betree

Technical **Agency**

BeTree

Company Brief

Beyond Imagination

"We solve business challenges with technology."

BeTree is a digital marketing tech. agency established to contribute to the growth of customers and brands.

Company name

BeTree

Date of establishment

2018. 03

CEO

Chang Youp, Lee

Business filed

IT Consulting

Web Building & Maintenance

Mobile/Web/App Design, UI/UX Design

CMS/Admin Building & Maintenance

Digital Analysis Consulting

Contact

070-4900-1827

Location

6th floor, Heeseung Building,
153 Dasan-ro, Jung-gu, Seoul

betree

We realize creative ideas through technology.

We think beyond the customer's request and carry out the task.

We find the most efficient and way to deliver.

With the utmost sense of responsibility, we assure the quality.

Maintenance

While expanding our website to 40 countries around the world, we have learned the know-how about operating global websites.

Consulting

Our managers with extensive experience in project implementation will consider and help you throughout your company's journey.

Website

We build platforms and systems with which our customers can earn the best results by providing web accessibility, responsive web design, security policy framework, and search engine optimization.
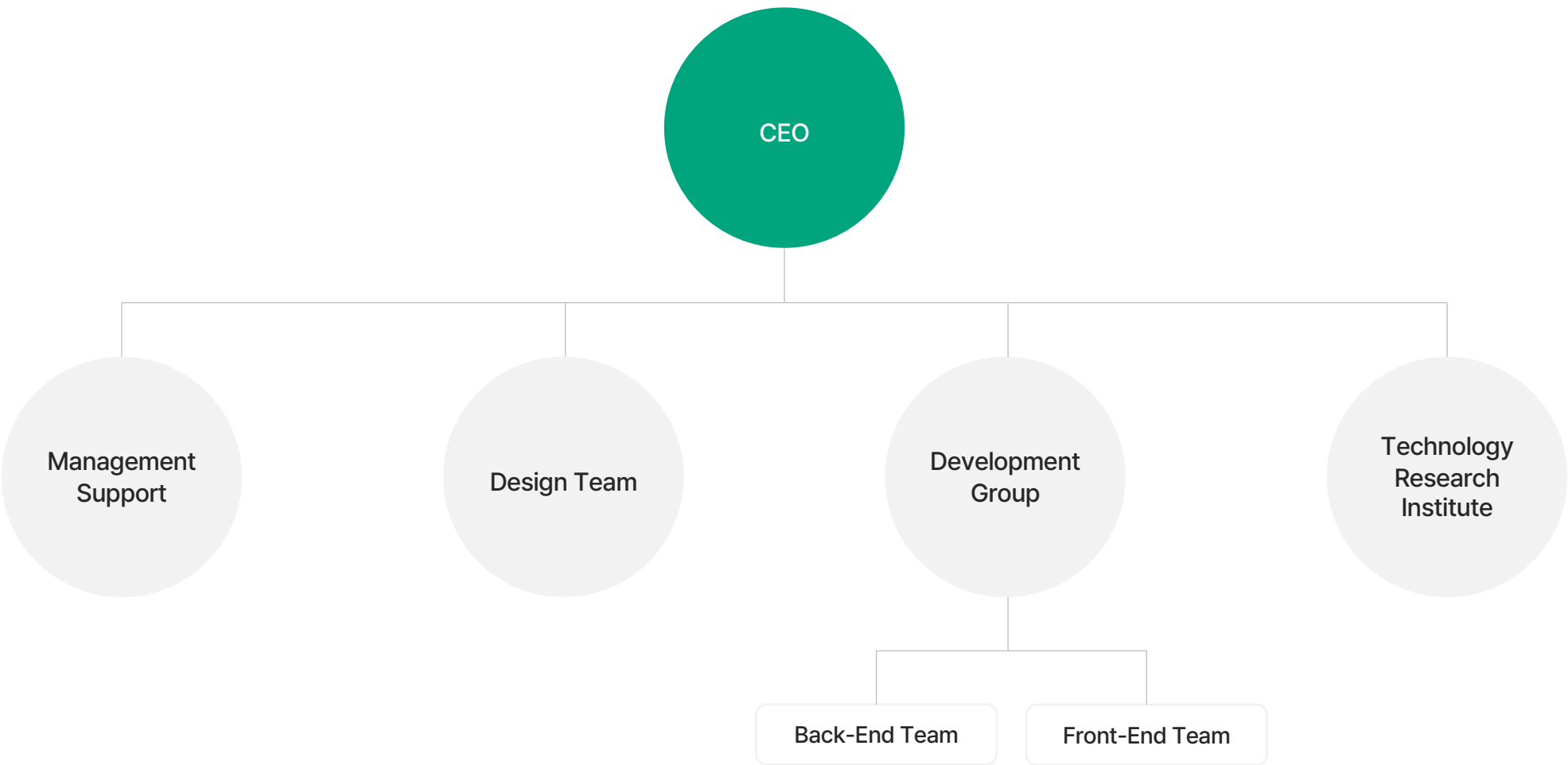
Design

Our experts understand user convenience and the newest design trends and are fully versed about responsive website and mobile application for your website.

ORGANIZATION

PATENT

These patents are based on BeTree's technology.

Patent No. 10-2551836

Customer service delivery systems and methods of providing such services, and computer programs for doing so.

Patent No. 10-1596370

User-search-history-based advertisement delivery method and system

Patent No. 10-1596390

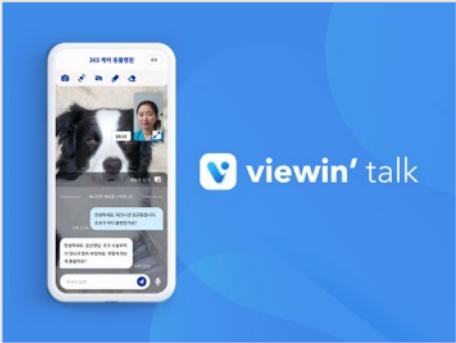Ontological-analysis-based customized information provision system and method

Patent No. 10-2233444

Passport data protection server, method and computer program using image segmentation

BeTree's differentiation strategy

We introduce BeTree's Solutions That Provides Features Essential for Our Customers' Business.

Viewin' Talk

Viewin' Talk is based on Web RTC, and you can provide professional counseling in a variety of ways, including video, voice, and chat counseling anytime, anywhere, without installation.

Checked In

Improve your productivity by using 'Checked In' filled with convenient and necessary features to manage work hours.

Newsroom

Build your newsroom website. Which will become the official promotional channel of your company, while considering efficient management.

BeTree's differentiation strategy

We introduce BeTree's Solutions That Provides Features Essential for Our Customers' Business.
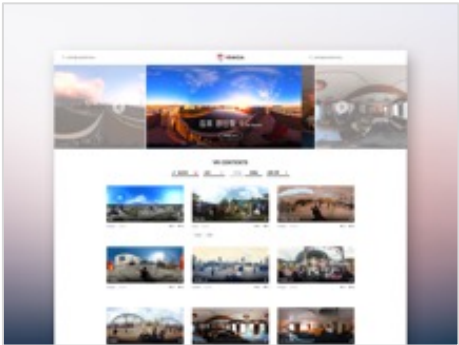
Dashboards

Build custom dashboards by linking and visualizing key data from your company's metadata collected from GA, BI, and more.
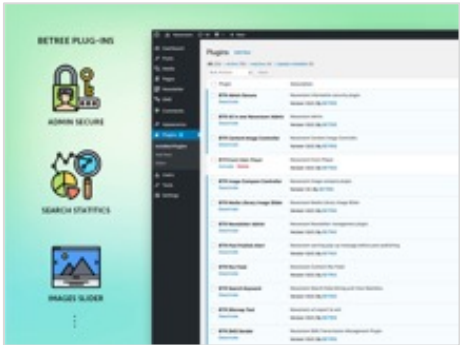
WordPress Plug-in Sets

We provide efficient management tools and security plugin for corporate websites.

VR Platform

Platforms where anyone can share created VR contents.

CLIENTS

BeTree has worked with diverse companies and brands for years and earned credit trust and satisfaction.

CONTACT US

BeTree is always ready to meet.

Contact us at your convenience and a
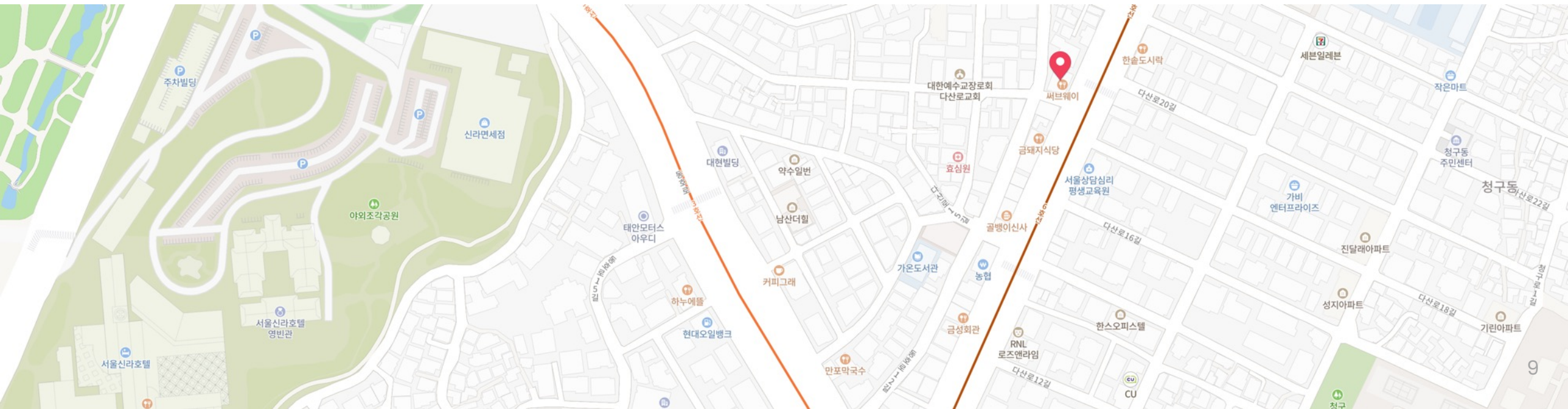
We will get back to you.

