



KTF
Seoul, Korea
www.ktf.com

Industry:

Communications

Annual Revenue:

More than 1 billion

Employees:

2,000 to 4,999

Oracle Products & Services:

Oracle Application Server 10g
Oracle JDeveloper 10g

“With Oracle Application Server 10g, KTF now has a powerful platform that helps our content providers develop new services faster. Customer service has improved, and we have strengthened our ability to compete in the market.” – Han-Eob Bae, Chief of New Business, Infrastructure Development Team, KTF

KTF Cuts Costs with Integrated Business Platform

Established in 1997, KTF is a leading provider of mobile telecommunications in Korea. The company offers a range of wireless telephony, high-speed wireless data, and multimedia services to more than eleven million customers. In 2002, *Business Week* magazine ranked KTF the ‘Best Mobile Telecommunications Company’ in its Top 100 IT Companies survey. KTF employs more than 2,500 staff and generates annual revenue of US\$5.8 billion.

Challenges

- Standardize content-development processes for mobile data applications
- Consolidate multiple customer-facing applications onto a single back-end platform
- Facilitate and expedite creation of new products by more closely integrating KTF systems with external content developers’ technical environments
- Deliver new and more personalized service offerings in response to market demand

Solution

- Strengthened customer service and cut operating costs by establishing an integrated business platform based on Oracle Application Server 10g
- Improved efficiency of content creation by standardizing service-development and delivery processes
- Lowered time to market for new services by ensuring content providers have easy access to appropriate KTF systems for development and testing
- Boosted competitiveness by facilitating introduction of a wider range of products and services
- Enhanced customer service by tailoring products to individual needs