

# Company Profile

A simple way to create your own program  
using drag & drop

# Contents



## 01 Company Profile

- 1-1. Company Overview
- 1-2. Technology Development Overview
- 1-3. Technological Excellence

## 02 Market Overview and Service Introduction

- 2-1. Market Overview
- 2-2. Types of Services
- 2-3. Introduction to MyApps

## 03 Business Plan

- 3-1. Growth Strategy
- 3-2. Future Plans

## 04 Appendix

- 4-1. Certification Status
- 4-2. Press Release
- 4-3. User Reviews

# 1-1 Company Overview

## Company Overview

Company Name	SM system Co., Ltd.
CEO	Sung Min Kim and one other person
Date of Establishment	Feb 16, 2015
Webpage	www.appspeed.net
Address	2FL, Startup Campus Bldg.3, 20 Panyo-ro 289 beon-gil, Bundang-gu, Seongnam-si, Gyeonggi-do
Capital	100 million KRW
Key Services	No-code/Low-code Cloud Platform
Intellectual Property Rights	Domestic Patent Registrations (4) / Domestic Trademark Registrations (3) Program Registrations (2)



# 1-1 Company Overview

## Company History

2014

- Establishment of SM system
- Venture Company Certification (by Korea Technology Finance Corporation)
- Program Registration with the Korea Copyright Commission
- Selected as a Cloud-Based Software Developer by NIPA
- Launch of Jongjanet

2015

- Conversion to a Corporation (Comprehensive Acquisition)
- Participation in Phase 1 of the National University Resource Management System Construction Project
- Commendation from the Minister of Education: Related to National University Resource Management Development

2016

- Microsoft Bizpark Enrollment
- Participation in 2016 Cloud Expo Korea
- Participation in Phase 2 of the National University Resource Management System Construction Project
- Established a cloud services cooperative and served as the chairperson

2017

- Selected as an outstanding company for the NIPA Global SaaS Development Project
- Joined Korea Telecommunications Technology Association (TTA) as a standardization business member
- Matching with MS, a leading company of GSSIP Cloud SaaS
- Selected as a promising startup by the Public Procurement Service (designated as a registered product on Venture Nara)
- Participation in 2017 Cloud Expo Korea
- Cloud-based aPaaS provisioning method using RIA and two other methods Patent Application
- Conducted a debt-equity swap of 40 million KRW
- Cloud Computing Project Group (SPG21) of the Standardization Committee appointed as a committee member
- Participation in Santa Clara CC San Francisco Cloud Expo
- Selected as an outstanding company for the NIPA-GSIP project performance presentation

2018

- Trademark Registration – Jongjanet
- Patent Acquired – Cloud-Based Large-Scale Data Grid Processing Using Status Management Method for Providing Services

2019

- Patent Acquired – Cloud-Based RIA Method for Providing aPaaS
- AppSpeed Studio Grid and Low code Individual Environment Upgrade

2020

- Korea Electronics and Telecommunications Research Institute (ETRI)-FEMS Platform Signed a contract for system development V1.0
- Relocated the R&D department near Pangyo
- Supply Naver System AppSpeed Studio v6.0

2021

- **Extension of venture company certification**
- Selected for the cloud service support program
- Developed the beta management service for Naver's system
- Moved into Pangyo Startup Campus – Relocated headquarters
- Launched MyApps cloud service
- Signed an MOU for the KT-Gyeonggi Center for Creative Economy & Innovation development project
- **Microsoft Azure Marketplace Product Registration**

2022

- **Delivered a no-code business innovation platform to Kumoh National Institute of Technology**
- **Microsoft Azure Marketplace Product Registration**

# 1-1 Company Overview

## Company History

2022

- Patent acquired – Low-code web development and management system and its service methods
- **Patent acquired – No-code App development and management system and its service methods**
- Headquarter Relocation - Digital Open Lab, Pangyo Startup Campus

2023

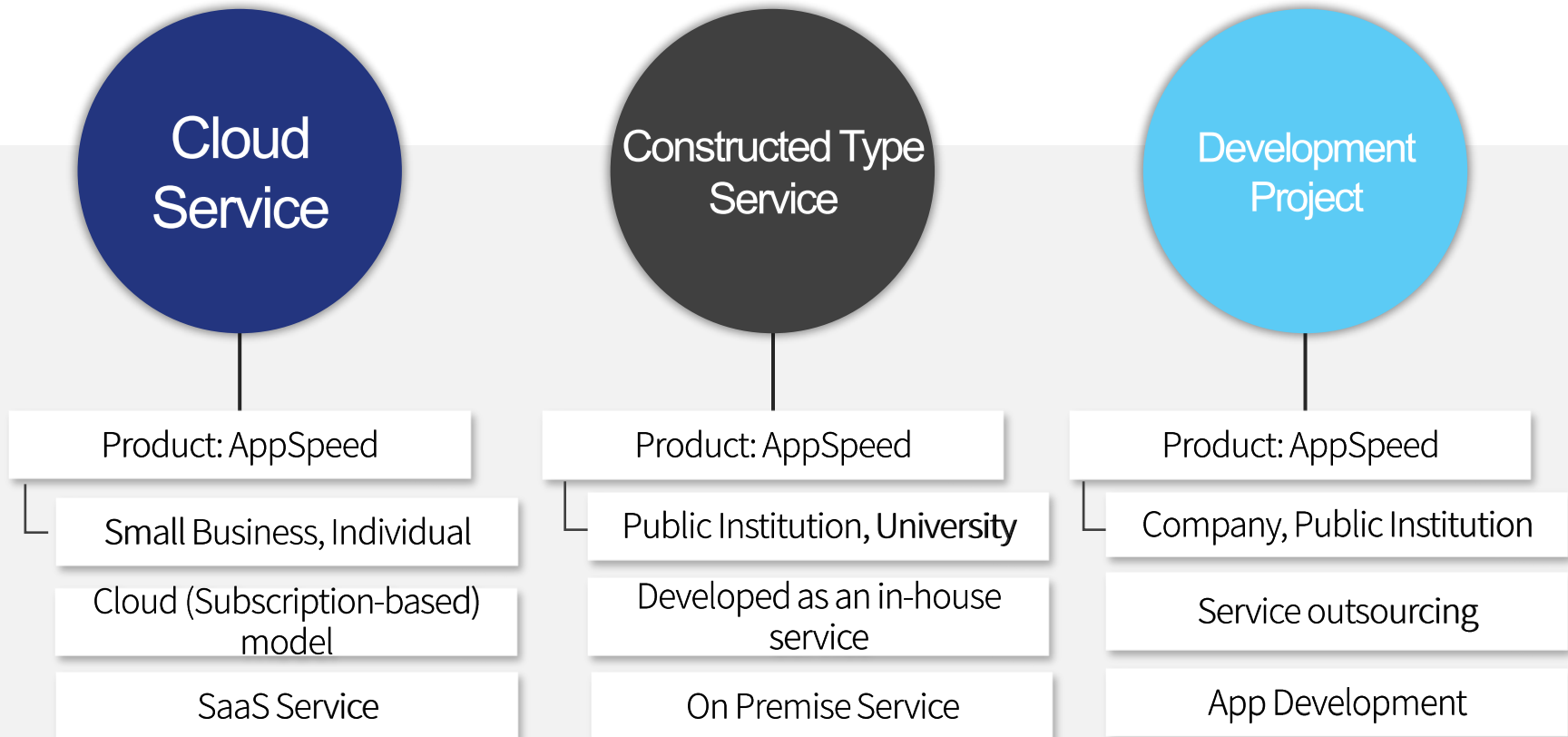
- Extended venture company certification (innovation growth type)
- **Developed the website for Kyungpook National University LINC Project**
- Obtained TTA Verified certification for cloud interoperability
- **Developed a customized platform for people with disabilities at Hankyong National University**
- **Obtained 1st grade GS (Good Software) certification**
- Obtained the Cloud Computing Service Quality and Performance Certificate
- Obtained the compatibility certificate for the Open Cloud Platform (K-PaaS) with an Advanced grade
- **Signed three MOUs(3건) with international buyers – Japan, Canada, India**

2024

- **Developed the Startup Shared University website for Hankyong National University Young Entrepreneurs with Disabilities**
- Developed a no-code platform for the Kyungpook National University LINC project
- Trademark Registration (AppSpeed, AiFORM)
- Preparing to enter the global SaaS market
  - Registered on AWS Marketplace
  - Registered on AZURE Marketplace

# 1-1 Company Overview

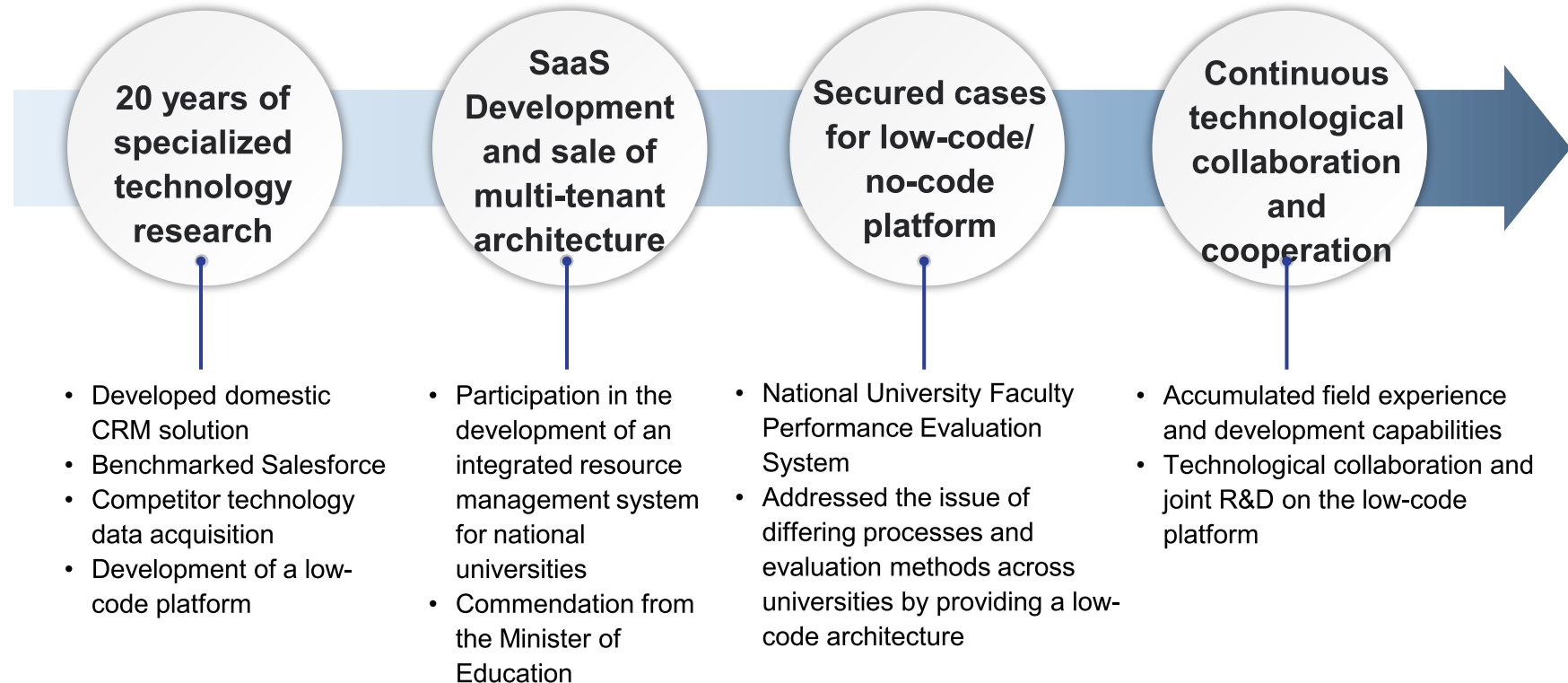
## Business Field



# 1-2 Technology Development Overview

## Motivation and purpose of development


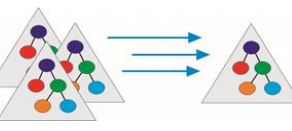
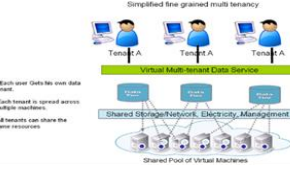


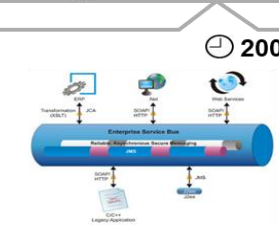
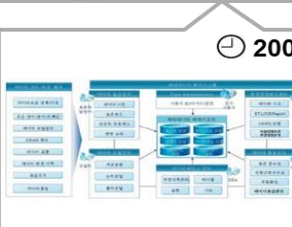
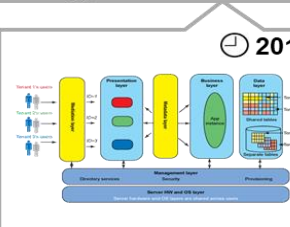


Contributed to the development of domestic software  
Training IT professionals and creating jobs



# 1-2 Technology Development Overview

## Accumulation of expertise (1)

The CEO (Chief Developer) has been researching technology in this field for over 20 years.