Contact	Website
070-4900-1827	https://betree.co.kr/
Fax	**E-mail**
02-6455-4579	mcyoup@betree.co.kr

Location

6th floor, Heeseung Building, 153 Dasan-ro, Jung-gu, Seoul

Technical **Agency**

BeTree

Portfolio

2024

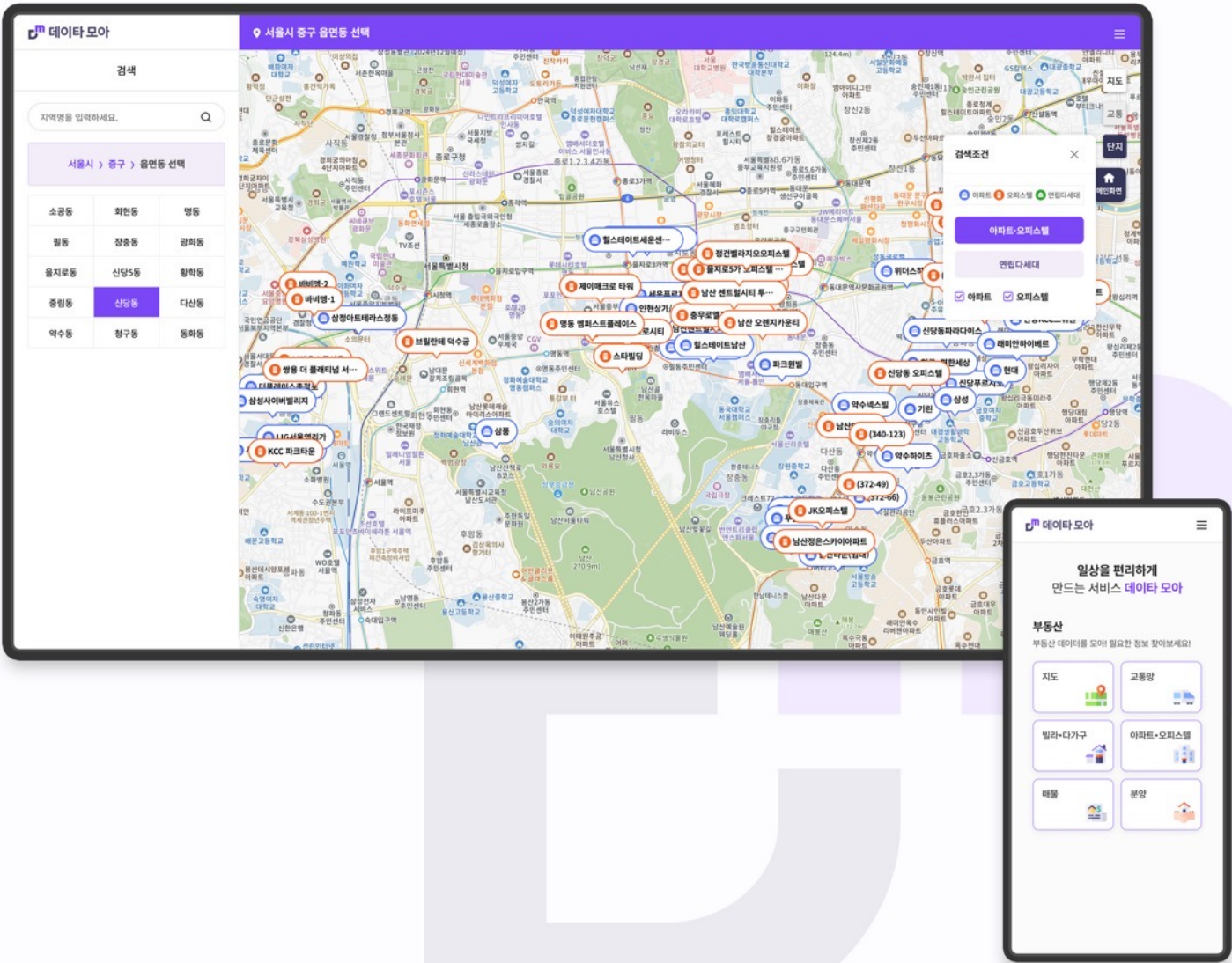# Data-moa Launching

Website ↗

Client   BeTree

We launched a service that mashups various information including public APIs and provides them to customers.

#Front-end   #Back-end   #Design

#Maintenance

2024

Checked in

Client BeTree

We developed an app (Android, IOS) that enables time and attendance management through authentication methods such as Wifi, QR code, and even manages employees' vacations.
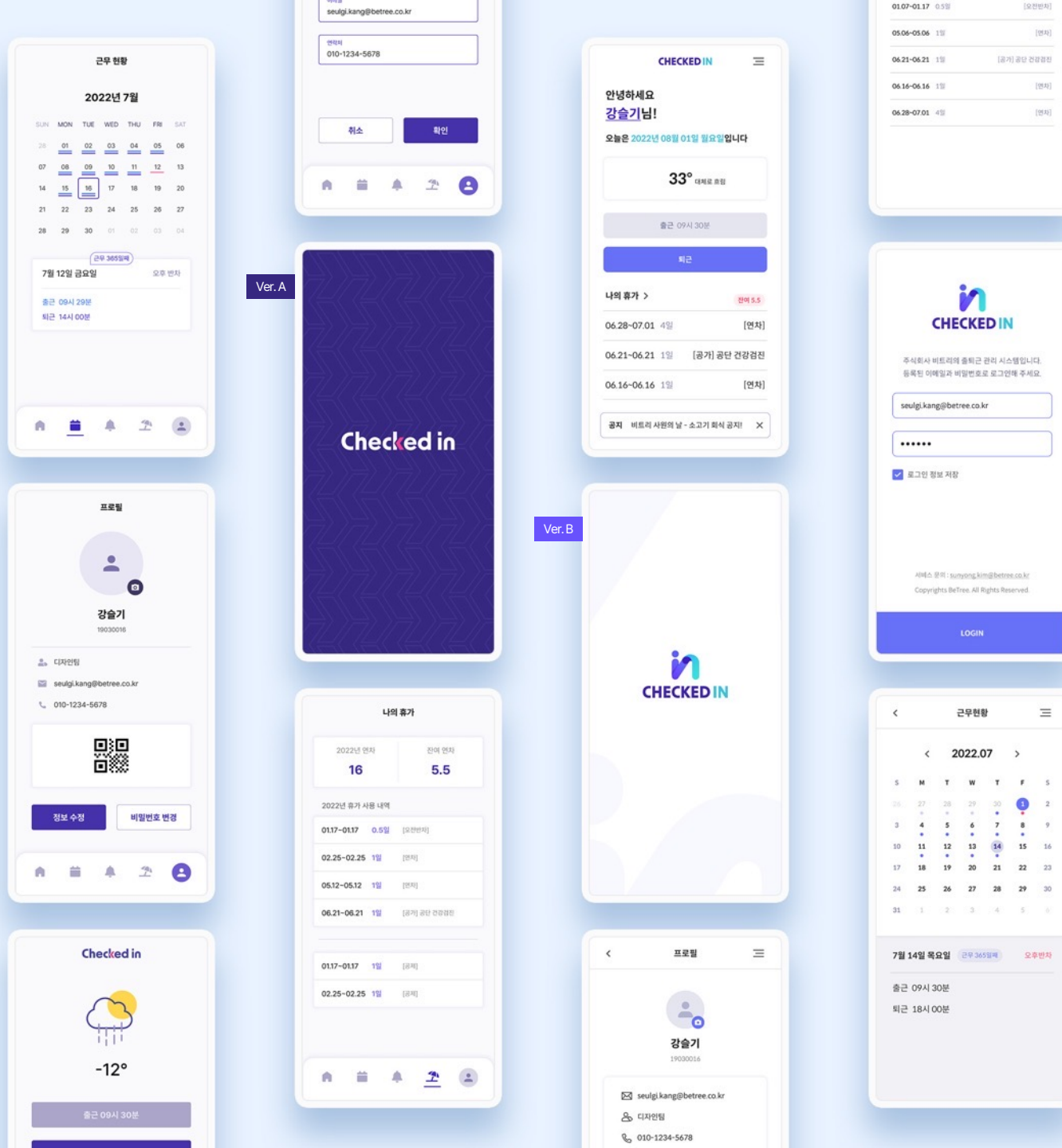
#Front-end   #Back-end   #Design

