

Create API Create the World SyncTree

Ntuple?



Established with the **Goal** of providing an easy and affordable solutions that helps enterprises to focus on their business without worrying about the backend.



Our **Mission** is to provide the latest technology easily and inexpensively so that anyone with an idea for a business can easily implement without worrying about the backend.



We have been recognized for the value of our **Tech** as we have key player in various industry as customer(Finance, Transportation, and travel)

*Developed a platform called Ga-g by directly contracting with **Google Headquarter**.

History

N-tuple pivoted as a back-end specialized technology company in 2017 based on the communication and security technology developed after its inception as a digital goods transaction and payment platform for online games.

Since then, we have been constantly working to improve our backend technology.

2021

- KB Securities large-capacity backend system BAAS SyncTree introduction
- AWS Summit Participation
- ABL (Allianz Korea) MYDATA business order
- KPMG vendor registration and contract
- Woowa Brothers introduced SyncTree KT financial asset management service contract and SyncTree supply contract
- Hyundai Motor Company POC Progress
- Samsung Electronics global project selection and contract in progress
- Completed KSNET investment and introduced SyncTree
- SF express POC progress
- Hong Kong corporation established
- Konyang University Hospital My health way MOU

2020

- **Completed Development of 'SyncTree' studio, Korea's first API management and microservice integration tool**
- KT financial asset management service contract and SyncTree Supply contract
- Contract with Google Map(Google HQ) for joint-business
- Signed strategic alliance with Asiana IDT
- Selected as a government-sponsored post TIPS tech company

2019

- **AWS select partner**
- Strategic alliance, contract with Tide Square
- Partnership agreement with Expedia to supply accommodation contents to KORAIL's Gazi platform
- Signed contract for Hyundai construction machinery

2018

- Opened ga-G platform(with Google HQ)
- AIG insurance using SyncTree technology and 3rd party platform connection establishment contract
- Contract with LH Korea national Housing corporation to provide 5000 new apartment smart home construction
- Contract with Riot games Korea to provide marketing solution utilizing SyncTree

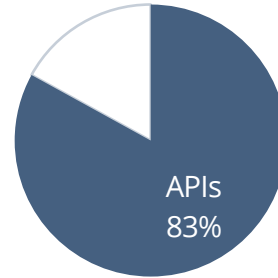
2017

- Contract with COMMAX to build 'messenger-based' home IOT platform
- Selected as a TIPS excellent tech start-up by Government, funded by government
- **Pivoted main business to backend solution from gaming item trading solution**

Rise of APIs

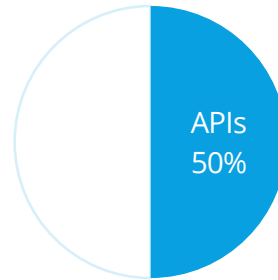
APIs are at the heart of a company's business model and at the heart of digital services and data flows.

Technologies and processes that can flexibly integrate new ideas and functions have become key factors for survival. APIs, a key factor for integration, are naturally highlighted.

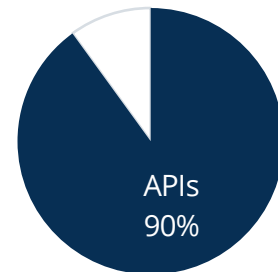


83% of **internet traffic** is API traffic

*State of internet/ Security 2019 report from Akamai



50% of **Salesforce's revenues** come from APIs



90% of **Expedia's revenues** come from APIs

*Harvard Business Review, The Strategic Value of APIs

What is role of N-tuple in API economy

It serves as a connector that gathers B2B mediums scattered around the world. It helps successful Digital transformation of the companies.

Business Area



Connects
API



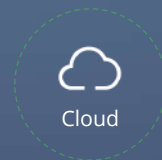
Business
Competitiveness

APIs connect



APIs creation
& management

Technical Area



SyncTree value proposal

Core values provided by SyncTree for efficient APIs creation and management

SPEED

APIs framework Kubernetes/Docker, Cloud/Installation, Microservice, etc.
We use the latest technology to build an environment that allows you to quickly deploy your services to the market.

EASY

By providing module blocks, you can develop APIs efficiently without acquiring and replacing complex development languages.