 <p><b>SOA기반 웹서비스 기술 확보</b></p> <p>(구 전산원) 웹서비스 기반의 공통 솔루션 개발사업 웹서비스 기반의 중소기업용 CRM 솔루션 개발</p> <p>🕒 2005</p>	 <p><b>데이터 병합서비스 기술 확보</b></p> <p>ASP확산기술 연구 중복 데이터 병합 정리 장치 및 그 장치를 이용한 병합방법 특허</p> <p>🕒 2007</p>	 <p><b>멀티테넌트 기술 확보</b></p> <p>메타기반기술연구 멀티테넌트 기술연구</p> <p>🕒 2009</p>	 <p><b>PaaS 서비스 기술 확보</b></p> <p>웹기반 개발 플랫폼 연구</p> <p>🕒 2011</p>	 <p><b>소프트웨어 마켓기술 확보</b></p> <p>소프트웨어의 분리와 결합, 모듈화 개발방법론 개발 단일페이지에서 개발할 수 있는 플랫폼기술 개발 모듈단위 마켓에 판매 및 구매 할 수 있는 플랫폼개발</p> <p>🕒 2014</p>
 <p><b>다중거래 웹서비스 연계기술 확보</b></p> <p>(구 전산원) 웹서비스 기반의 공통 솔루션 개발사업 SOHO사업자를 위한 다중거래선 eSales 개발</p> <p>🕒 2006</p>	 <p><b>데이터표준화 기술 확보</b></p> <p>ASP확산기술 연구 연구회사명 데이터 표준화 관리 장치 및 방법</p> <p>🕒 2009</p>	 <p><b>클라우드 서비스 멀티테넌트 기술 확보</b></p> <p>NIPA 웹기반 SW 개발 및 SW공통서비스 구축지원 사업 클라우드 기반의 멀티테넌트 Data서비스개발</p> <p>🕒 2010</p>	 <p><b>프라이빗 클라우드 기반 PaaS플랫폼구축</b></p> <p>Public Cloud 와 Private Cloud로 구축된 Hybrid Cloud의 업무 그룹사 표준 Cloud멀티테넌트기술확보 d와 계열사별 Cloud를 구축하고 통합운영 사례적용</p> <p>🕒 2012</p>	 <p><b>UI/UX표준기술 확보</b></p> <p>Bootstrap, 반응형 웹기술의 접목기술 적용 다문화지원 및 다국어어를 지원하며 표준 영문모드로 진행</p> <p>🕒 2015</p>

- Served as Head of Research at Gongyeong DBM for 20 years
- Grew the company from 2 employees (including himself) to a peak of 80 employees
- Competed in the domestic market against Salesforce, the world's largest low-code platform company

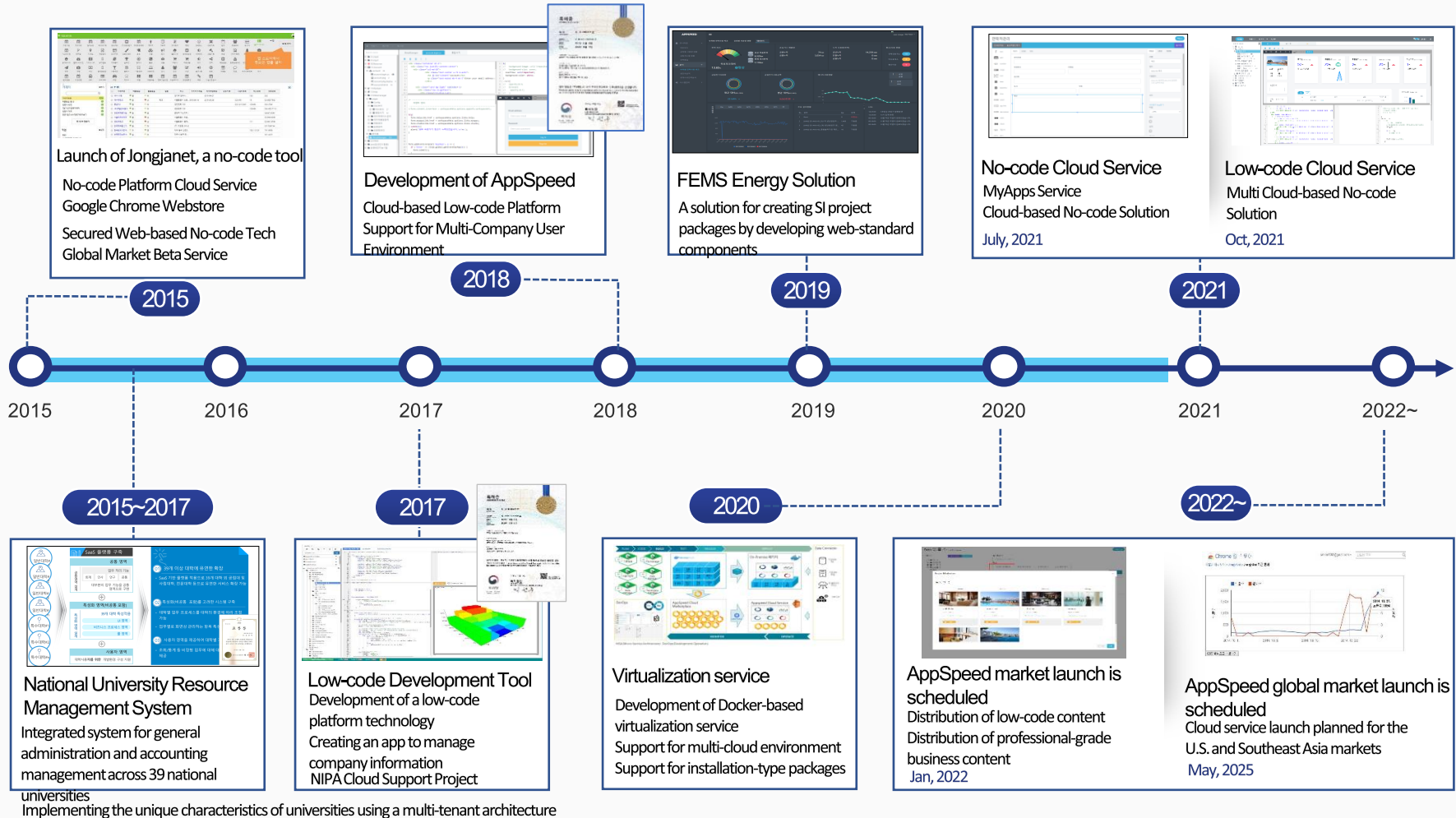
"Just Drag & Drop Program Platform"



# 1-2 Technology Development Overview

## Accumulation of expertise (2)

We are continually researching to implement a data management no-code solution.



# 1-3 Technological Excellence (Feature 1)

Development completed solely through form creation

NO	checkbox	프로젝트명	계약금액	고객사	우리직원	협력업체	프로젝트완료	grid: dataGrid
1	<input type="checkbox"/>	H전자 사업기획 컨설팅	₩35,200,000	H전자	고아름	H기업	Y	Y
2	<input type="checkbox"/>	L전자 기술혁신 정책	₩187,000,000	L전자	이상하		Y	Y
3	<input type="checkbox"/>	S전자 아이디어 컨설팅	₩55,000,000	S전자	이상하	S기업	Y	Y
			합계: ₩277,200,000					

### Easy development

- When a form is designed, the database is automatically built, and server coding is completed for immediate use
- Automatic app development by uploading Excel file

### 엑셀 파일

엑셀 파일을 선택하거나 엑셀 데이터를 데이터 박스에 붙여넣으세요.

주의 사항

- 계산식 셀이 적용되지 않습니다. 계산식을 제거하여 업로드하세요.
- 최대 3,000개까지 업로드할 수 있습니다.
- 업로드할 파일은 표 형식이어야 합니다. 열을 파일 참조
- 첫 번째 시트만 업로드됩니다. 여러 장으로 구성되어 있을 경우 파일로 따로 업로드 부탁드립니다.

MyAppsSalesSampleData

구분	계약명	계약일자	계약금액	계약업체	대표자	수주계약사유	담당부서
회사	Processor Core IP	2020-08-21	1953600000	ARM***	Ja**	-구매요청 제40조 제3항 제호 비핵	구매조달실
내자물품	MATLAB Enterprise License	2020-12-22	1540368300	레스***	이**	구매요청 제16조(수주계약) 제호 비핵	구매조달실
일자	Synopsys 설계용 (DC, VCS 등)	2020-10-21	1110000000	[중]***	조**	구매요청 제16조(수주계약) 제호 비핵	구매조달실
회사	무선매 회색서 내지거	2020-03-23	725000000	Blu***	이**	-구매요청 제40조 제3항 제호 (특)은	구매조달실
용역	2020년도 한국전자통신연구원 구분 명칭에 대한보안성	2020-10-12	601482050	에이***	김**	구매요청 제16조(수주계약) 제호	구매조달실
일자	Mentor 설계용 (Calibre E)	2020-10-21	499000000	[중]***	조**	구매요청 제16조(수주계약) 제호 비핵	구매조달실
내자물품	E-beam/Thermal Evaporator	2020-07-06	425000000	한국***	김**	구매요청 제16조(수주계약) 제호 비핵	구매조달실

# 1-3 Technological Excellence (Feature 2)

## Various form configurations are available

The screenshot displays a web application interface for managing request forms. At the top, there's a search bar and navigation buttons. Below it is a table listing request forms with columns for NO, 요청사항번호, 접수일, 상태, 요청사항, 전달내용, 고객사명, and 고객사담당자. The table shows 5 rows of data.

Below the table, there's a section for '총 72 개 데이터' (Total 72 data items) and a '접수 카탈로그 보기' (View Request Catalog) button. The main part of the interface shows a detailed view of a request form with various fields and tabs for editing and viewing.

## Development of various business applications

- Supports over 90 input/output components for developing various business forms
- Enables business development at the level of ERP and SI

The screenshot shows a detailed view of a business application form. It includes a search bar, a table of items with columns for NO, 거래명, 계약일자, 내역자구분, 배제일고, 부가세유형, 납기일차, 운송구분, 통화단위, 환율, 수요사항명, and 결제조건. Below the table, there are various fields for form configuration, including '거래명', '계약일자', '내역자구분', '배제일고', '부가세유형', '납기일차', '운송구분', '통화단위', '환율', '수요사항명', and '결제조건'. The interface also shows a 'C/W Approval' button and a '구매명세서' (Purchase Order) section.