#Strategy   #Mobile App

Ver. A

Ver. B

2023

Samsung Semiconductor Newsroom

Website ↗

Client   SAMSUNG

The official PR Room of Samsung Electronics' DS division has been renewed. It has been redesigned considering improved usability and SEO, and continuous monitoring and technical support are provided for stable website operation.
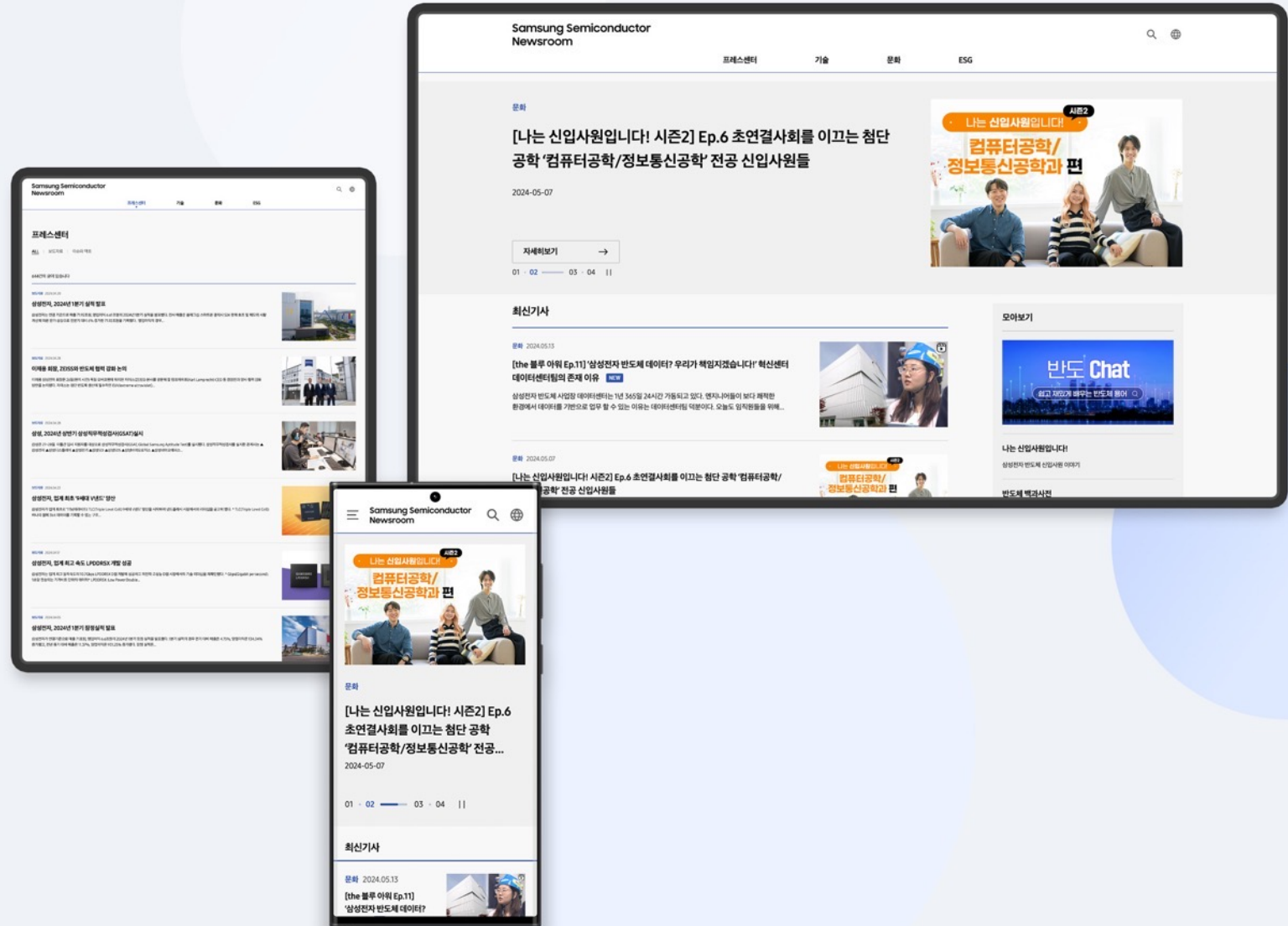
#Front-end   #Back-end   #Design

#Strategy   #WordPress

2022

Viewing Talk

Website ↗

Client   BeTree

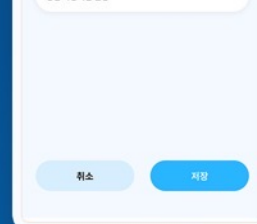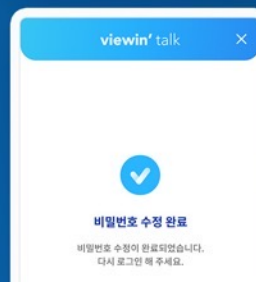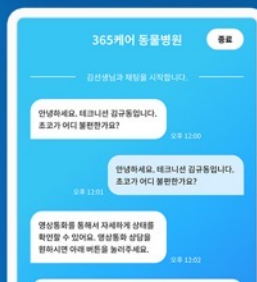We developed Viewin' Talk, a professional counseling solution that improves counseling efficiency.
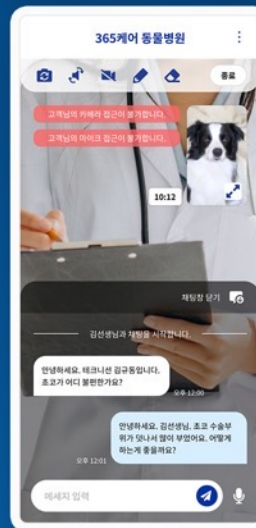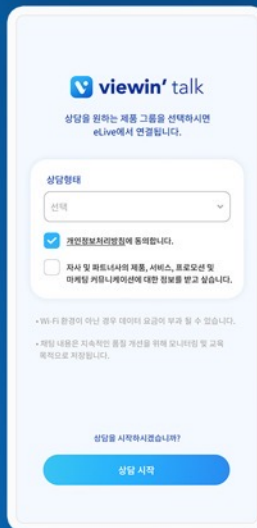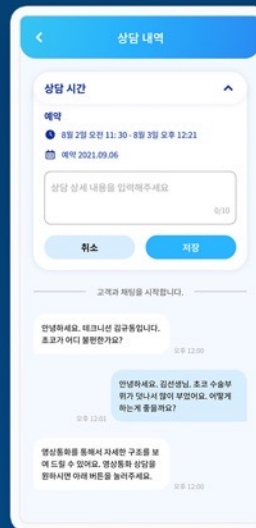
#Front-end   #Back-end   #Design

#Maintenance   #Strategy

2018 ~

POSCO Newsroom partial renewal, Maintenance

Website ↗

Client   POSCO

POSCO Group's representative official media. The main landing was reorganized with a cleaner UI to increase the attention of key contents and to improve accessibility to media and newsletters.
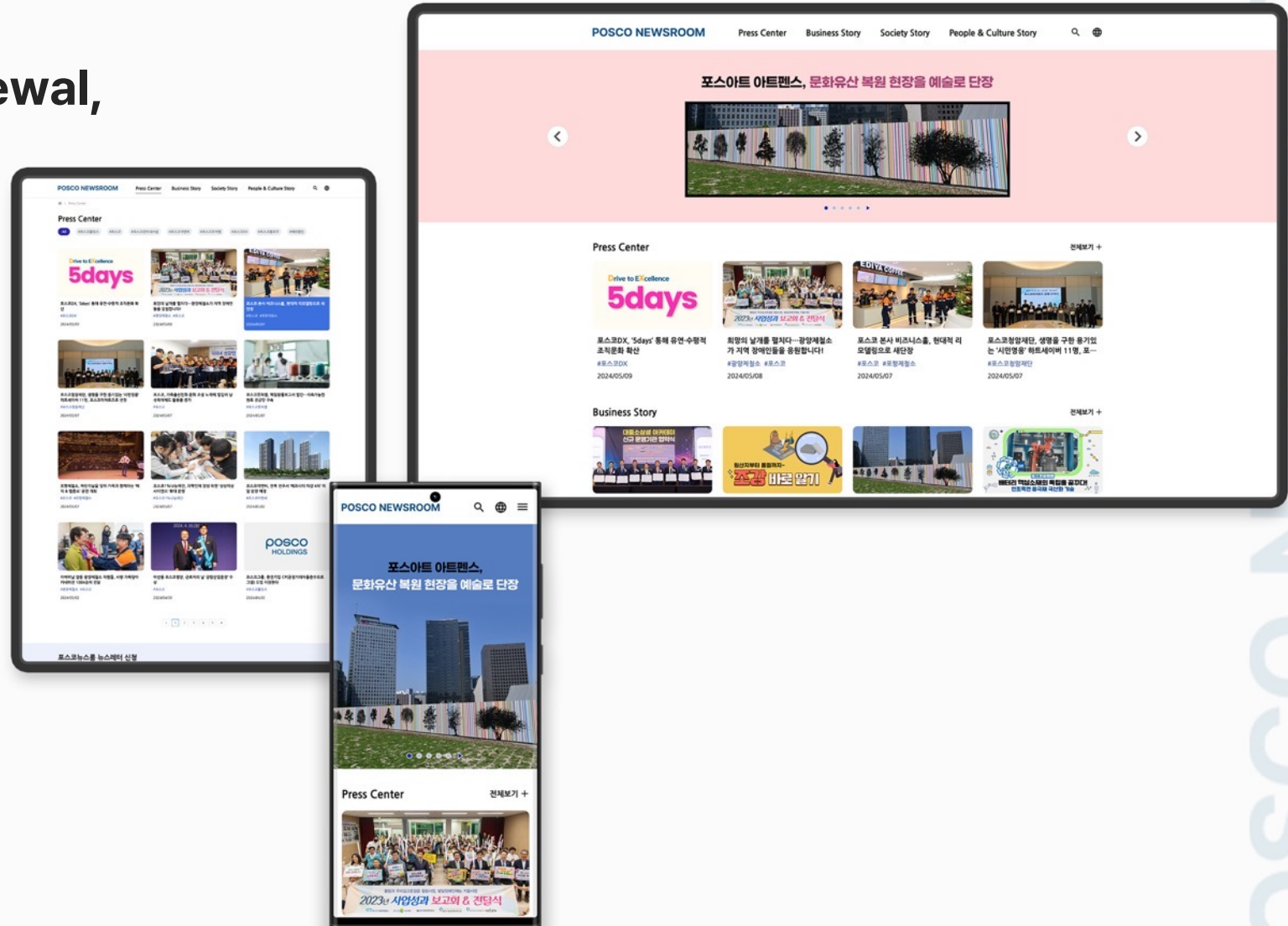
#Front-end   #Back-end   #Design

