

# Daelim Industrial Company Optimizes Return on Investment with Flexible Business Portal



Daelim Industrial Company  
Limited  
Seoul, South Korea  
www.daelim.co.kr

**Industry:**

Engineering & Construction

**Annual Revenue:**

US\$5.3 million

**Employees:**

3,500

**Oracle Products & Services:**

Oracle WebCenter Suite

*“By successfully building an internal portal system using Oracle WebCenter, Daelim achieved huge success in terms of expanding information access and utilization through collaboration of users’ My page.” – Kim Jong-sun, Manager, IT Center Infrastructure Operation Team, Daelim Industrial Company Limited*

Daelim Industrial Company Limited is one of Korea’s top engineering and construction companies. The company’s principal activities are civil engineering, construction, architectural projects, and the production of petrochemical products.

Daelim experienced endless user demands to expand functionality of its Lotus Notes-based groupware solution, known as Chorus. These included requests for greater collaboration, document management, and knowledge management. However, adding these capabilities into the company’s Lotus Notes system created new levels of IT complexity, and the overloaded system could not guarantee appropriate levels of performance.

For instance, Daelim had to train new employees separately and screens required ongoing development, which, over time, increased system and management complexity.

Daelim Industrial had also expanded its servers, but the quality of service remained the same. Any failures in other systems linked with the complex legacy Lotus system would affect the groupware applications, leading to instability and availability issues. In addition, the company continued to add knowledge to its systems, but experienced challenges in terms of finding and utilizing it. Further complicating the situation, each business division managed its own knowledge separately, making it impossible to share information enterprisewide.

Keeping pace with the trend toward expanded portals and an emphasis on openness and increased user participation, Daelim wanted to deliver customized service according to each customer’s requirements. However, the organization recognized that its systems needed to support developments such as unified

**Key Benefits:**

- Improved business processes by integrating 300 programs into 30 multipurpose applications
- Achieved greater stability and application standardization
- Facilitated a significant portal framework expansion
- Increased employee performance and reduced administrative time for IT staff
- Allowed the organization to quickly implement a systematic foundation to support customer tasks
- Optimized return on investment by increasing utilization of the existing IT infrastructure
- Decreased maintenance costs by reducing the number of people required to manage the groupware, portal, and other applications

accounts and authorization management through a single contact point.

Daelim looked to Oracle WebCenter Suite (previously known as BEA AquaLogic User Interaction) as the foundation for its new enterprise portal, with the goal of utilizing existing applications and making the best use of its groupware.

**Ensuring Greater Standardization and Ease of Use**

Daelim implemented Oracle WebCenter Suite, which supports the cross-platform integration of a heterogeneous environment. It also enables rapid combination of a Web-based user interface, enabling a quick implementation of business applications at low cost.

Oracle WebCenter Suite also supports integration of .NET and JAVA on all platforms and seamlessly operates with all major application servers. In addition, it reuses the legacy system for effective solution development, leading to cost savings.

Daelim leverages the search function, inherent in the solution, for individual pages, template application, and community. In addition, the application provides manageability, easy installation, and components with intuitive interfaces similar to desktop applications.

The organization built a one-click portal system that transformed the old system-oriented information acquisition process into a user-oriented process.

Prior to the one-click portal system, users had to access more than 300 menus on average. Now, they use five core menus and a maximum of 30 menus. In addition, the system reduced the development time for unstructured applications by 70%.

Moreover, Daelim integrated 300 programs—around 20% of its existing 1,700 programs—into 30 multipurpose applications, improving business processes with area-specific information services. As a result, employees perceive the project as a valuable deployment.

Daelim has also achieved greater stability, more standardization, and a significant expansion of its portal framework. In addition, the system enabled the company to implement an open platform for blended application operation.

“By successfully building an internal portal system using Oracle WebCenter Suite, Daelim has achieved huge success in terms of information access and utilization through collaboration of users’ My Page,” said Kim Jong-sun, manager, IT Center Infrastructure Operation Team, Daelim Industrial Company Limited.

The new system makes it easier to change a screen or menu structure—increasing the performance of employees and reducing the administrative time for IT staff. For example, when an employee transfer or reorganization occurred, IT staff used to spend days changing the system manually. Now the team can make the change almost instantly.

The Oracle-based system also provides a comprehensive community by maximizing collaboration, establishing business processes, providing individualized services, and offering a single contact point throughout the system. As a result, Daelim has increased utilization of its existing IT infrastructure, maximizing its return on investment (ROI) and establishing a framework for IT governance. Daelim optimized portal resources by reusing portlets wherever possible across all applications, not just for user identification and authorization management but for dashboard and electronic approval. This allowed Daelim to reduce project costs by roughly US\$1.5 million annually.

Daelim has also realized benefits from a maintenance costs perspective. Previously Daelim needed four people to manage the groupware, not to mention the overhead for the rest of its infrastructure. Today it needs just seven people to manage the groupware, its portal, as well as other applications, such as knowledge management. This area of savings alone made the Oracle project compelling, without studying the long-term ROI figures.

Since implementing the portal system, Daelim can provide 24x7 service. Customer complaints and the number of incidents have continuously decreased. To increase the use of the portal and facilitate its continued growth, the organization must reinforce user content and re-establish the “workspace” according to work process. Consequently, Daelim is planning to create a business portal to accommodate internal work as well as customer consultations, litigation management, various general affairs, and project management. It will expand the existing internal portal to partners, customers, related companies, and even retirees.

As the first step, Daelim has already completed an Asymmetric Digital Subscriber Line (ADSL) portal implementation for international branch offices with poor internet environments.

Daelim is now considering deploying Oracle's Web 2.0 related solutions to encourage user participation and share in Chorus. It is also reviewing the deployment of a business process management system before evolving its infrastructure toward a model based on a service-oriented architecture.

### **Why Oracle?**

Daelim evaluated various solutions to achieve its goal of creating a portal to effectively utilize its existing applications and make the best use of its groupware. Oracle WebCenter Suite showed its strength in the integration of heterogeneous environments and proved itself to be the optimal solution for Daelim's IT environment, which required the seamless integration of groupware and knowledge management, according to Jong-sun.

Oracle WebCenter Suite also provided Daelim with Web integration and interface services for new types of solutions that it can implement on the service infrastructure.

"We were convinced of the technology and reliability of the product when we visited Korean reference sites, including, POSCO E&C, Kookmin Bank, Woori Bank, and Doosan Group," Jong-sun said. "In particular, Daelim had to ensure smooth communication between the head office and regional offices as well as international branch offices, and increase portal usage of employees working in the branch offices. Oracle's portal products provide a standard portal as well as a low-bandwidth portal—enabling easy portal deployment in international branch offices with poor internet environments."

### **Implementation Process**

Before starting the project, Daelim conducted a preference survey targeting its employees. The survey was designed to fully reflect the demands and opinions of onsite users from various levels. Daelim found that most user demands related to faster response to failures.

Because the project was expected to provide effective business performance, resolve problems with existing groupware, and

reduce maintenance costs, it was critical for the Daelim team to secure the active support of executive management.

After an eight-month implementation to seamlessly connect existing groupware with the portal system and other applications, Daelim launched its internal portal system in August 2006.

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