# 1-2 Technological Excellence (Feature 3)

There are no limitations on expansion and feature implementation

The screenshot displays a web application for managing requests. The main area contains a table with the following data:

NO	요청사항번호	접수일	상태	요청사항	처리내용
1	REQ-24-05-0012	2024-05-30 (목)	접수	개인정보 유효기간 초과자로 삭제 배치프로그램 처리	1
2	REQ-24-03-0044	2024-03-25 (월)	접수	연결된 그리드에서 세로고침 버튼 넣	자기버전개발

Below the table, a code editor shows the following JavaScript code:

```

script
63 form.reqKakao()=>{
64 // 카카오 연동이 설정되지 않으면 리턴함
65 if (!Kakao.isInitialized()) return;
66 // 현재품의 정보를 읽어온다
67 let row = form.dataForm._.exprov_;
68 // 타이틀
69 //let title = "접수:" + row["요청사항번호"] + " : " + row["요청사항이름"];
70 let title = row["상태"] + " : " + row["요청사항번호"] + " : " + row["요청사항이름"];
71 // 설명
72 let description = Jinja.global.html2text(row["접수내용"]);
73 // 이미지주소
74 let imageUrl = row["대표이미지"] ? location.origin + Jinja.global.json(row["대표이미지"]).url:null ;
75 // 클릭시 이용할 주소
76 let link = row["접주소"];
77
78 let guestformUrl = location.origin + "/apps/" + workspaceMeta.options.appInfo.workspaceUrl + "/guestform";
79 let url = "ad7be2a8-b886-496f-be63-d412452d58a1" || form.fileInfo.URI;
80 let keyId = form._.key_;
81 let type = "guestView";
82
83 let url = "u=" + url + "&q=" + keyId + "&ver=" + Date.now() + "&laytype=inform&linktype=" + type;
84 url = "s" + guestformUrl + "/" + window.btoa(url) ;
85
86 Kakao.Share.sendDefault({
87   objectType: 'feed',
88   content: {
89     title: title,
90     description: description,
91     imageUrl: imageUrl || "https://www.appspeed.net/repository/systemImages/features/ogImage.jpg",
92     link: {
93       mobileWebUrl: url,
94       webUrl: url
95     }
96   }
97 })
    
```

## Scalable Feature Implementation

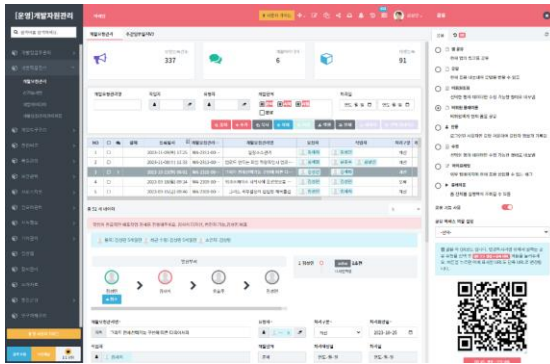
- Address the limitations of no-code development
- Overcome the restrictions of feature implementation through expert-level code extension

# 1-2 Technological Excellence (Feature 4)

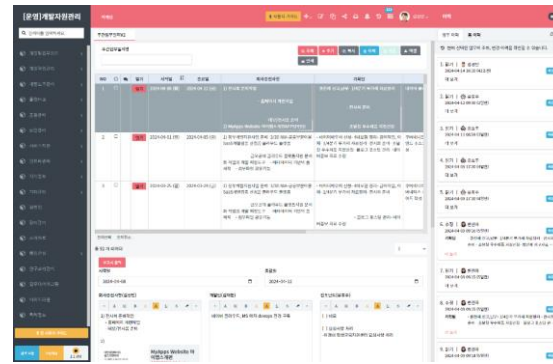
This product provides tools for businesses and collaboration

This product implements features that are not covered by no-code and low-code solutions

[Examples]



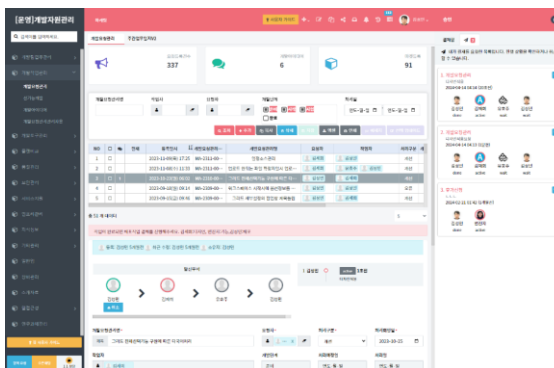
Materials sharing



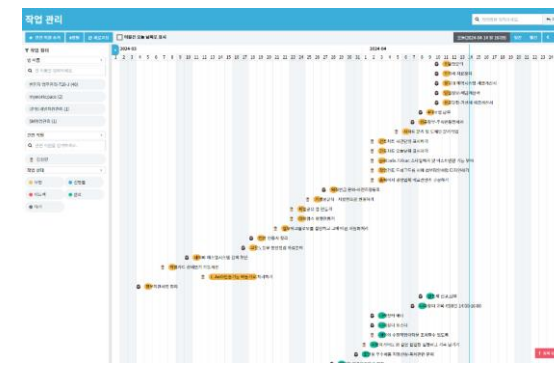
Auditing features

## Providing essential tools for collaboration

- Materials sharing
- Auditing features
- Electronic approval
- Task sharing
- Permission management
- Deployment features
- Organizational chart
- Notification system
- Role management



Electronic approval

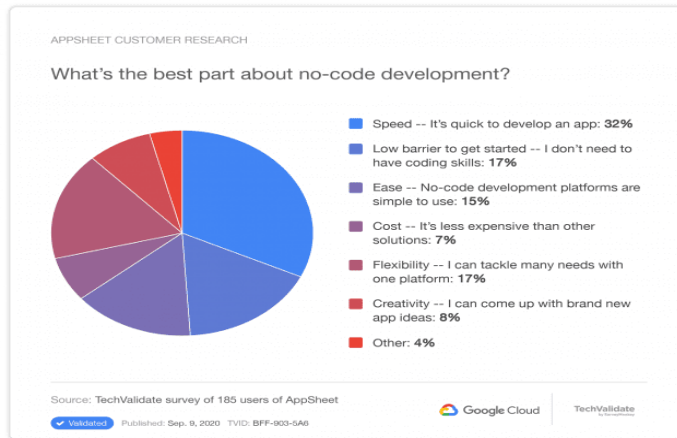


Task sharing



# 1-3 Technological Excellence

## Competitive edge



What is the greatest advantage of no-code development?

- Speed – We can develop app fast : 32%
- Low barrier to entry – No need for coding skills : 17%
- Easy to use – No-code development platform is user-friendly : 15%
- Cost – It is cheaper than other solutions : 7%
- Flexibility – A single platform can address a wide range of requirements : 17%
- Creativity – It helps with new app ideas : 8%
- Others : 4%

### Competitive edge

- Launcher-style low-code platform
- Low-code for building low-code platforms
- Meta-storage compatible with HTML5 low-code and no-code
- Docker-based virtualization technology

Problem Solving

### Challenges with low-code

- Difficulty in maintenance
- Lack of originality in design
- The paradox of a 'one-size-fits-all' approach
- Difficulty in understanding the internal code (leading to potential fear of hidden errors)
- Challenges in handling system failures
- Difficulty in learning low-code
- Issue of vendor lock-in

Problem Solving

### Software development

- Slow development speed
- Complex architecture
- Requirement for specialized coding skills
- High development labor costs

# 1-3 Technological Excellence

## Application 1

**교육부**

SaaS 플랫폼 구축

**공통 영역**  
업무 처리 기능  
회계 인사 연구 공통  
대부분의 업무 기능을 공통 영역으로 구현

**특성화 영역(비공통 포함)**  
39개 대학 특성적용  
UI 영역  
비즈니스 프로세스 영역  
롤 영역

**사용자 영역**  
대학사용자를 위한 개발환경 구성 지원

**01 39개 이상 대학에 유연한 확장**  
• SaaS 기반 플랫폼 적용으로 39개 대학 외 공립대 및 사립대학, 전문대학 등으로 유연한 서비스 확장 가능

**02 특성화(비공통 포함)를 고려한 시스템 구축**  
• 대학별 업무 프로세스를 대학의 환경에 따라 조정 가능  
• 업무별로 화면상 관리하는 항목 특성화

**03 사용자 영역을 제공하여 대학별 관리**  
• 조회/통계 등 비정형 업무에 대해 대량 처리 가능

**표창장**  
교육부장관 표창장  
2021년 12월 21일  
최대영 (최대영) 씨  
교육부 SaaS 플랫폼 구축 사업에 기여한 공로로 표창장을 수여합니다.

Configurable Programs  
Development technology  
Web-based form design technology

### Requirements

- A 55 billion KRW SI project with 40,000 users, integrating an ERP system
- Custom development tailored to each university
- Support for university environments based on size (eg. a tenfold difference in scale between Busan National University and Seoul National University of Education)
- Continuous expansion of individual services

### Issues

- Number of development screens : 2,000 per university
- Total number of development screens : 2000 \* 39
- Inability to change processes for each university
- Inability to apply specific business rules for each university
- Insufficient development schedule
- Variability in developer skills

### Solutions

- Applied low-code platform
- Applied no-code platform
- Applied Cloud SaaS technology

### Results

- Completion of the project within the deadline
- Maintenance support for each university
- Award of a ministerial commendation

# 1-3 Technological Excellence

## Application 2

### Domestic solution company



Component management technology  
 Company-specific Package  
 Configuration Technology

### Requirements

- Development tools for energy solution packages
- Customized services for each company
- Centralized source management

### Issues

- Experience in Flex development
- No experience in web standards development
- Short-term projects with an average duration of 3 to 5 months
- Quality issues due to outsourcing personnel
- Need for energy-specific UI components
- Poor source management for company-specific projects

### Solutions

- Applied low-code platform
- Applied no-code platform
- Creation of UI/UX components
- Integrated source management system

### Results

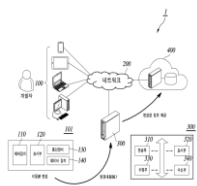
- Completion of the project within the deadline
- Maintenance support for each university
- Award of a ministerial commendation



# 1-3 Technological Excellence

## Patent Registration

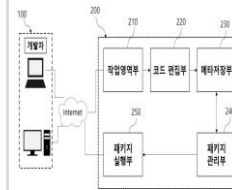
KR 10-1906170



Methods for providing grid processing services using cloud based large scale data management

- During large-scale data processing, data communication is reduced, enabling faster operation
- When revising the grid, pages can be freely navigated, and changes can be applied all at once
- Troubleshooting the need to go back to a previous page and restore saved material after canceling an action
- Redisplayed edited material on page navigation
- Facilitates easy review of completed work and efficient data editing
- No need for communication to retrieve data during tasks; data change information is retained when navigating between grid pages
- Seamless data management

KR 10-2397494

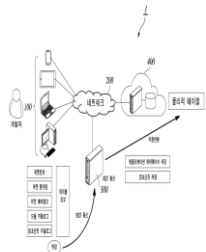


Low code web development and management system and its service methods

- Speedy web development with streamlined procedures from development to management
- Significantly reduces the burden of source code development and simplifies resource management
- Enables web-based development, utilizes server-provided APIs to run server logic, and allows the execution of developed applications by connecting to the server
- Stores JavaScript code and stylesheet code, which are parts of component, as a unified editor (code editing section) in the metadata storage

Gain efficiency with package configuration management over individual file-by-file methods