#Maintenance   #WordPress

2016 ~

Samsung Newsroom

Website ↗

Client   SAMSUNG, Cheil

Samsung Newsroom, the official public relations website of Samsung Electronics, is built and maintained in Korean (KR), English (Global), and 42 other sites. and performs continuous operation and maintenance.
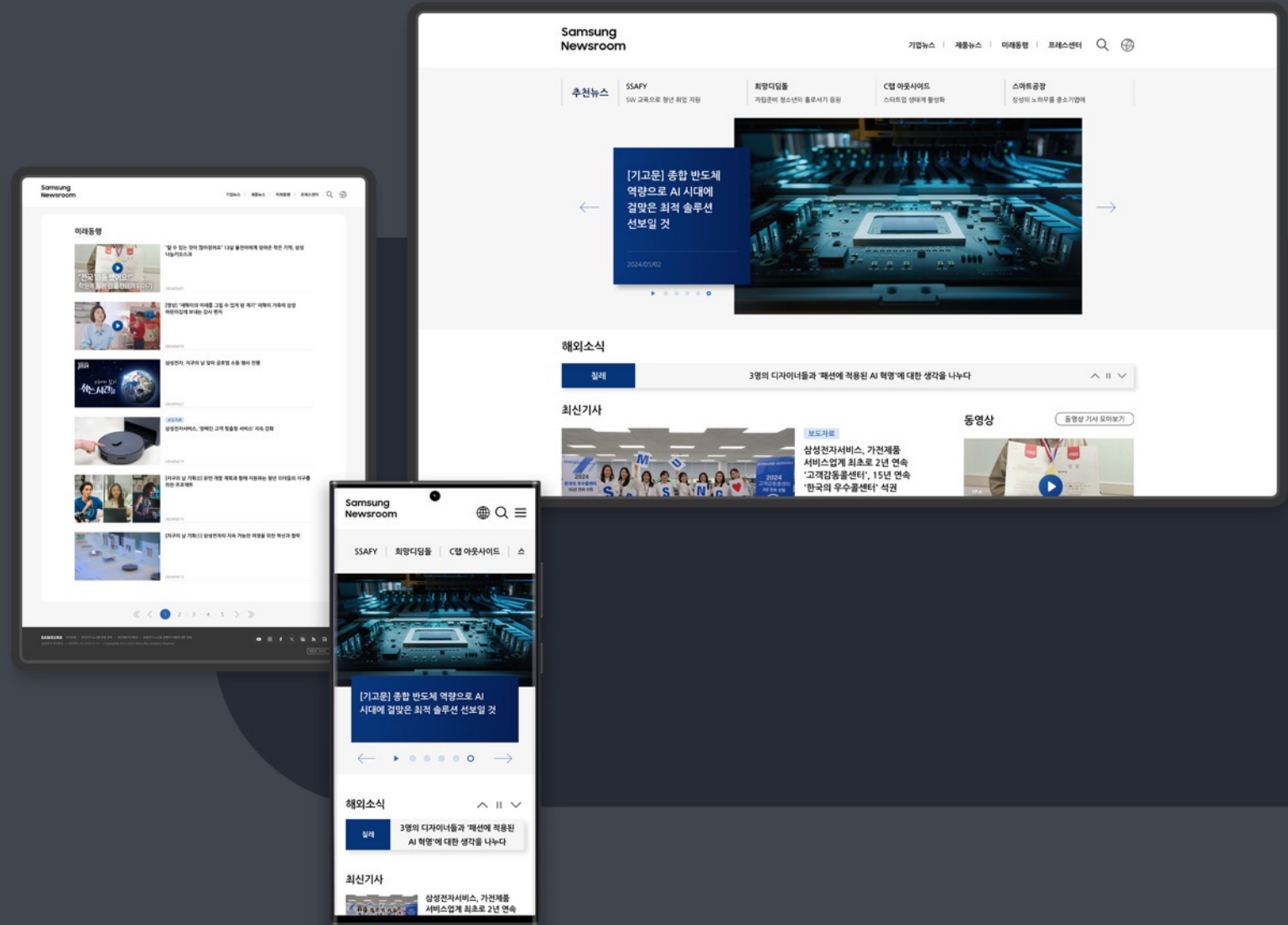
#Front-end   #Back-end   #Design

#Maintenance   #Strategy   #WordPress

PORTFOLIO

2020 ~
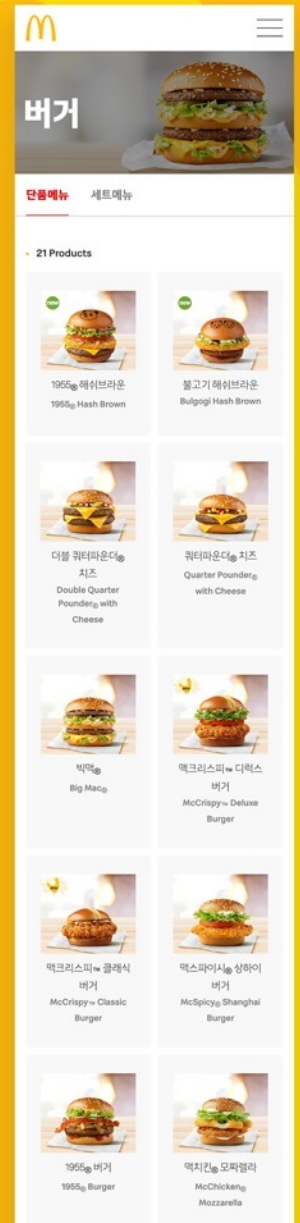
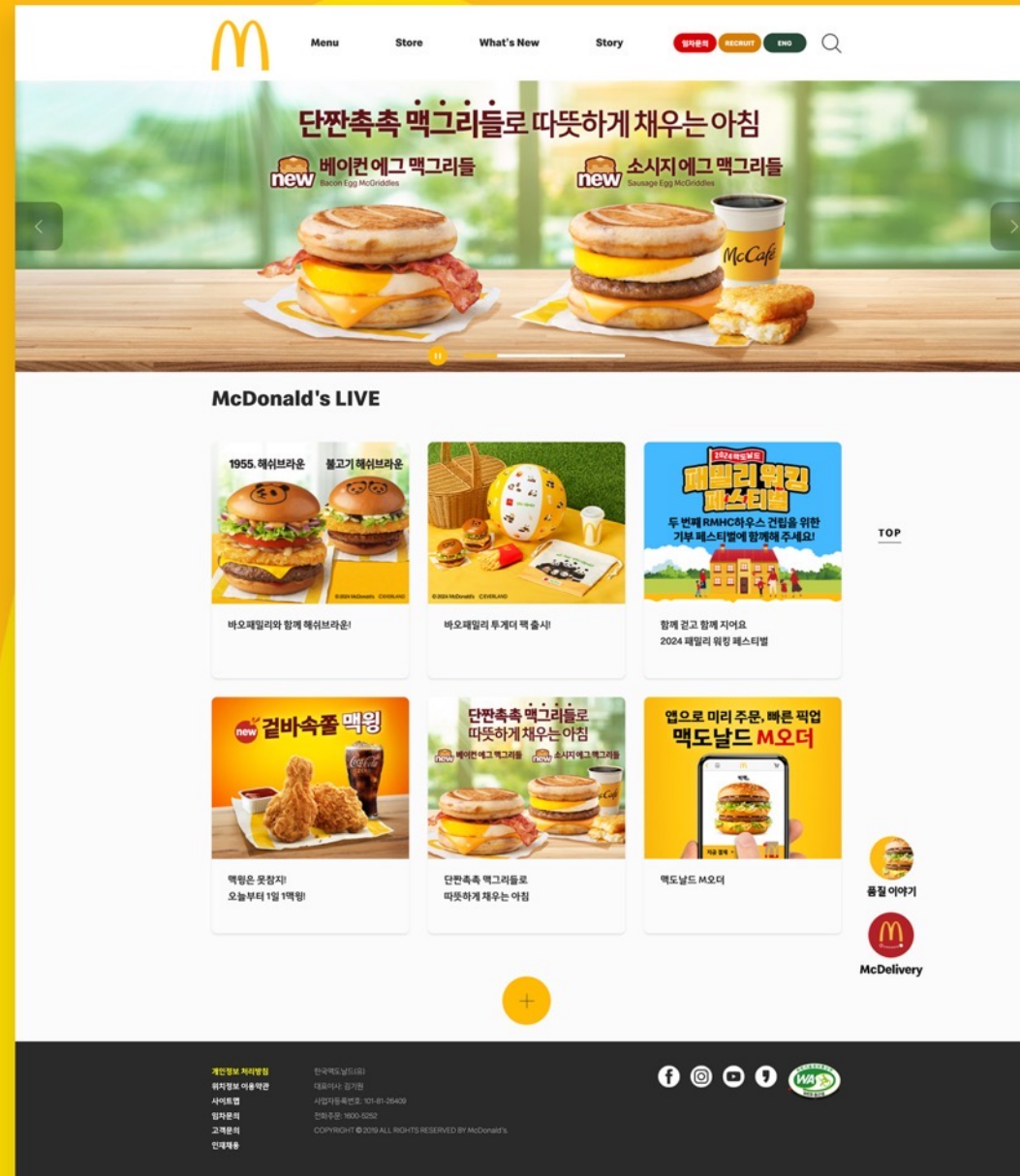# McDonald's Korea website

Website ↗

Client   McDonald's Korea

Management of McDonald's Korea website.
Stable development and management through
building of safe and cost-efficient network
environment.

