

: ()

DATE : 2001. 2.

(CRM)



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(CRM)

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(Ubiz Systems Co., Ltd.)

703-8 4

Tel : 501-9781~2 Fax : 501-9783

URL : <http://ubizsystem.com>

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1.

2.

4.1.

4.2.

4.3.

3. CRM

3.1. CRM

3.2. CRM

4.

CRM

4.1.

CRM

4.2.

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5.

CRM

5.1.

5.2.

6.

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1.

CRM Customer Relationship Management

. CRM

. CRM

. CRM

, DM

CRM

2.

CRM

WAP

가

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2.1.

NTT-

I-mode

1999

. 2000

가

가

가

가

가

가

4

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가

가

ARC

가

1999

428

2004

1,235

가

70%

80%

가

/

2002

2004

61%

가

51%

2000

65

2004

[1]

[2]

750

가

가

61%

: ()

[1]

가

(:)

	1999	2000	2001	2002	2003	2004
	8.3	13.4	26.8	46.6	83.6	126.3
	8.7	8.7	19.9	31.8	55.5	82.4
/	11.7	11.7	22.0	42.8	98.4	163.2
	10.8	23.0	50.7	108.6	181.1	254.4
	3.7	8.2	18.7	42.5	76.4	124.4
	31.7	65.0	138.1	271.3	495.0	750.2

(: ARC , 1999)

[2]

가

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	1999	2000	2001	2002	2003	2004
	10%	14%	25%	36%	54%	71%
	8%	16%	30%	40%	60%	79%
/	5%	9%	12%	18%	33%	43%
	8%	14%	27%	47%	65%	79%
	5%	9%	15%	25%	38%	50%
	7%	12%	21%	32%	48%	61%

(: ARC , 1999)

1999

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가

2000

200

50%

[3]

2004

2005

[3]

(:)

	1999	2000	2001	2002	2003	2004	2005
	12	503	856	1458	2008	2526	2964
	3236	4203	4705	5079	5222	5401	5548

(: ETRI, 2000.2)

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[4]

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7	,
7	
10	

[5]

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8	
10	

[6] 6

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7	,
7	
9	
10	

2000 2
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[5]

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[6]

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224
SMS
SMS

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SMS (Short Message Service)
SMS

2.3.

가

가

14.4Kbps

256Kbps

가 가

가

WML

가

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2000 8

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WML

1999 PDA(Personal Digital Assistant)
 가 PDA
 가
 가
 PDA
 PDA 2
 LG
 가
 PDA 가
 PDA 가 PDA
 PalmTop PDA , CDMA PDA 가
 [7] Notebook 가
 PDA 가 PDA
 PDA 가
 가
 PDA 2 가

[7]

Notebook Computer + Cellular phone	*	****	****	****	****
PDA + Cellular phone	**	***	**	**	***
PDA(Personal Digital Assistant)	***	***	**	**	***
Smart phone	***	**	**	**	**
Cellular phone	****	*	*	*	*

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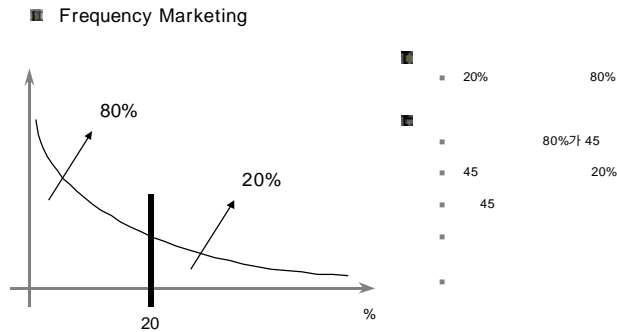
3. CRM

3.1. CRM

CRM(Customer Relationship Management) 가

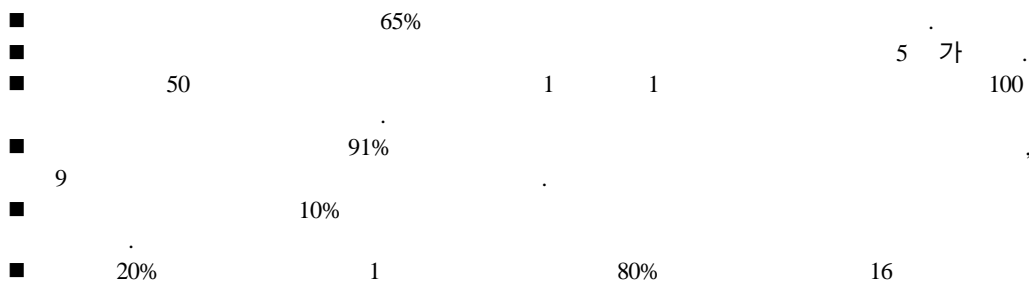
CRM . CRM . CRM 20% 80%

CRM



[1] CRM

CRM 가 CRM CRM



: Harvard Business School

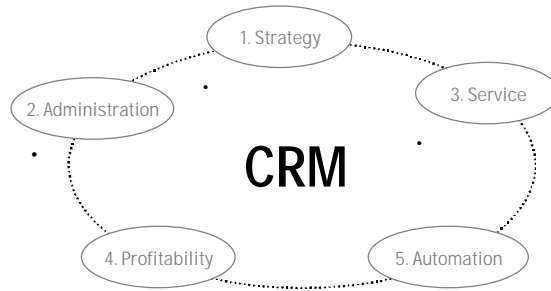
CRM [2]

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가 . CRM
 IT

(Royalty)