KR 10-1949337

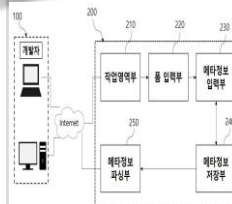


Cloud based PaaS provisioning method using FIA

- Automation of physical table changes by establishing the physical field relationships between development tools during UI design
- Physical table changes are possible even without an additional server program
- Application development is possible with just a simple UI configuration

Low-cost and fast development completion

KR 10-2397495



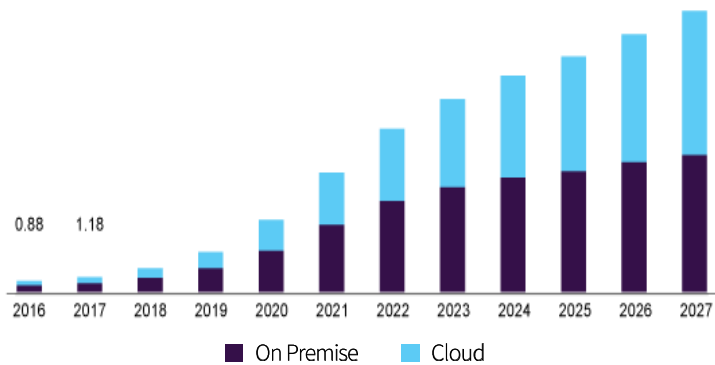
No-code App development and management system and its service methods

- Establishing the definition of configuration components and the flow of data and processes to run the application without developer coding
- An application can be developed simply by defining meta information
- Method for running an application without additional server coding
- Method for providing services to optimize the development, efficient management, and operation of applications with various functions

# 2-1 Market Overview

## Market Size

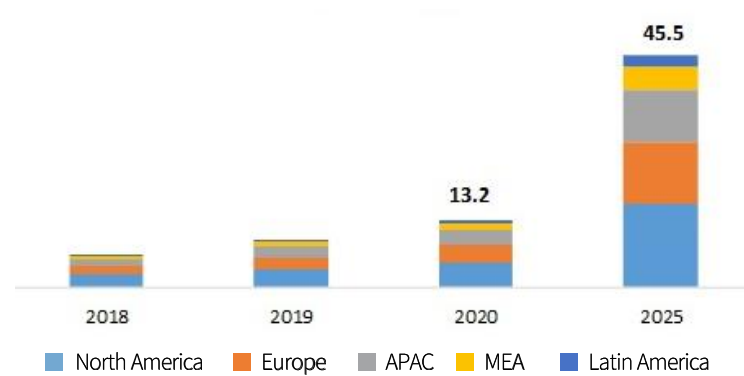
U.S. low-code application development platform market size, by deployment, 2017-2027 (USD Billion)



Source: [www.grandviresearch.com](http://www.grandviresearch.com)

The global low-code application development platform market was valued at \$11.45 billion in 2019 and is expected to grow at a compound annual growth rate (CAGR) of 22.7% from 2020 to 2027, reaching \$86.8 billion by 2027

Low-Code Development Platform Market, By Region (USD Billion)



Source: MarketsandMarketsAnalysis

In North America, there are several prominent market players that provide low-code development platforms and services to all end users in the region. Both the United States and Canada have strong economic conditions and are expected to be major contributors to the growth of the low-code development platform market.

# 2-1 Market Overview

## Comparison of Market Competitiveness (International)

### Zoho(India)

Competitors' strategies	<ul style="list-style-type: none"> <li>Presenting it as a workplace collaboration solution and offering samples that can be installed as packages</li> <li>In the case of advanced implementation, the structure allows for integration with the company's cloud products</li> </ul>
Strengths compared to our company	<ul style="list-style-type: none"> <li>It is composed of task-specific packaged cloud services and separate small-scale features</li> <li>During expansion, task-specific packages are supported and can be utilized</li> </ul>
Weakness compared to our company	<ul style="list-style-type: none"> <li>The design is simple, making it difficult to use for a variety of purposes</li> <li>As the amount of data increases, the speed significantly decreases, and the pricing is limited based on the quantity of data</li> <li>Component expansion is not supported</li> </ul>

### Kinton(Japan)

Competitors' strategies	<ul style="list-style-type: none"> <li>A strategy of developing and utilizing unit function apps within team-based dashboards</li> <li>There are no task-specific packages; instead, templates are provided for individual functions</li> </ul>
Strengths compared to our company	<ul style="list-style-type: none"> <li>The initial dashboard is configured with a built-in chatter function to facilitate smooth communication within teams</li> </ul>
Weakness compared to our company	<ul style="list-style-type: none"> <li>There is a lack of management methods for connecting data between apps</li> <li>Expansion is limited</li> <li>Component expansion is not supported</li> </ul>

### Microsoft (USA)

Competitors' strategies	<ul style="list-style-type: none"> <li>A package that employs a strategy integrated with existing office tools</li> </ul>
Strengths compared to our company	<ul style="list-style-type: none"> <li>It includes the concept of connectors for Office and other various access points, allowing for diverse external integrations</li> </ul>
Weakness compared to our company	<ul style="list-style-type: none"> <li>There are many concepts that are difficult for users to grasp.</li> <li>At the level of a newly developed tool</li> <li>Component expansion is not supported</li> </ul>

## 2-1 Market Overview

### Comparison of Market Competitiveness (Domestic)

- Individual user-based survey forms are widely used in the domestic market
- **There is no control over data production and management at all**
- Seamless continuity of work is impossible since it is managed based on individual users

Product Name	Data Management	Form-Based Data Collection	Sheet-Based Data Collection	Excel Compatibility
Naver Form	×	○	×	×
Google Survey	○	○	×	×
NICE Data Compilation	×	×	○	×
Our Product	○	○	○	○

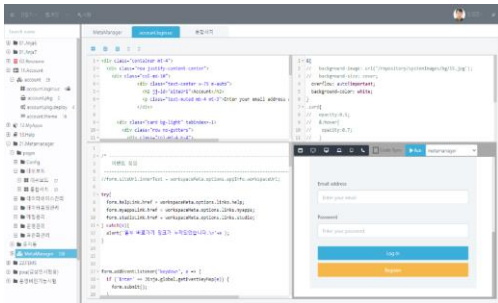
# 2-2 Types of Services

## Products

### Low-coding Development Tool

#### Product Name : AppSpeed Studio

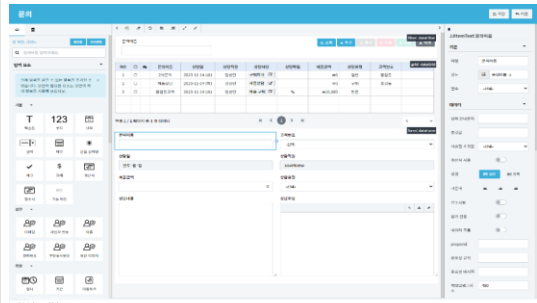
- Cloud-based SaaS development platform service
- A web-based development platform that enables development with no restrictions of location
- Custom components can be developed and packaged according to size for each site
- Operate multiple sites through a multi-virtual websites



### No-coding Development Tool

#### Product Name : AppSpeed MyApps

- No-coding cloud service based on AppSpeed
- Users can develop apps via WYSIWYG
- Excel files can be uploaded, and specific sections can be copied and pasted during app development



### Webpage Development Tool

#### Product Name : AppSpeed MySite

- Development of No-coding Webpage
- Development of bulletin boards and image galleries
- Development of web accessibility
- User management and permissions management



## 2-3 Introduction to MyApps

### The disadvantages of the traditional approach

#### Systematic information management

Excel data is challenging to share in the absence of the responsible person. Difficulty in locating files and managing the latest updates

#### Sharing real-time data

The hassle of repeatedly editing documents and sending emails when the content of shared data is changed, leading to the risk of work being missed due to differences in update and sharing times.

#### Controlling access to data

Files are difficult to control for external leakage or access, and it's impossible to know whether it has been viewed. There is a need for user-specific access control to data.

#### Real-time data collection and analysis

Managing data through the distribution of blank forms via email, then pasting the collected data into Excel, consumes a significant amount of time.

#### Insufficient ability to respond quickly to frequently changing tasks

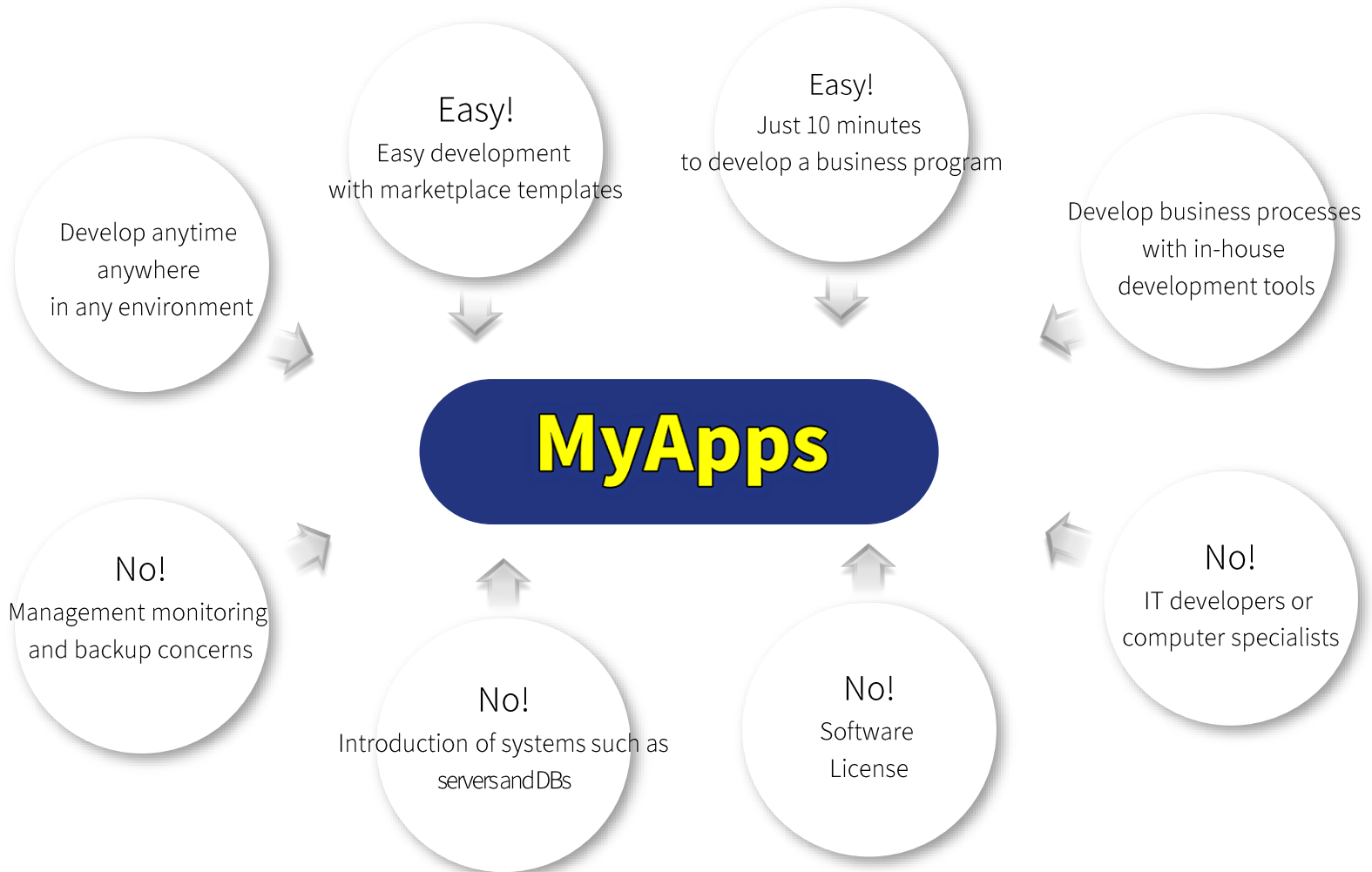
It's challenging to allocate separate development time for the frequently occurring demands for various functional changes, and it's difficult to respond quickly.