#Front-end   #Back-end   #Maintenance

2021 ~ 2023

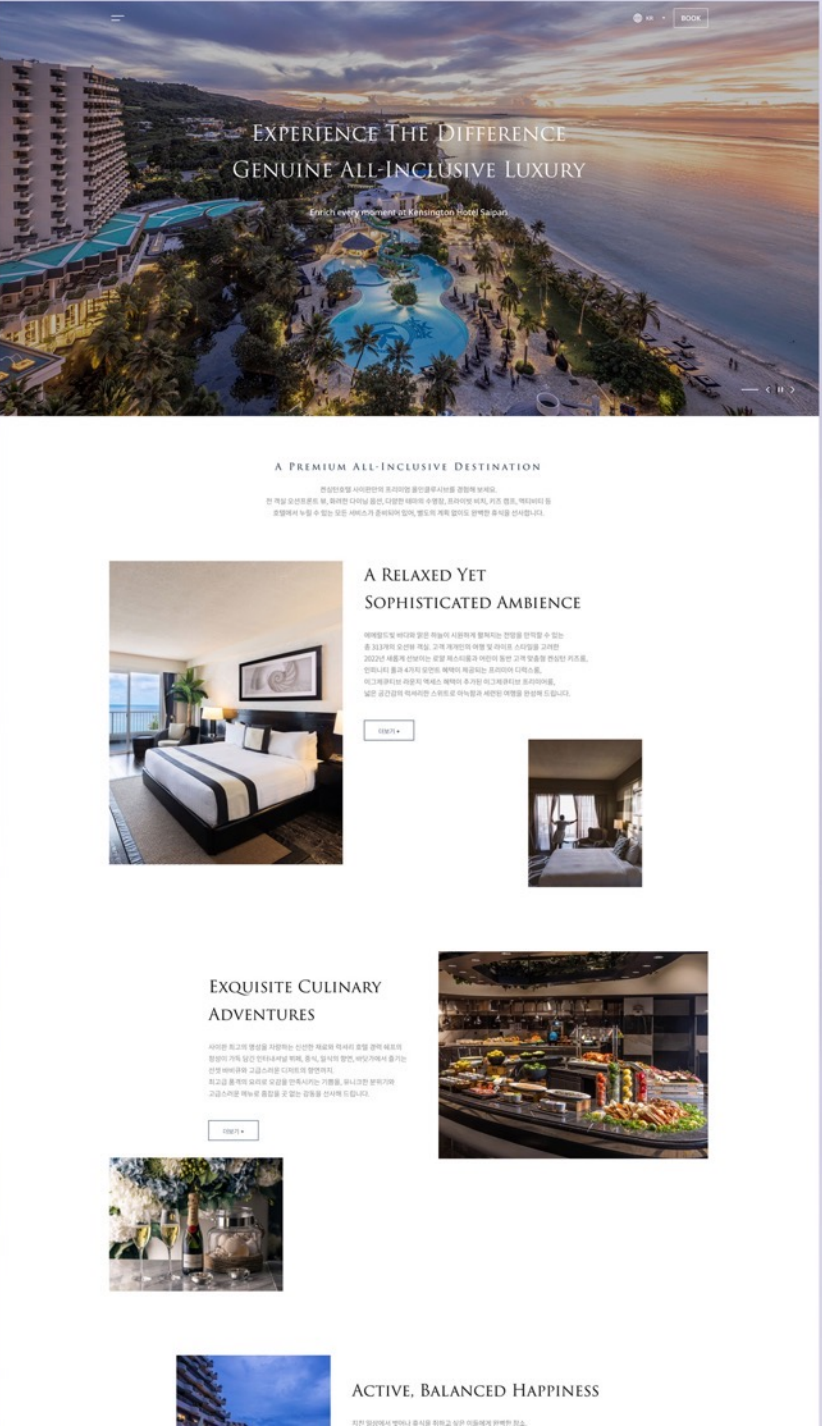# Kensington Hotel Saipan Website Renewal

Website ↗

Client   Kensington Hotel Saipan

We worked on the website for the only premium all-inclusive hotel in Saipan. We revamped the website to make it more responsive and gave it an organized and sensible layout with the focus placed on maintaining the hotel's premium status.

#Front-end   #Back-end   #Design

#Maintenance   #Strategy   #WordPress
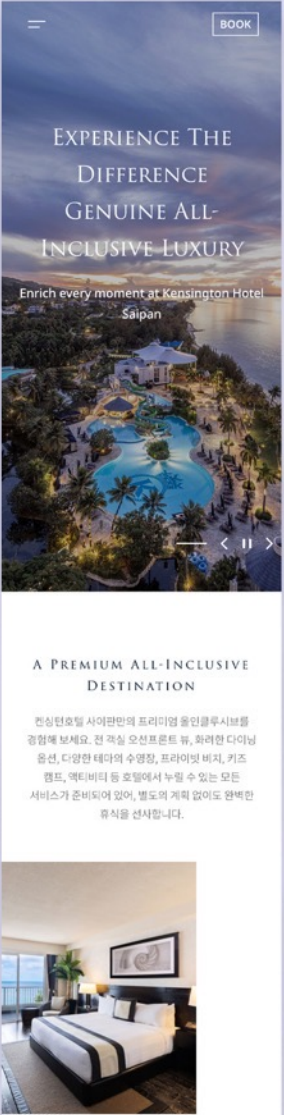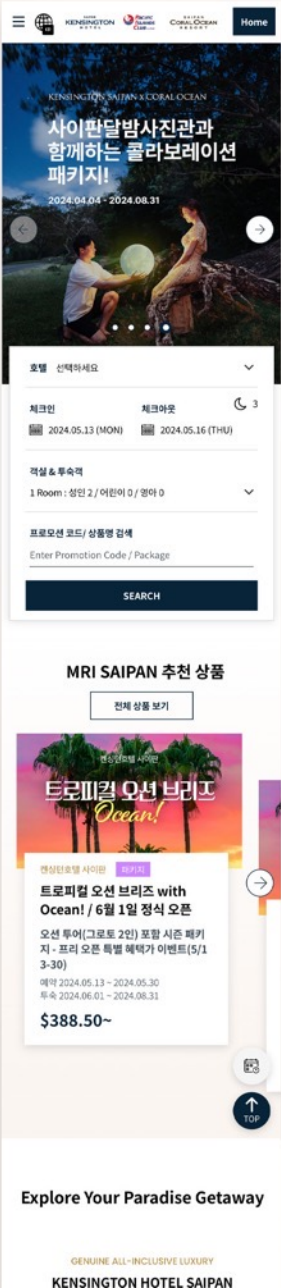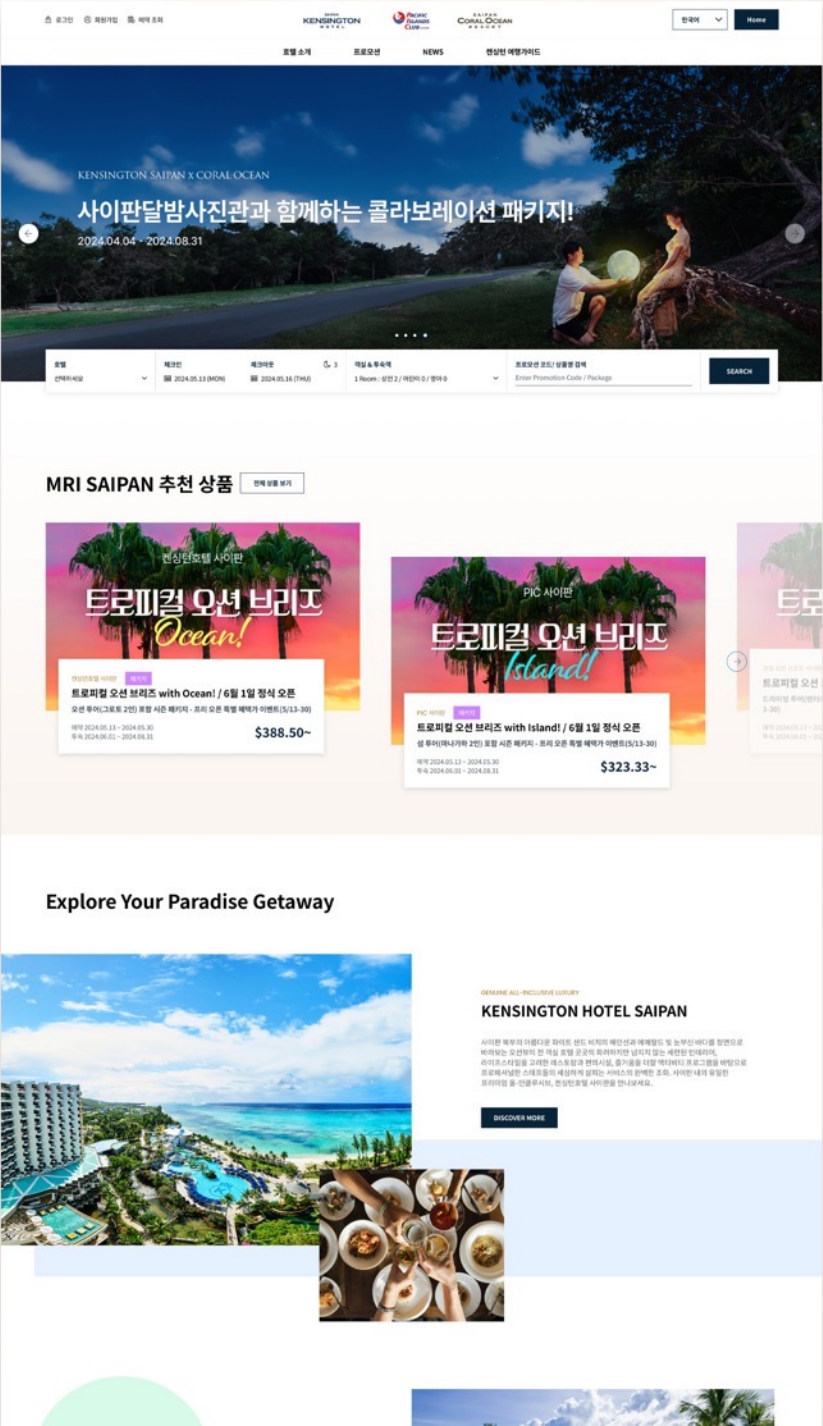
2021 ~ 2023

MRI Booking Website

Website ↗

Client   MRI Saipan

We have established a system that allows customers to book their own accommodation and promotion/options for MRI's 3 hotels in Saipan(PIC Saipan, Kensington Hotel Saipan, Coral Ocean Resort).