- CRM (Customer Relationship Management)



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[2] CRM

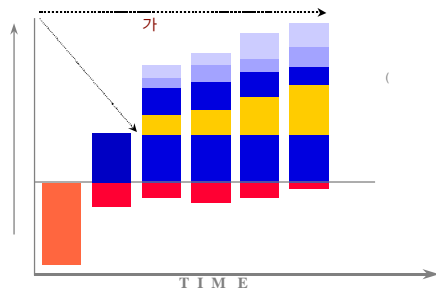
가 [3]

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가

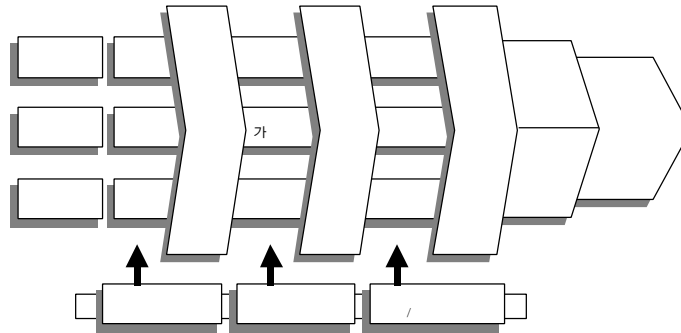
CRM



[3] 가

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 가 .
 가 [4]
 가 .



[4]

- CRM
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- 가 : 가 , / / 가,
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3.2. CRM

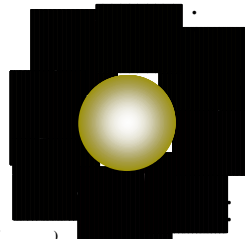
CRM . CRM (Back-office) CRM (Front-office) CRM
 , DBMS
 / , ERP (Data Mining), CRM (Data
 Warehousing) CRM CRM
 CRM

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가

CRM

CRM (Closed Loop) [5] (Acquisition), (Retention), (Sharing)



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[5]

eCRM(electronic CRM) . CRM , DM, eCRM . eCRM . eCRM CRM

[8] CRM vs. eCRM

	CRM	eCRM
	, DM	, / , ,
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	가	,
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4. CRM

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CRM

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CRM

CRM

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4.1.

CRM

CRM

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CRM

eCRM

CRM

PDA

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CRM

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CRM

4.2.

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4.3.

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가 . SFA(Sales Force Automation)

SFA

SFA

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가

SFA

PDA

CRM



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DB



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5. CRM

CRM CRM CRM

5.1.

■ Siebel Systems (http://www.siebel.com)

Siebel Systems 1993 CRM 가 Siebel Systems CRM PDA(Personal Digital Assistant) WAP

■ SAP AG (http://www.mysap.com)

SAP 1972 ERP CRM, SCM, eMarket Place WAP SAP Nokia mySap.com

■ Interact Commerce Corporation(http://www.interactcommerce.com)

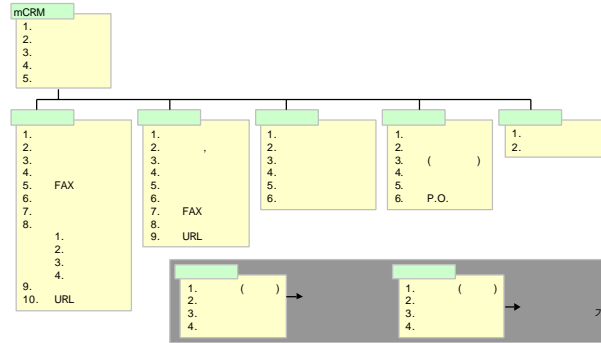
Interact Commerce Corporation Sales Logix, Act! 가 SFA, CIS(Contact Information System) Act! PDA Palm Top PDA CRM

5.2.

■ Ubiz Systems (http://www.ubizsystem.com)

Ubiz Systems CRM Ubiz Sales Enterprise, Ubiz Support Enterprise CRM .SFA eCRM . Mobile Assistant WAP DB

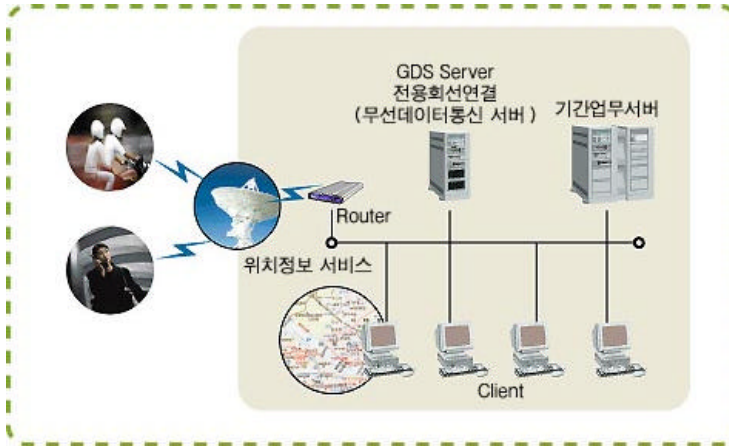
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[6] Mobile Assistant

■ Mobile C&C (<http://www.mobilecnc.co.kr>)

mPOP , , , , , , mPOP 가 , mPOP 가



[7] C&C mPop

■ DB (<http://www.00db.co.kr>)

DB DB CRM WAP CRM CRM WAP

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6.

가 . 가 PDA 가
IMT2000 CRM
가 PDA, , 가
CRM 가
IMT2000 2004