#### Managing large data volumes and defining requirements

Due to the frequent changes in tasks, defining requirements, and modifying databases are common, making it difficult to progress due to the numerous meetings required.

## 2-3 Introduction to MyApps

### Why MyApps ?



## 2-3 Introduction to MyApps

### Demo Videos



<https://youtu.be/XysnF3sSHRM>

Use and modify the MyApps Market



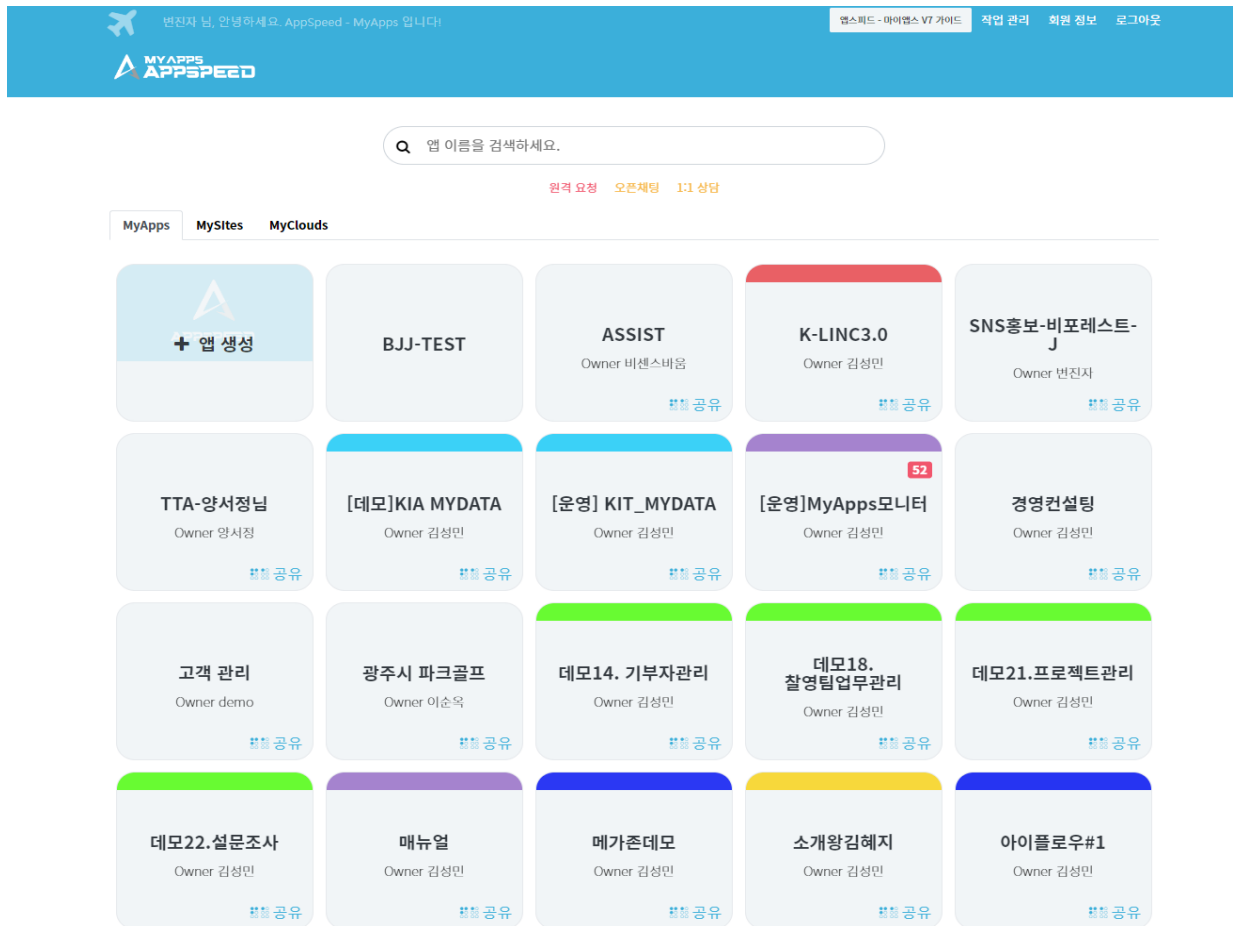
<https://youtu.be/eBMBvZPuME>

Manage data change history



# 2-3 Introduction to MyApps

## Development of Apps

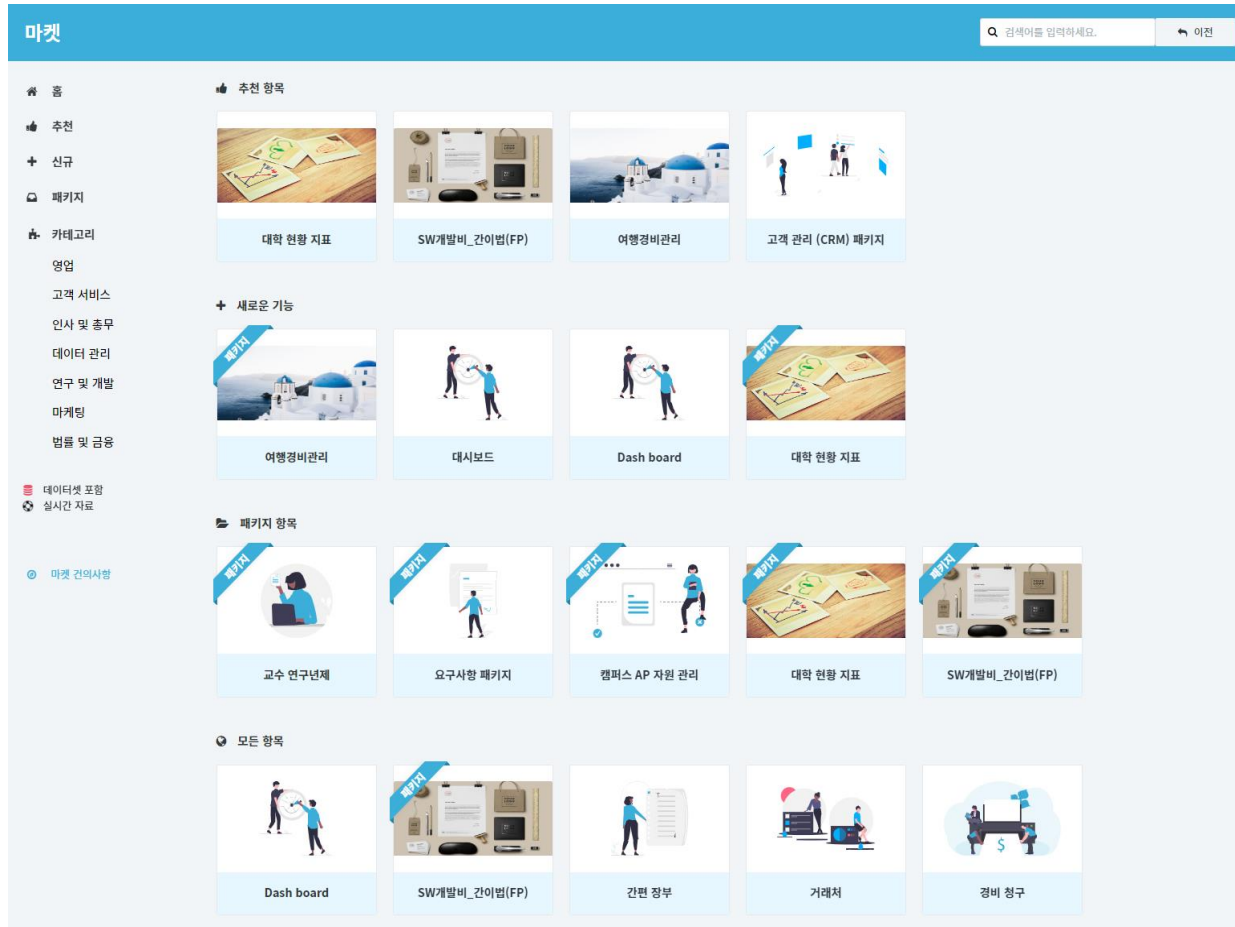


### Key features

- Making my own app
- App can be shared according to business needs
- Add users to share the app
- Assign permissions based on users

# 2-3 Introduction to MyApps

## Market template

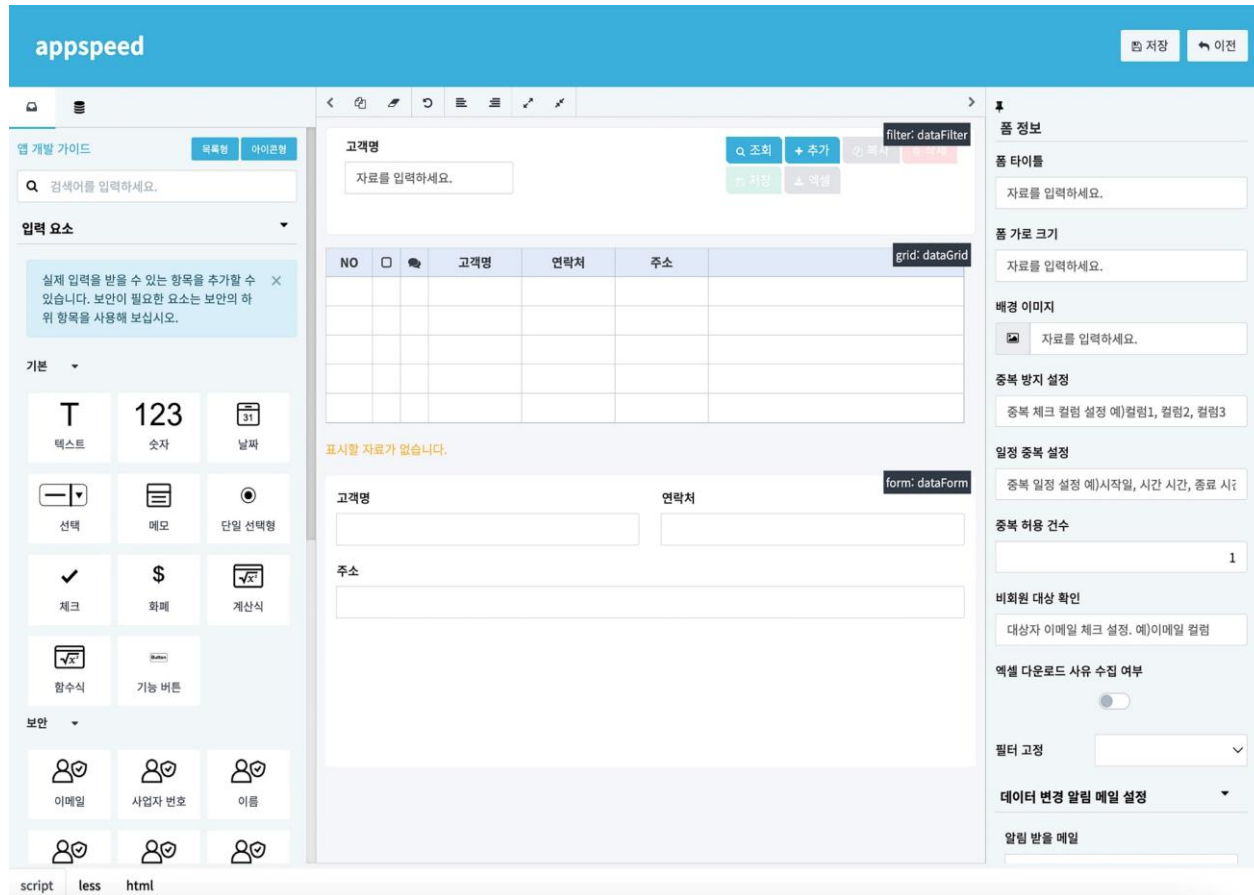


### Key features

- Widely used forms are provided as a template
- After the app is installed, it can be revised based on the needs