#Front-end   #Back-end   #Design
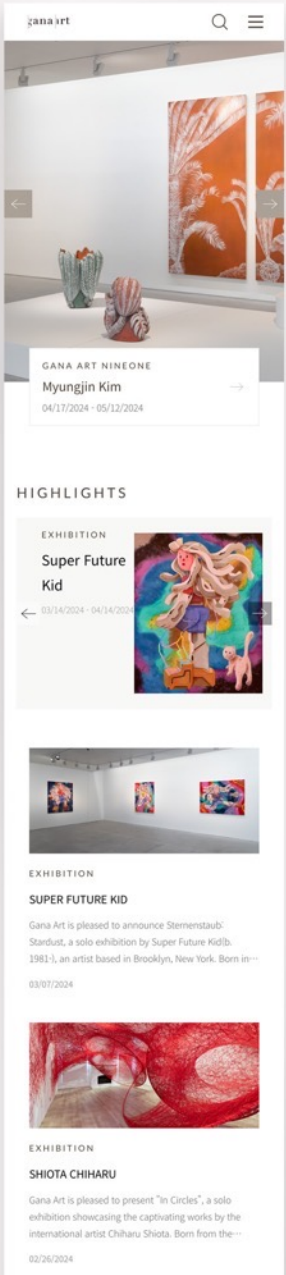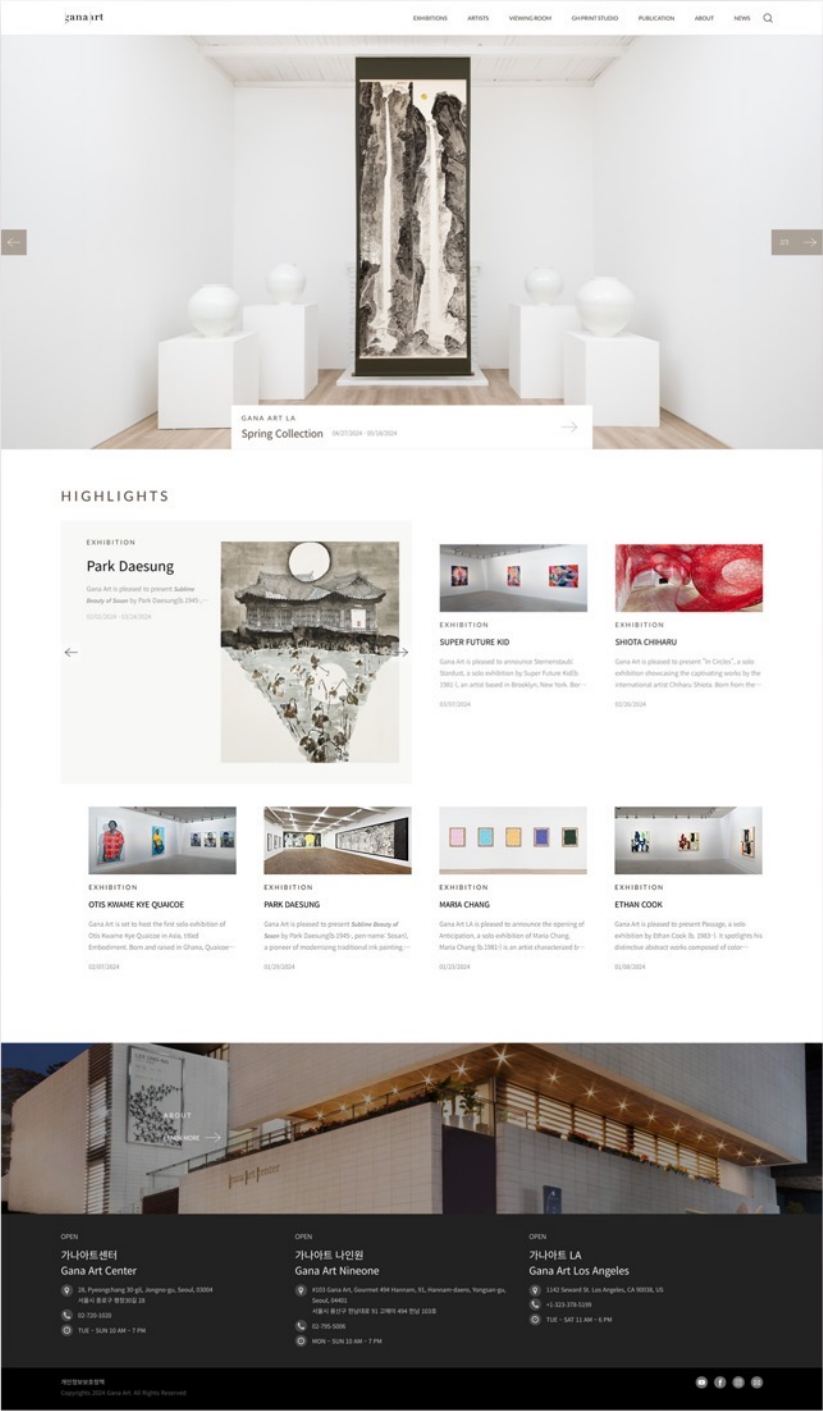
#Maintenance   #Strategy

2020

Gana Art website renewal

[Website ↗](#)

Client Gana Art

We revamped the website for Gana Art's representative gallery by focusing on the online exhibition and viewing room functions. We made sure that all of the updates were in line with the current trend of non-face-to-face art trading.

#Front-end #Back-end #Design

#Maintenance #Strategy

PORTFOLIO

2023

Build an enterprise big data portal admin

Client   Confidential

Building a portal for big data management. Developed with Vue.JS and component-based to reduce project duration and consider sophistication.

#Front-end   #Design   #Strategy

2023 ~

Construction of security web hard

Client   Confidential

We have completed planning, infrastructure design, and construction of security web hard for internal data distribution of large global company.
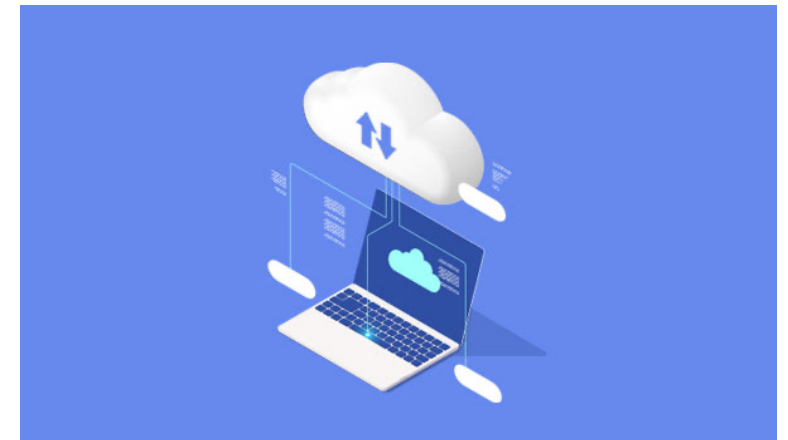
#Front-end   #Back-end   #Design   #Maintenance   #Strategy

PORTFOLIO

2021 ~ 2023

Samsung e-D'tailor [Website ↗]

Client   SAMSUNG

Based on our eLive solution, we built and operated e-D'tailor, a contactless video counseling service that doesn't require a separate app to be installed.

#Front-end   #Back-end   #Design   #Solution
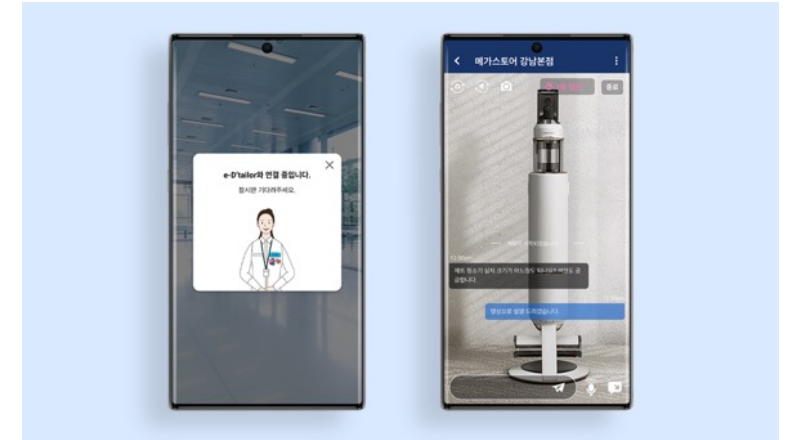
2020 ~

McDonald's Korea Interactive Event Pages

Client   McDonald's Korea

Developed and operated the McDonald's Korea app's interactive event pages to ensure they are reliably executed and accurate data is aggregated.

#Front-end   #Back-end   #Maintenance

PORTFOLIO

2022

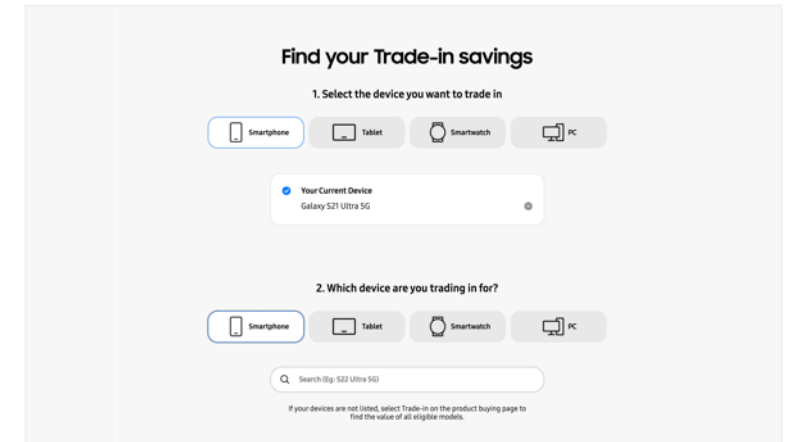## Samsung.com Galaxy Value Finder

Client   SAMSUNG

We developed a compensation program page for Samsung's new Galaxy product launch period.
User flow has been changed, so we conducted UX QA and TC to check and improve usability.
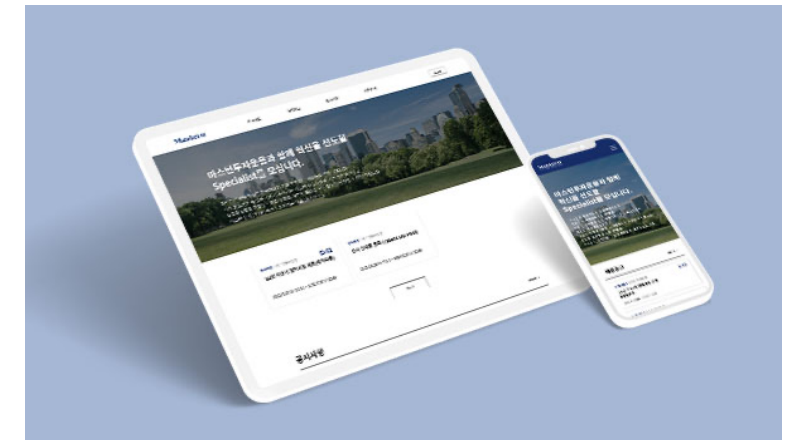
#Front-end   #UX

2022

Mastern Investment Management HR   Website ↗

Client   Mastern

We developed the front-end recruitment website (PC web, Mobile) of Marston Investment
Management.

