The company's goals of providing value to customers include facilitating real-time operation, fully integrated system operation, plan-based management, and managerial accounting such as profitability analysis.

The company has been integrating cloud technology into K-System Genuine and SystemEver since 2012. As the first and only cloud product that obtained the Cloud Computing Service Quality Certification in South Korea, SystemEver has been recognized by the National IT Industry Promotion Agency (NIPA) for its quality of performance.

The modularized structure of SystemEver helps to provide different services based on a customer's request. It has a 'pay less, get more' strategy that uses essential modules at first and then as the business grows, modules can be

added accordingly. The company has an ingenious step-by-step methodology Consultant-K, which has a short consulting period that accelerates the installation process. Their visualized process map Visual-K dispenses a pull-down menu that facilitates improved training and intuitive navigation.

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There are several important accessories that contribute to SystemEver's usefulness and versatility. These include a report development tool, Ever-Report, a tailored BI tool, Ever-Dashboard, and an Office export/import tool, Ever-Plugin. Since SystemEver's customers have less IT resources, the product's focus is on high usability for customers, allowing users to access SystemEver's multi-language, multi-currency support function anywhere anytime.

"For top management of any SME concerned about how their firm would run in their absence, the SystemEver cloud-based system is the ultimate solution," states Kwon. Wherever and whenever they go, they can check the inventory or even calculate cash equivalents on the spot with SystemEver in real time.

As cloud ERP is undoubtedly advantageous over on-premise ERP, YoungLimWon Soft Lab utilizes Microsoft Azure PaaS service throughout the Asian market. SystemEver's high usability and simple and swift installation can easily find business and sales partners in Asian markets such as Japan, Indonesia, and Vietnam. The company's supporting offices in the three countries mainly localize SystemEver, and support partners in consulting customers.

YoungLimWon Soft Lab will continue its partnership policy in expanding the business overseas. The company has a strategic focus on market coverage in Asian countries with plans to expand to the Middle East and South America. **AG**



Young-Bum Kwon,
Founder & CEO