# 2-3 Introduction to MyApps

## Form Builder



### Key features

- Professional form design tailored for the domestic SI market
- Drag & Drop
- Responsive design for mobile support
- Integration with website modules
- Response time of less than 2 seconds for over 1,000 form objects
- Pure HTML5 code generation
- Fragment part functionality for reuse
- Tab and inner tab configuration features
- Integration with REST API and Java service

# 2-3 Introduction to MyApps

## A Gantt chart

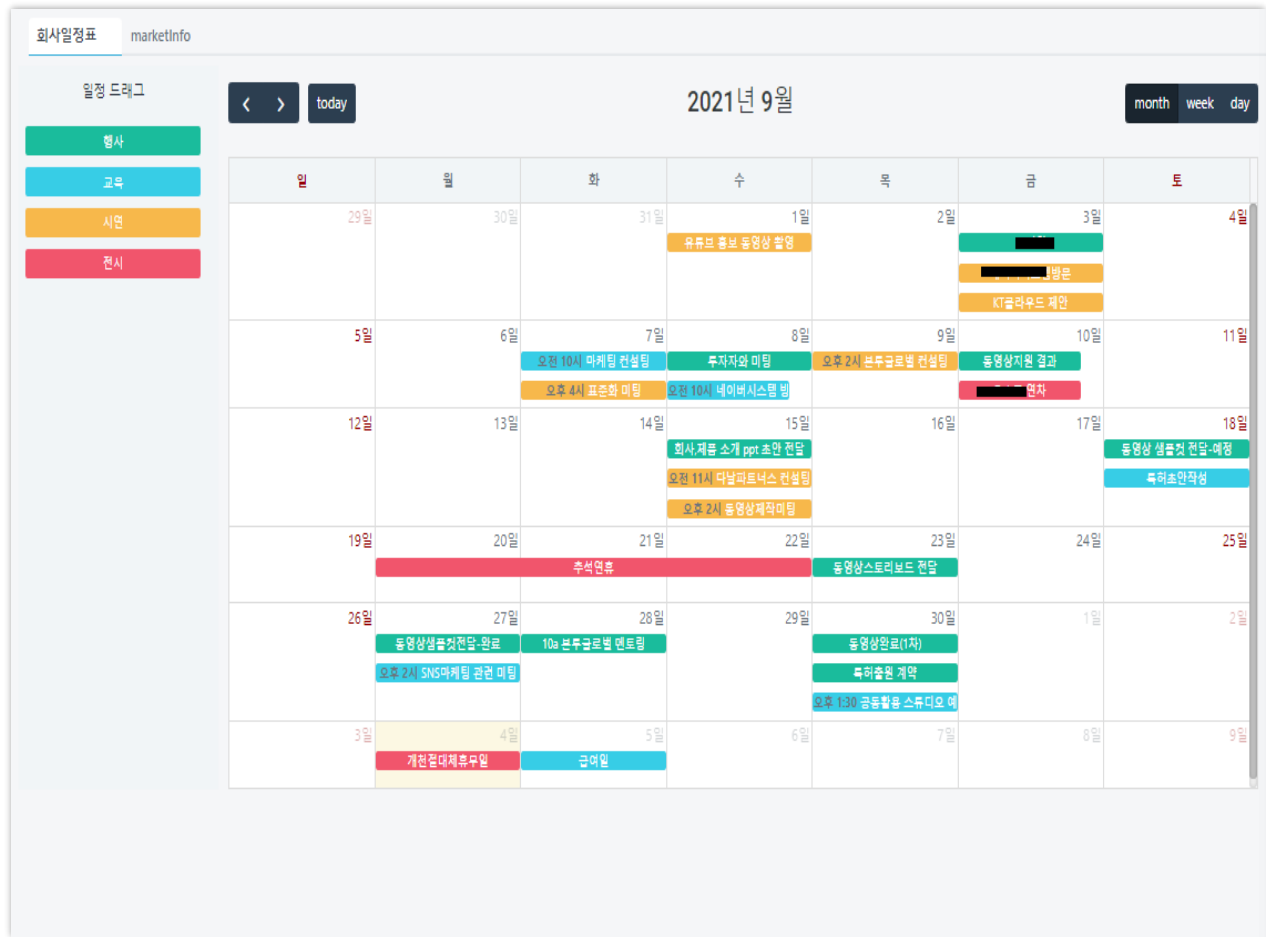


### Key features

- Allows you to see the work status of each team member at a glance.
- Helps in understanding the progress of tasks.

# 2-3 Introduction to MyApps

## Calendar

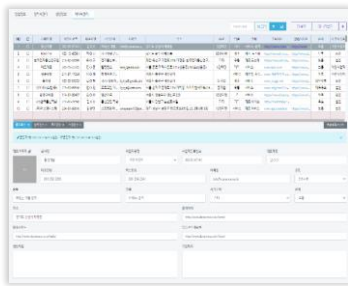


### Key features

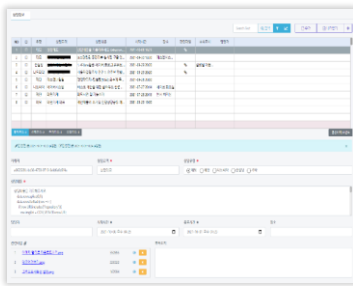
- A scheduling management tool
- Integration with Google and external systems
- Integrated management of important schedules in MyApps

# 2-3 Introduction to MyApps

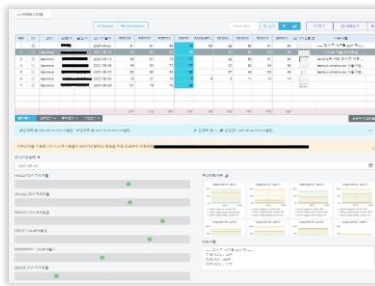
MyApps is a tool for managing necessary resources, allowing practitioners to take the lead in creating and using whatever is needed



**Client management**



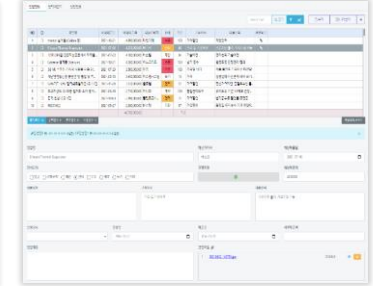
**Customer management**



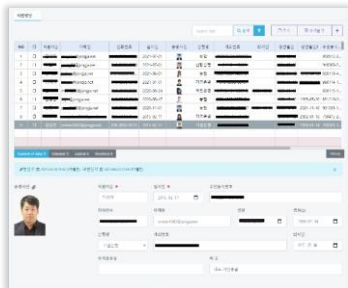
**Server monitoring**



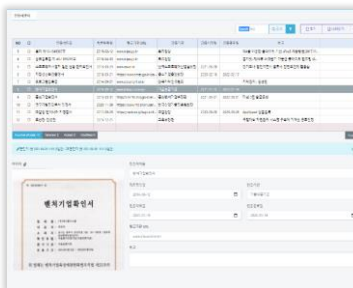
**Vehicle management**



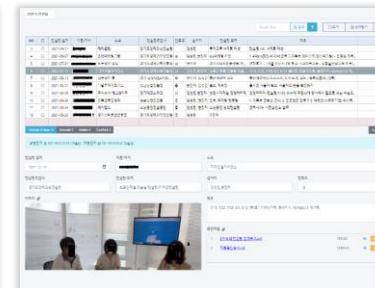
**Sales management**



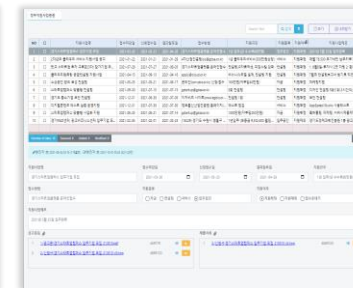
**HR management**



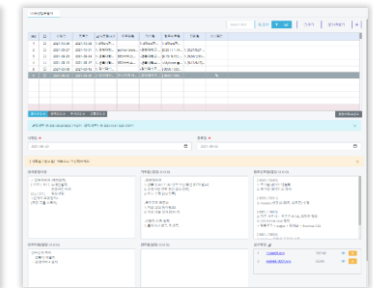
**Certificate management**



**Expert consulting**



**Government support projects**



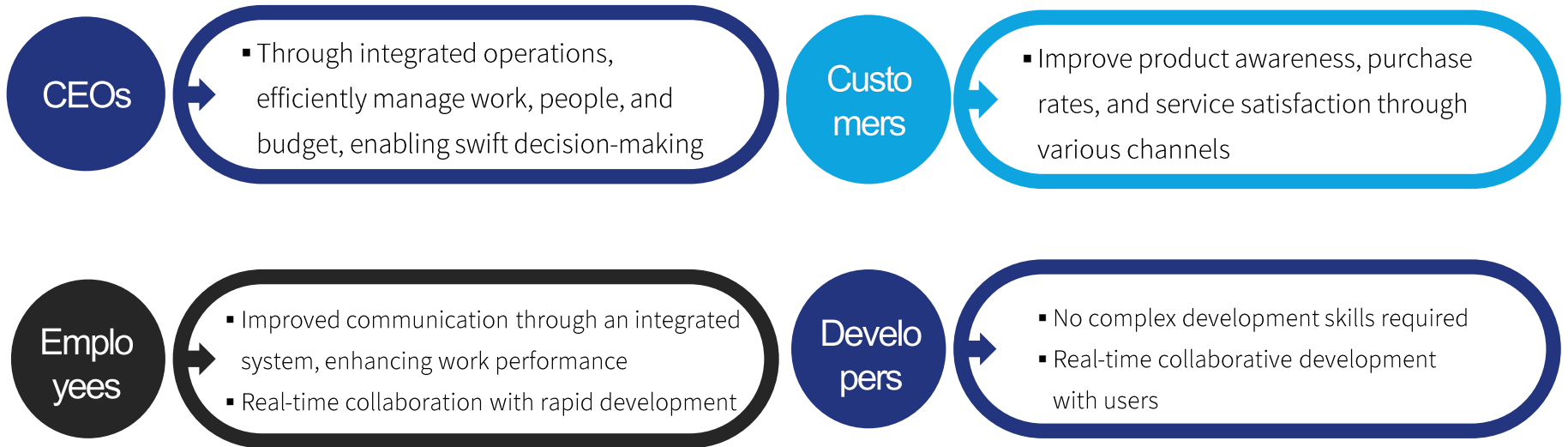
**Weekly work planning**

And many others...