#Front-end   #UX

PORTFOLIO

2021

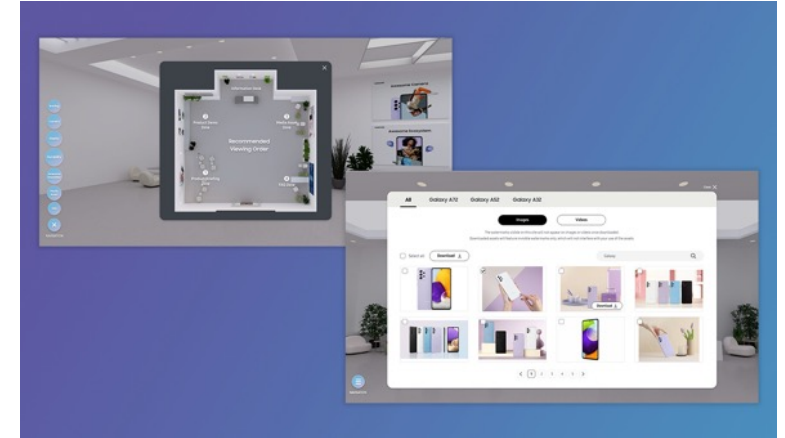## SAMSUNG Mobile VR Platform

Client   SAMSUNG

We build a VR Platform for new SAMSUNG Mobile products information. It has been built to make press releases accessible in virtual spaces(VR Room) with enhanced security.

#Front-end   #Back-end   #Design

2021

COMAS Interactive website renewal   Website ↗
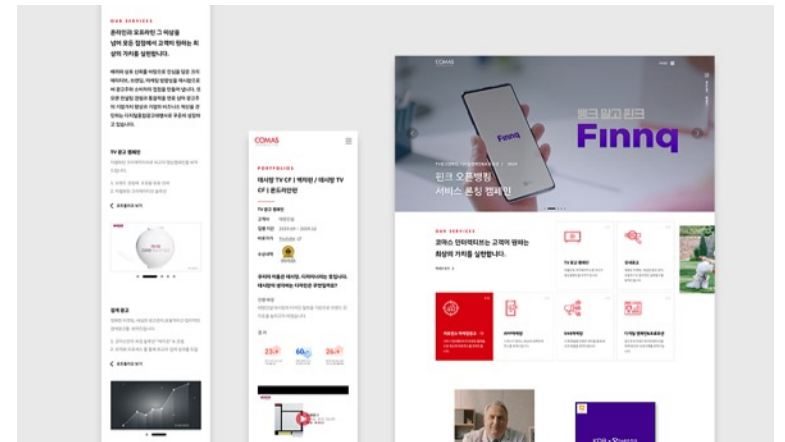
Client   COMAS Interactive

We have revamped the website of the digital advertising and marketing agency comas Interactive. Developed with the goal of continuous content management ease and SEO.

#Front-end   #Back-end   #Design   #Strategy

PORTFOLIO

2021

Samsung Mobile Press Renewal   Website ↗

Client   SAMSUNG

We revamped PR Room website for SAMSUNG MX department. We charged it to a concise and structural UI layout to highlight content and developed CMS for convenient article distribution and management.
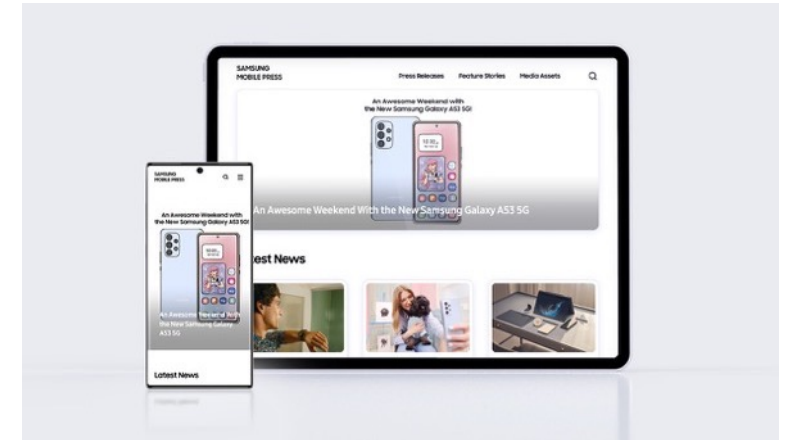
#Front-end   #Back-end   #Design   #Maintenance   #Strategy   #WordPress

2020

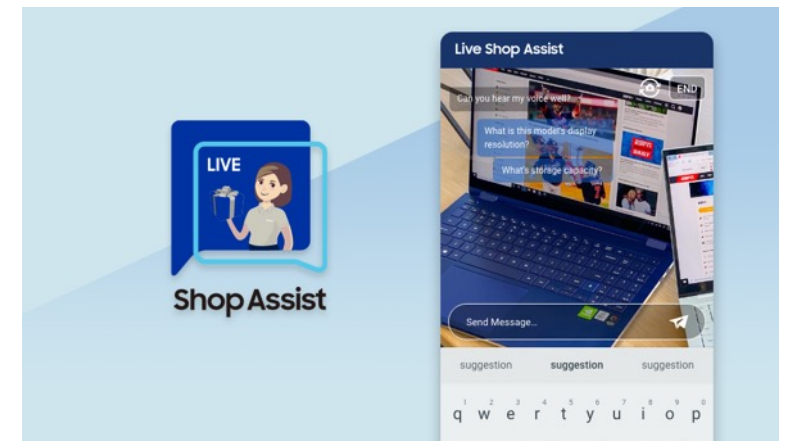## SAMSUNG PH Live Shop Assist

Client   SAMSUNG

We have established and operated a our eLive based contactless video & chat counseling solution for Samsung.com Philippines.

#Front-end   #Back-end   #Design   #Solution

PORTFOLIO

2020

Development of Samsung.com enhancement

Client   SAMSUNG

We developed a detail pages for Galaxy Note10, Galaxy Z Fold2, Galaxy Z Flip, Galaxy A series
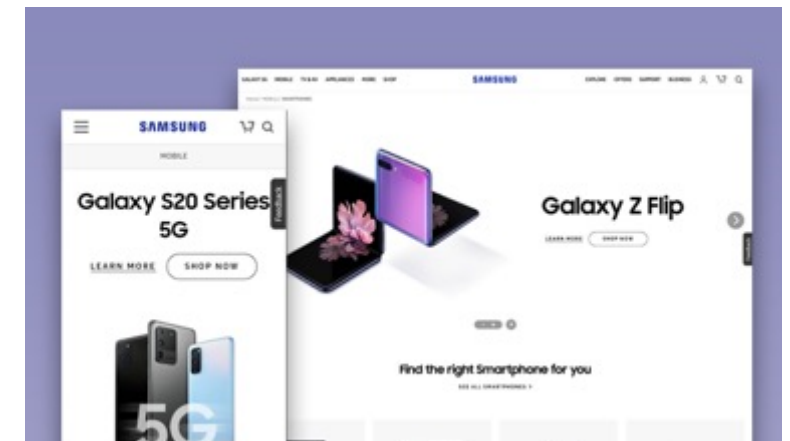with AEM.

#Front-end   #AEM
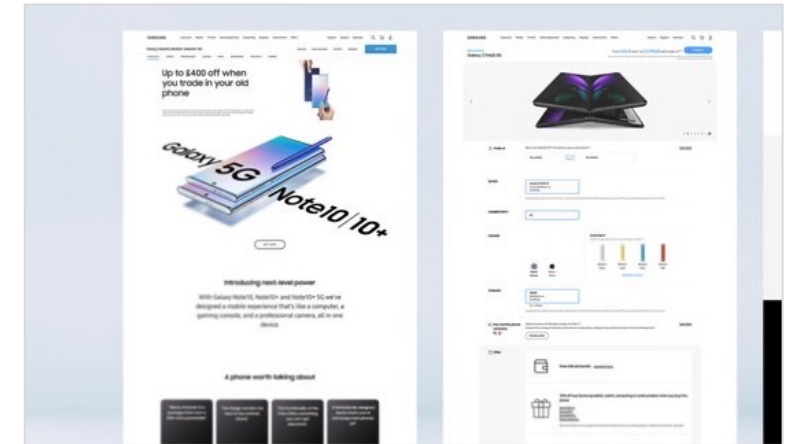
2020

Revise Samsung.com Smartphones, Mobile landing page (70 countries)

Client   SAMSUNG

We revised and developed the landing pages of Samsung Electronics' Smartphones and
Mobile categories on local sites in 70 countries.

#Front-end   #AEM authoring

be tree

PORTFOLIO

2020

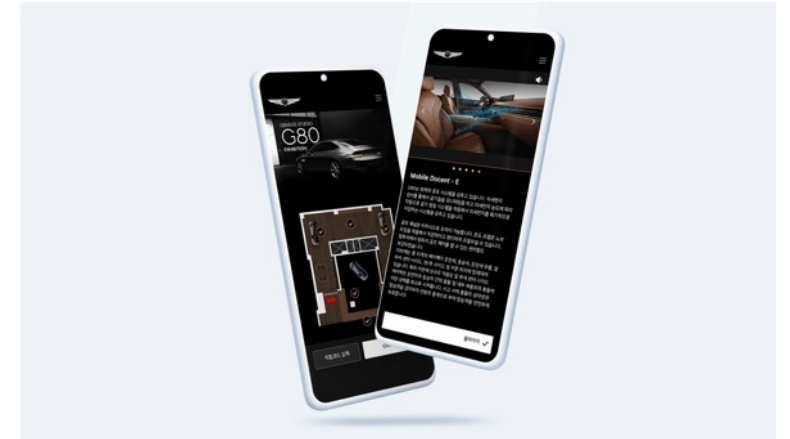## Genesis G80 / G90 Studio Exhibition Mobile Web

Client   Hyundai Motor Company

Developed a mobile web for the Genesis Studio exhibition where you can experience the new Genesis G80. When shooting the QR code in the exhibition hall, we implemented a mobile docent function that allows you to view the details.

#Front-end   #Back-end   #Design

2019

Samsung Galaxy S10, Fold, Wearables Interactive site

Client   SAMSUNG

Samsung Electronics' interactive press release website of Galaxy S10, Galaxy Fold, and Galaxy Wearables products was planned, designed, and constructed on a responsive web.