EFFICIENT

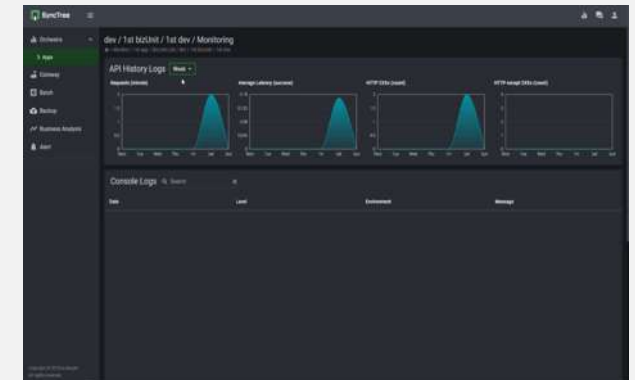
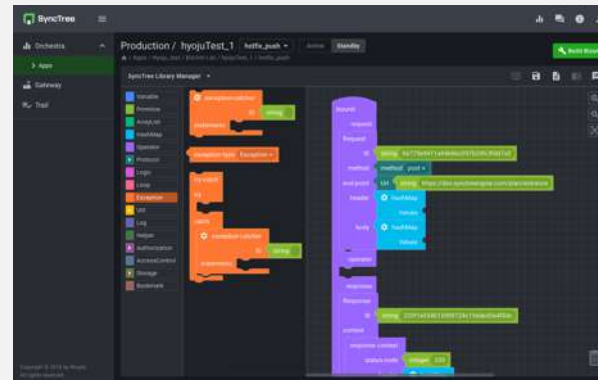
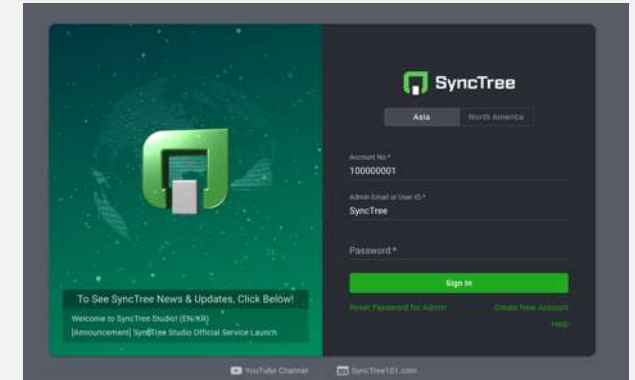
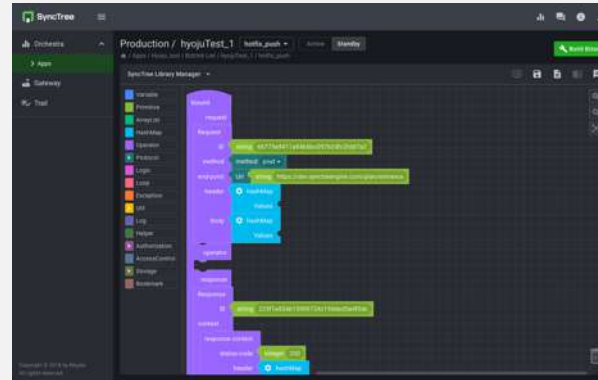
By providing DevOps, gateway, management, test, and security functions, customers can respond efficiently without the need to develop separate modules.

SyncTree?

SyncTree was developed as a software that quickly and efficiently distributes corporate data and services to the market.
(SAAS/installation type)