"Just Drag & Drop Program Platform"

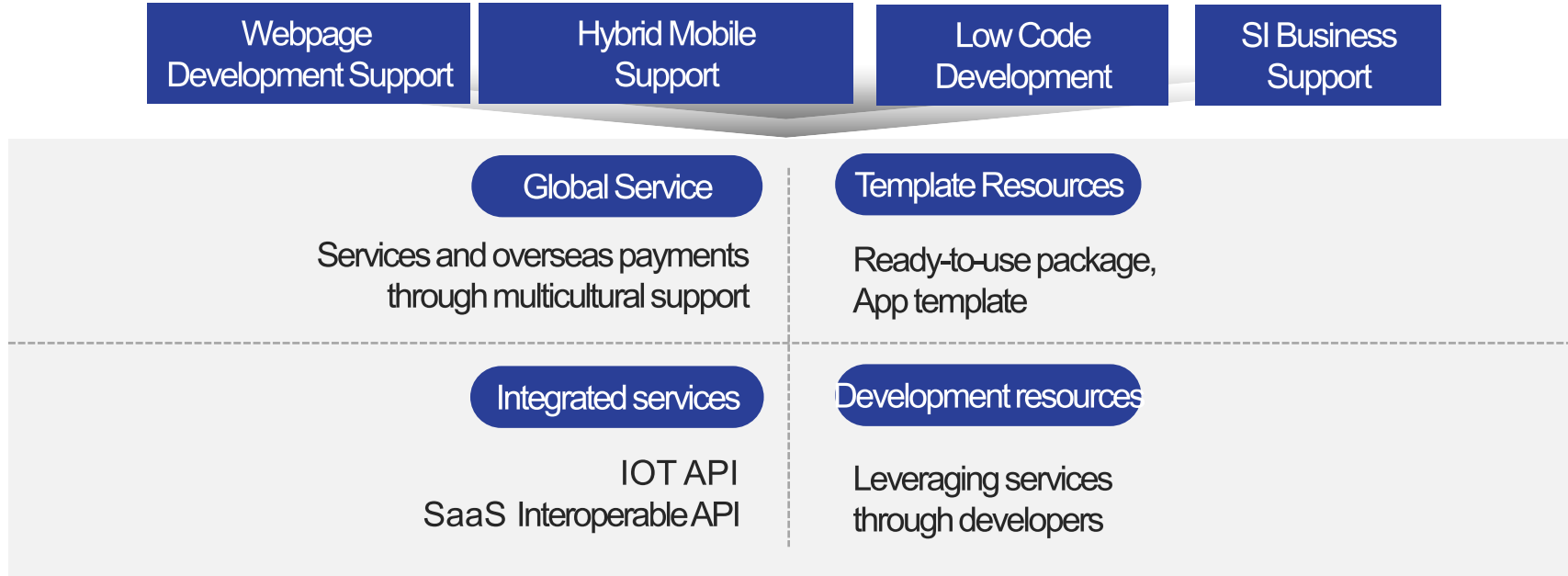
## 2-3 Introduction to MyApps

### Strengthening the company's competitiveness by integrating resources into one with MyApps



# 3-1 Growth Strategy

## Business Model



### [ The democratization of software development ]

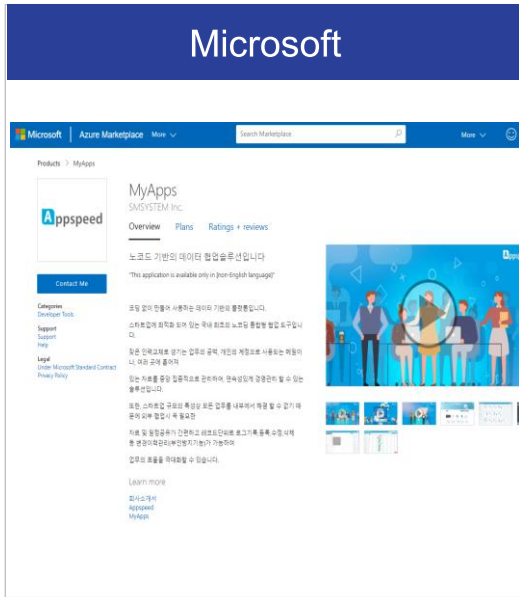
Develop web, mobile, and business apps all at once  
Software that anyone can use anytime, anywhere

**A world where anyone can easily utilize software**  
through integrated software development services



# 3-1 Growth Strategy

## Status and Capabilities of Business Partners



- Product registration on Azure Marketplace
- Securing domestic mid-to-large enterprise clients
- Co-hosting seminars
- Joint marketing for overseas services



- Signing a third-party unit price contract with the Public Procurement Service
- Public sector clients
- Joint exhibition events and promotional material production

### Signing an MOU with overseas buyers

협약국가	협약일	협약금액	협약서
일본	2023.11.7	2,500,000 USD	
인도	2023.11.3	1,000,000 USD	
캐나다	2023.11.3	500,000 USD	

- Signing an MOU with overseas buyers
- Canada (Nov, 03, 2023, \$50)
- India (Nov, 03, 2023, \$100)
- Japan (Nov, 07, 2023, \$250)

# 3-1 Market Entry and Growth Strategy

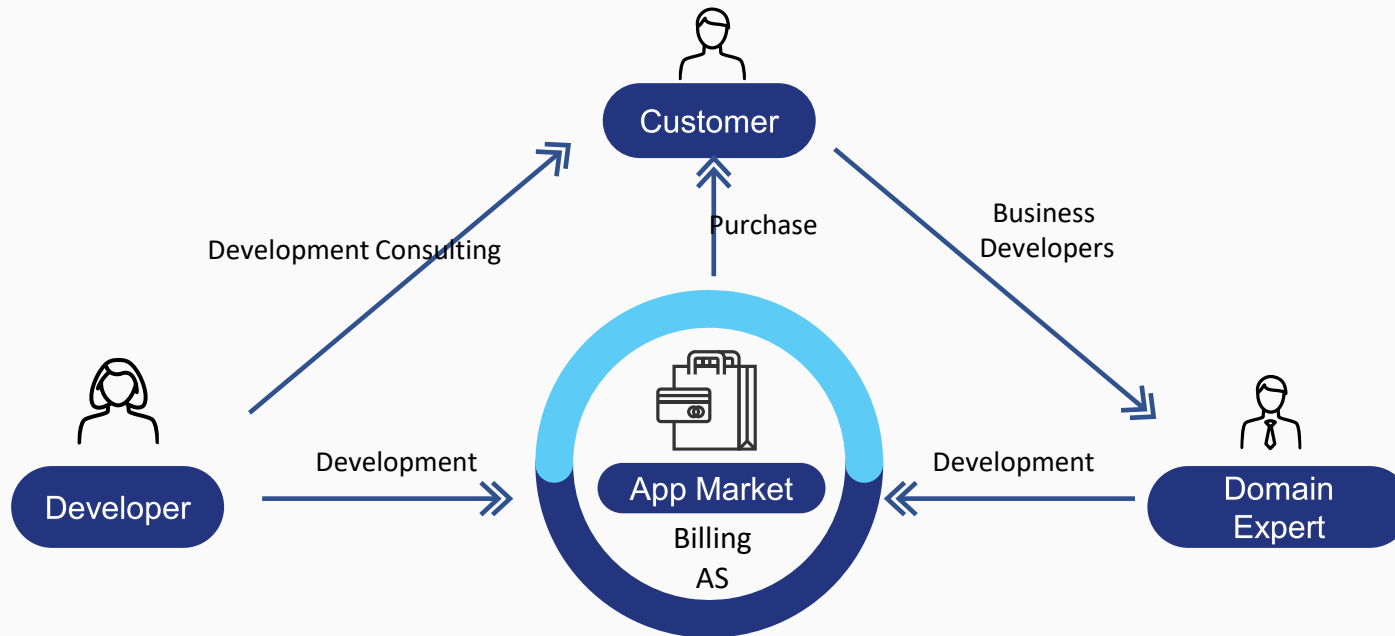
## Growth Strategy

Market	Growth Strategy
University	<ol style="list-style-type: none"> <li>1. Providing the reference university's app free of charge                             <ul style="list-style-type: none"> <li>- Offering free distribution of apps developed at universities like Kumoh National Institute of Technology, Kyungpook National University, and Hankyong National University</li> </ul> </li> <li>2. Seminar and external promotional activities showcasing successful case studies from reference universities                             <ul style="list-style-type: none"> <li>- Promotion of implementation outcomes and examples</li> </ul>                             E.g.) Future directions for university growth in the digital management era Innovative examples of administrative automation in the age of AI                         </li> </ol>
SMEs	<ol style="list-style-type: none"> <li>1. Securing adoption across similar industries through sector-specific markets                             <ul style="list-style-type: none"> <li>- Development and distribution of niche apps for small-scale businesses like real estate, rental services, and funeral operations</li> </ul> </li> </ol>
Overseas markets	<ol style="list-style-type: none"> <li>1. Market expansion through global cloud service providers                             <ul style="list-style-type: none"> <li>- AWS, Microsoft, Google</li> </ul> </li> <li>2. Building references and exhibiting at global events</li> </ol>

## 3-2 Future Plans

### Market Ecosystem Development Plan

- The customer becomes a domain expert
- Domain experts participate as specialized app developers in the business domain
- Developers generate new clients through development consulting



**Establishment of sustainable market**

## 3-2 Future Plans

### Mid-to-Long Term Technology Development Roadmap

- Secure the technology to develop software easily and freely
- Secure the technology to develop an engaging and visually-driven collaborative environment

Developed  
AI-based  
Digital Image  
Technology

in 2025



- Technology that generates apps from screenshots, technology that automatically converts images of an existing company's site into an app

Metaverse  
Visualization  
Technology

in 2026



- Development of metaverse-based collaboration technology
- Development of technology for running apps in virtual reality

Developed  
AI-based  
Analog Image  
Technology

in 2027













- Technology that converts images written on paper or a whiteboard into an app in real-time
- Development of an algorithm for app configuration through voice recognition

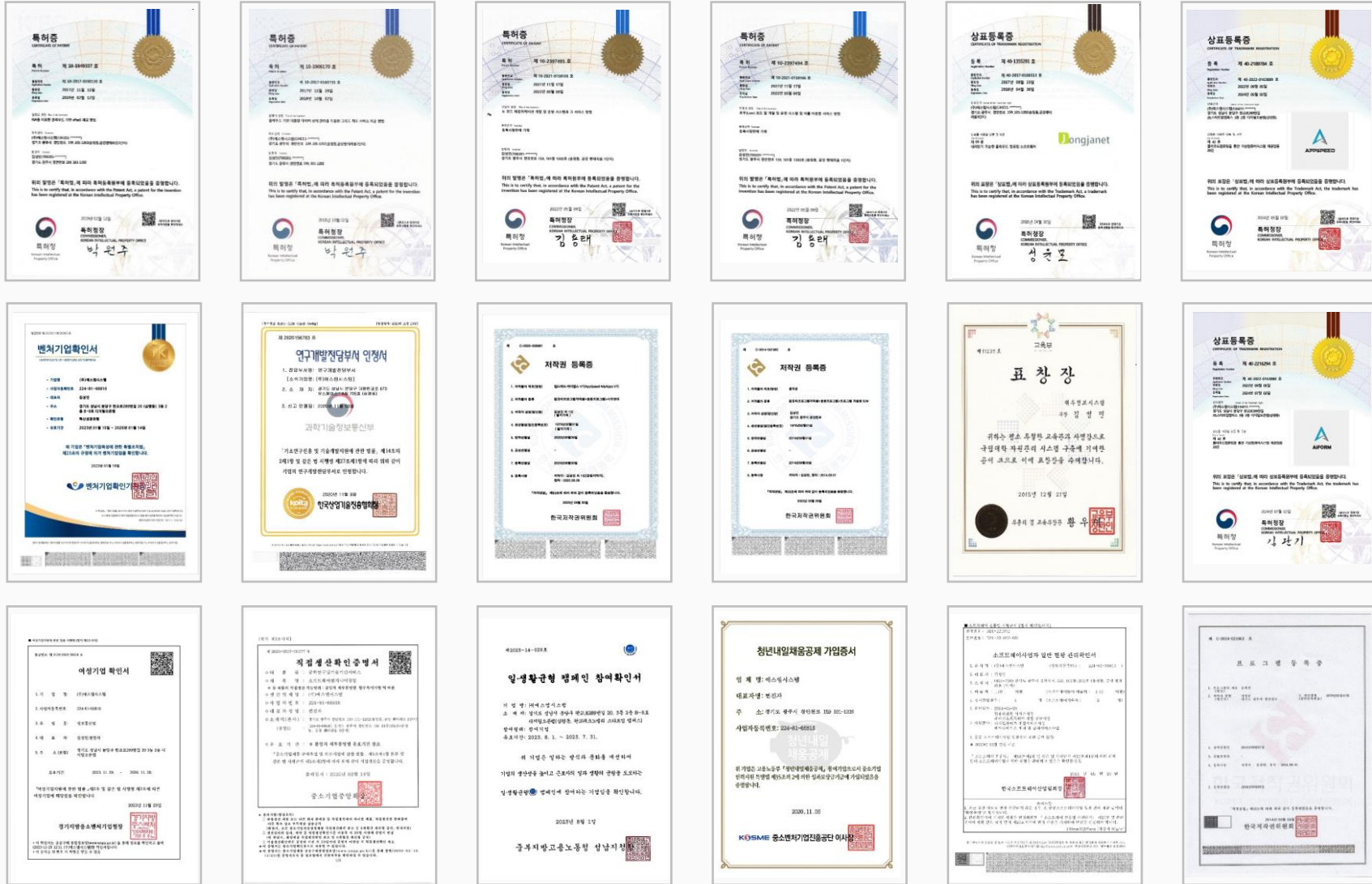
Just Drag & Drop Program Platform"