#Front-end   #Design

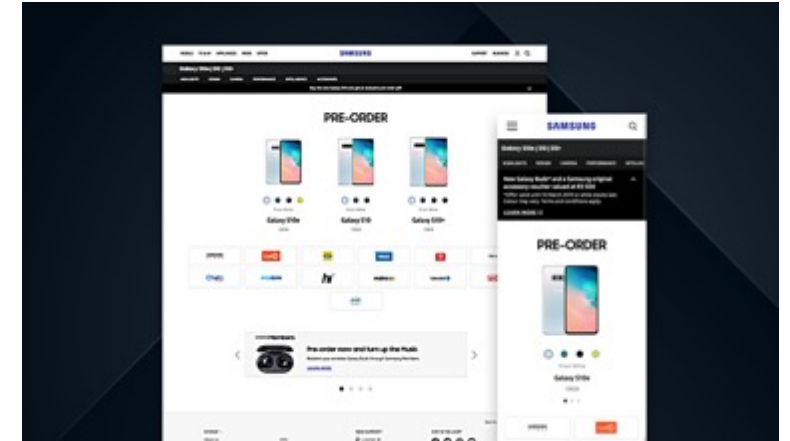be tree

PORTFOLIO

2019

Samsung Galaxy S10 Pre-order

Client   SAMSUNG

Developed pre-order page for Galaxy S10 and Galaxy Note10, which are the flagship smartphones of Samsung Electronics, in samsung.com with AEM.

#Front-end   #AEM

2019

Samsung + rewards App, Galaxy Stars Festa 2019
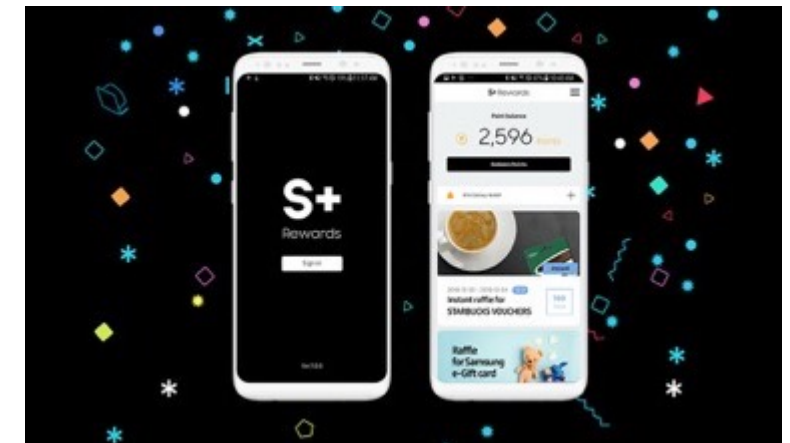
Client   SAMSUNG

Samsung + App construction / Retail Manager, a reward program to encourage the performance of the retail managers of Samsung Electronics, planned, designed, and built an event community mobile website for the best performers.

#Front-end   #Back-end   #Design   #Mobile

PORTFOLIO

2019

Samsung Galaxy Note10 2019 unpacked microsite

Client   SAMSUNG

Unpacking annuncement for Samsung Electronics' flagship smartphone Galaxy Note 10
Microsite development for material distribution. The front end was developed with AJAX.
Improved page loading speed with optimized imaging and source code using CDN.

#Front-end
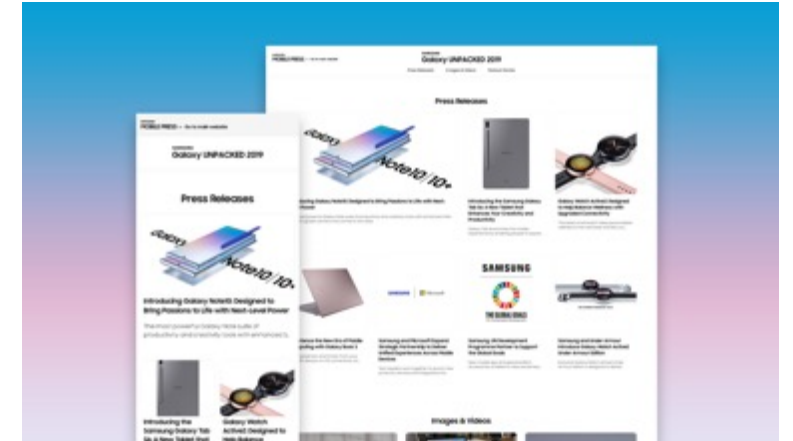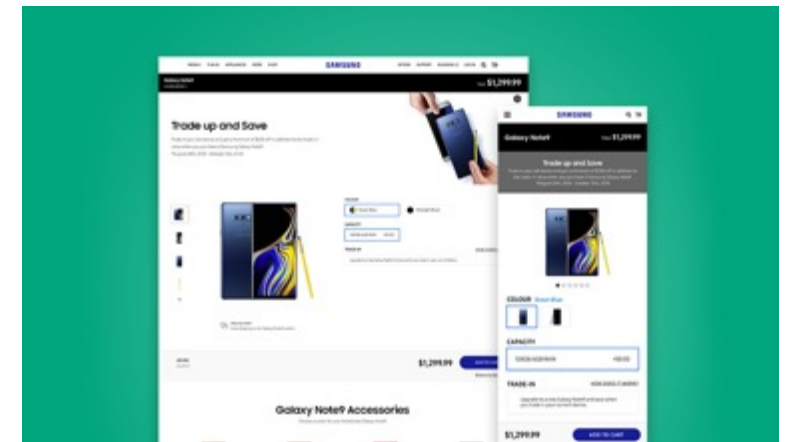

2018

Samsung Galaxy Note9 pre-order

Client   SAMSUNG

We developed Global role out, a pre-order page for Samsung Electronics' new flagship
smartphone Galaxy Note 9, using Adobe Experience Manager (AEM).

#Front-end   #AEM

be tree

PORTFOLIO

2018

Samsung Galaxy Note9 Interactive Microsite

Client   SAMSUNG

We have established a microsite to distribute press releases for unpack events of Samsung Electronics' new flagship smartphone Galaxy Note 9.

#Front-end   #Back-end   #Design
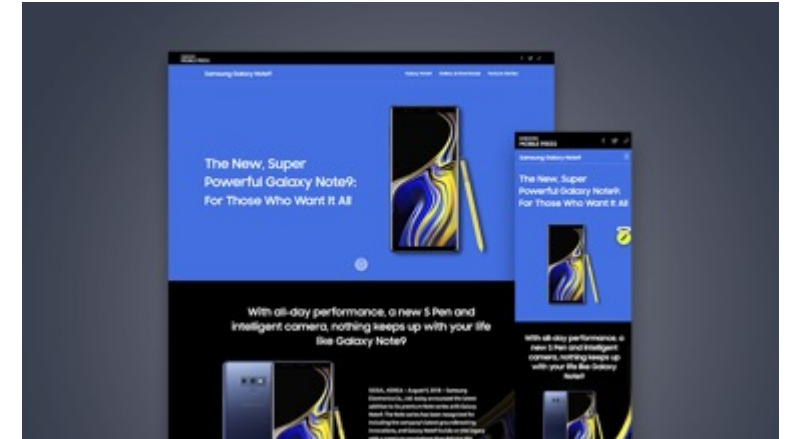
2018

Coral Ocean Golf Resort Saipan   Website ↗

Client   MRI Saipan

MRI Saipan Golf Resort renews COGR website. From photography to map illustration to reinforce information on golf courses that were vulnerable to the past.

#Front-end   #Design   #Strategy

be tree

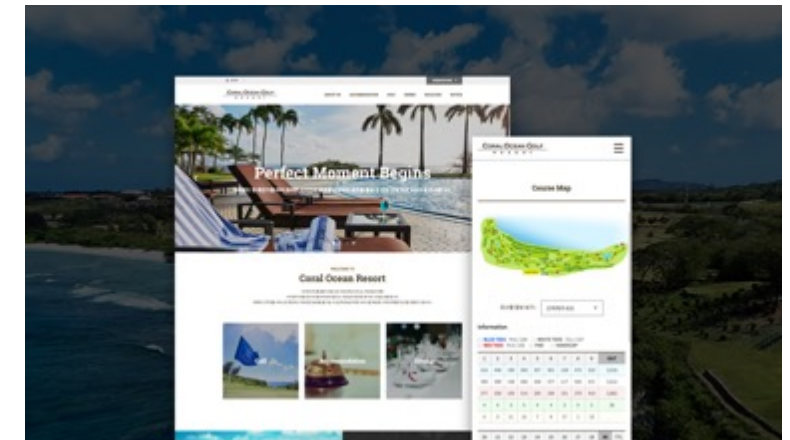# PORTFOLIO

2019
Wonandone brand's websites development operations and maintenance
Web standards publishing, building and maintaining front-end development for Yuhan Kimberly Healthcare
Build and maintain website front-end development for RollingPasta
Build and maintain website front-end development for InSaeng Seolleongtang
Develop and maintain corporate and branded (Staron, Radiance Global) sites for LotteChem

2018
Samsung Electronics Galaxy Chat Note 9 S+ Onboarding Deployment
Launching and maintaining the Solid Woo Young Mi website redesign
Developing and maintaining the Yuhan Kimberly Family Site
Virtual Store content development and deployment for Samsung Mobile Division
SK Telecom ML Infra portal design and front-end development
Development of mobile apps (Peugeot, Citroen, DS) for HANBUL Motors

2017
VR image sharing platform VRMOA planning, design, and development
Building Samsung NX Wifie microsite website development
KISA geolocation cloud website design, front-end development

2016
Redesign and front-end development of the KITA member portal.
Design and build BIS renewal development for KITA marketing/trade promotion
Plan, design, and build a VR app for hotel room exploration
Kumho E&C Smart Matching APP design and front-end construction

2015
Developed a website for Samsung Electronics' retirement compensation reception desk for suppliers.
Developed Korean and Chinese landing pages for Samsung.com

Thank you

mcyoup@betree.co.kr   https://www.betree.co.kr/