# 4-1 Certification Status

## Quality Performance and Certification

<p>Certification name</p>	<p>Cloud interoperability Testing and certification – Aug, 2023</p>	<p><b>GS (Good Software) certification – Oct, 2023 (1st grade)</b></p>	<p>Cloud Computing Service Quality and Performance Certificate – Dec, 2023</p>	<p>Open Cloud Platform <b>Compatibility Certificate (Advanced grade)</b>-Dec, 2023</p>	<p>Web Accessibility Quality Certification Hankyong National University - Dec, 2023</p>
<p>Issuing organization</p>	<p>Korea Telecommunications Technology Association (TTA)</p>	<p>Korea Telecommunications Technology Association (TTA)</p>	<p>National IT Industry Promotion Agency (NIPA)</p>	<p>Open Cloud Platform / National Information Society Agency (NIA)</p>	<p>Korea Institute of Web Accessibility Certification and Value</p>
<p>Certification</p>					
<p>Test Report</p>					

# 4-1 Certification Status (4 Patents, 3 Trademark Registrations, Venture Business Confirmation, Others)



# 4-2 Press Release

2014 : Only 4 software items registered on the Marketplace (JongjaNet SaaS)

**보도자료**  
미래창조과학부총동신위원회 예산결산특별위원회 새정치민주연합  
향년개로 걸머지는 '문화와 경쟁'의 대국 만들기 국회의원 총의력  
서울특별시 영등포구 의사당대로 1 국회의명회관 617호  
Tel.02-784-6271 / Fax.02-786-0392 / E-mail:7882971@hanmail.net  
담당자: 정경훈 비서관 시행일 : 2014.10.23.(목)

**400억 쓴 SW개발지원사업 마켓플레이스 등록은 단 4건**  
- 4년동안 매년 100억원씩 총 208건 사업 지원, 글로벌 마켓플레이스 등록은 단 4건, 국내 마켓은 단 한 건도 없었음  
- 총의력, "개발을 위한 개발 아닌 활용가능한 SW개발에 지원해야"

□ 2011년부터 4년동안 400억원에 달하는 예산이 지원된 SW개발지원사업을 통해 개발된 SW중에서 단 4건만 글로벌 마켓플레이스에 등록된 것으로 나타났다.

□ 국회 미래창조과학부총동신위원회 총의력(새정치민주연합, 대구 북구(을) 지역위원장)의원에 의하면 최근 4년동안 매년 100억원씩 총 208건의 사업에 400억원이 넘는 예산이 지원된 SW개발지원사업의 결과물 중 국내외 마켓플레이스에 등록된 것은 단 4건에 불과했다.

□ 구체적으로는 펜타시큐리티의 웹방화벽 보안 클라우드 서비스와 포비즈코리아의 클라우드 기반 전자상거래 플랫폼 서비스가 아마존 마켓플레이스, 온스퀘어의 음원유사성분석 클라우드 서비스와 종자넷의 기업업무용 SaaS CRM이 구글 크롬 웹스토어에 등록된 것이 전부다.

2016 : SaaS Platform TTA Standardization Advisory Service

TTA 임재환 ICT표준전문가서약서  
에스엠시스템은 2015년 7월 법인으로 전환한 젊은 회사이다. 뿐만 아니라, 국내에서 유일하게 aPaaS(Application-Platform-as-a-Service) 기반의 SaaS 플랫폼을 개발 및 보급하고 있는 수준 높은 기술을 가진 클라우드 전문 기업이다. 중국 브랜드로는 그물망이 ERP CRM 등 다양한 분야에 SaaS 플랫폼을 제공하는 중화권 서비스가 있다. 이러한 기술을 바탕으로 에스엠시스템은 국내에서 차관관시스템 사업의 SaaS 플랫폼 개발을 담당하고 있다. 그러나 구원 단계에서 표준화의 벽에 맞닥뜨린 에스엠시스템은 TTA의 자문서비스를 신청하게 되었다.

**에스엠시스템, 새로운 표준 제안으로 한발 더 앞서는 SaaS 플랫폼 제작**  
TTA 자문서비스로 업계 선두주자를 꿈꾸다

TTA 표준화사업 추진단

\* 새사업은 'TTA 홈페이지-자문서비스-TTA 간담회-표준화심사기회'에 의해 모두 가능함

2017 : Excellent Project Execution under the Global SaaS Incubation Project (GSIP)

과학기술정보통신부 보도자료 하나된 일정 하나된 대한민국  
http://www.msit.go.kr  
보도일시 2017. 12. 15.(금) 오전(온라인 12. 14. 16:00)부터 보도에 주시기 바랍니다.  
배포일시 2017. 12. 14.(목) 09:00 담당부서 소프트웨어정책과  
담당과장 이우진(02-2110-1840) 담당자 조영진 주무관(02-2110-1848)

**2017년 글로벌 SaaS 육성 프로젝트(GSIP) 성과 발표회 개최**  
- 클라우드 확산을 위한 성과 공유 및 비즈니스 네트워크 장 마련 -

□ 과학기술정보통신부(장관 유영민, 이하 '과학기술부')는 정보통신산업진흥원(원장 윤종복) 주관으로 12월 14일(목) 서울 강남 Jam2Co(2층)에서 클라우드 SaaS 개발 성과 공유 및 관련 기업 간 비즈니스 네트워크 장인 '2017년 글로벌 SaaS 육성 프로젝트(GSIP)' 성과 발표회를 개최했다고 밝혔다.

\* Global SaaS(Software as a Service) Incubating Projects

○ '글로벌 SaaS 육성 프로젝트(GSIP)'는 과기정통부가 정보통신산업 및 국내외 시장 진출을 위한 클라우드 SaaS 기업, 클라우드 SaaS 기업, 클라우드 SaaS 기업 관계자 등 200여명이

시대, 대한민국 클라우드, 2017년 GSIP(43개) 과제, 클라우드 SaaS기업, 클라우드 기업 관계자 등 200여명이

개발을 완료하고 사업화에 생하는 등 우수한 성과를 낸, 위지연 에스엠시스템, 으로 선정되었다.

과학기술정보통신부(장관 유영민, 이하 '과학기술부')는 정보통신산업진흥원(원장 윤종복) 주관으로 12월 14일(목) 서울 강남 Jam2Co(2층)에서 클라우드 SaaS 개발 성과 공유 및 관련 기업 간 비즈니스 네트워크 장인 '2017년 글로벌 SaaS 육성 프로젝트(GSIP)' 성과 발표회를 개최했다고 밝혔다.

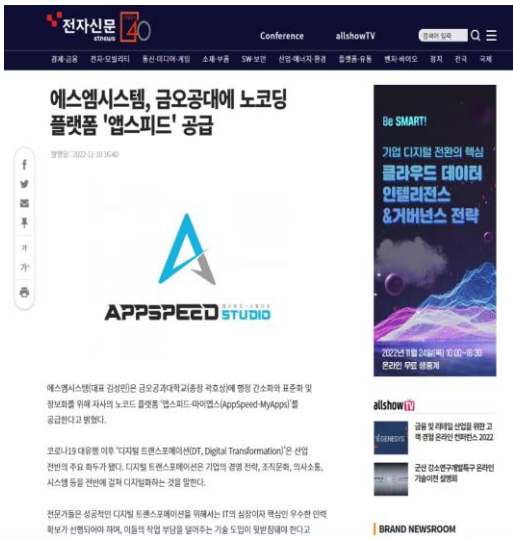
□ 이번 성과 발표회에서는 "4차 산업혁명의 시대, 대한민국 클라우드 산업의 새로운 가치창출 : SaaS, 라는 주제로, 2017년 GSIP(43개) 과제 성과 및 우수과제(5개) 발표가 있었고, 클라우드 SaaS기업, 클라우드 선도기업, 정보기술(IT) 및 소프트웨어(SW) 기업 관계자 등 200여명이 참석했다.

○ 올해 GSIP 43개 과제 중 27개 과제가 개발을 완료하고 사업화에 성공(62.8%)하였으며, 24억 원의 매출이 발생하는 등 우수한 성과를 달성했다. 이중 크레비즈니스, 엔쓰리엔, 위지연 에스엠시스템, 풀링크 등 5개 기업은 우수과제 수행기업으로 선정되었다.

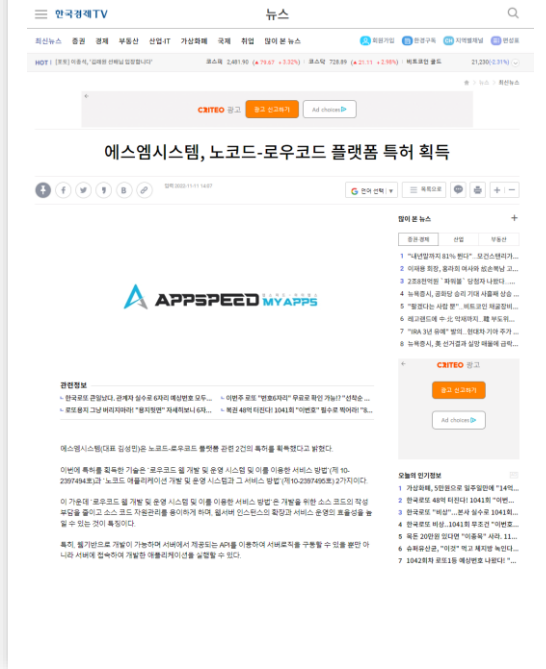
관련보도자료 http://www.dt.co.kr/contents.html?article\_no=2017121402109960753006

# 4-2 Press Release

2022 : [Electronic Times/Maeil Business Newspaper]  
Supplied a no-coding platform to Kumoh National Institute of Technology



2022 : [The Korea Economic Daily]  
Obtained patents for no-code and low-code technologies



2023 : [K-Global Times]  
No-code enables professional-level work and seamless automation





## 4-3 User Reviews

AppSpeed



**Byun Se-hwan, Director at Naver System**

When beginning SI (System Integration) work, it's important to manage metadata efficiently as a foundational step. AppSpeed can be utilized to handle these tasks quickly and conveniently

MyApps



**Kim Hyun-jik, Team Leader at the Computer Center of Kyungpook National University**

Thanks to MyApps, we were able to quickly and intuitively respond to work requirements, resulting in improved work efficiency.

MyApps



**Seon Gwang-hae, CEO of Vasco**

Even people who are not proficient with computers can easily use this tool, and the overall work status is clearly visible at a glance. Thanks to MyApps, we were able to quickly and intuitively respond to work requirements, resulting in improved work efficiency.

A dark blue city skyline at night with various tech icons like a shopping cart, heart, padlock, and Wi-Fi symbol overlaid on the scene.

**Thank you**

**Just Drag & Drop Program Platform**