Connecting systems

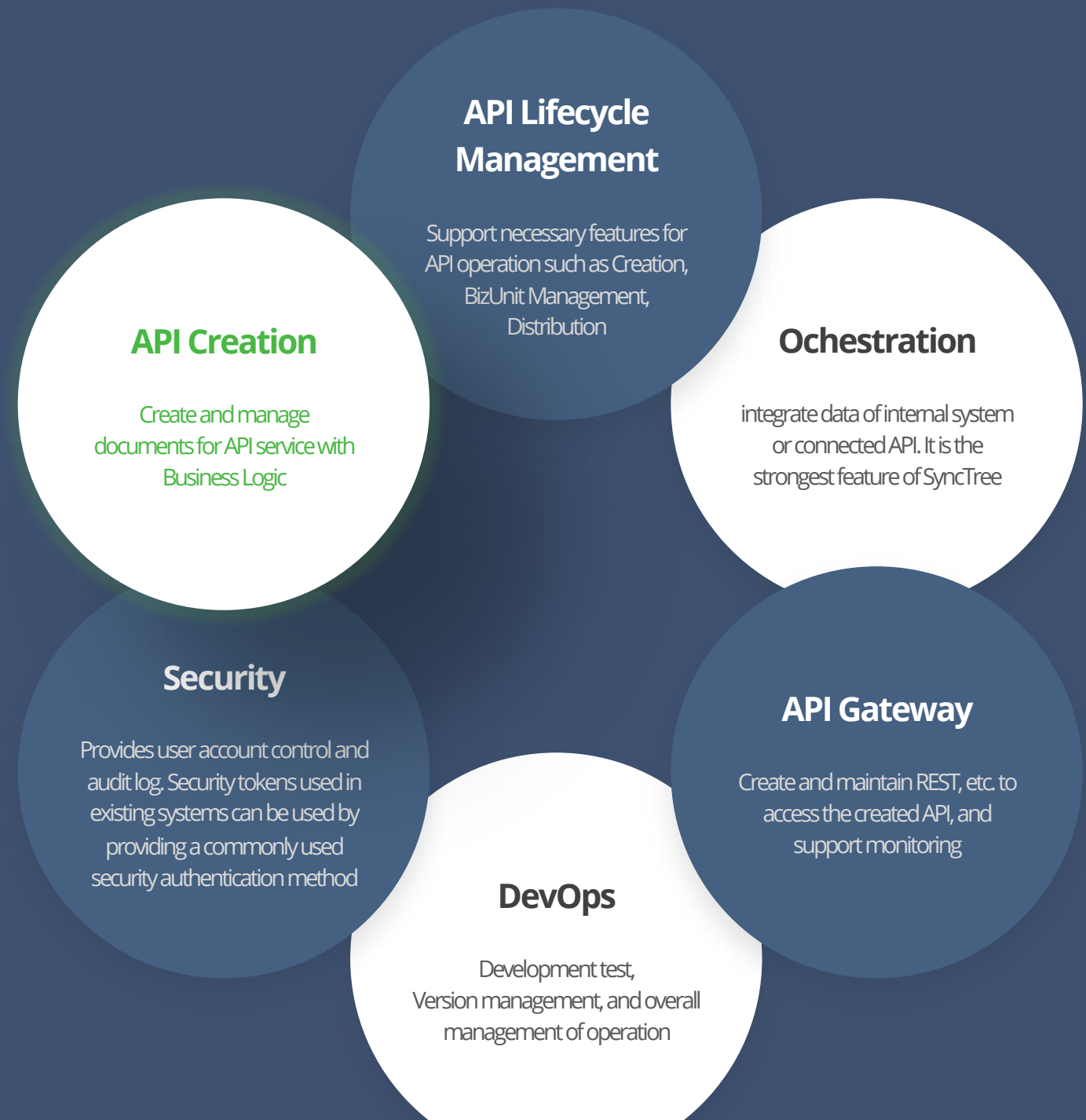


- **Homepage**
<https://SyncTree101.com>
- **Intro clip**
<https://youtu.be/oYpRDwI8ROY>
- **SyncTree**
<https://SyncTreestudio.com>

From Microservice To No-code API solution

Total solution of API from creating business logic , API creation, Orchestration, Dev-ops by “drag and drop” the modularized various blocks without coding

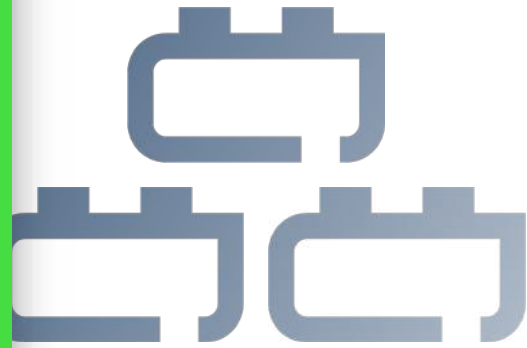
SyncTree provide 6 key functions based on serverless, module block, and environment free





SyncTree

No-code API solution that uses various modularized function blocks by drag and drop without coding.



"SyncTree, which normally takes more than 3 months, to automate all channel connections within 12 months to achieve increased sales."

— AIG

INCREASE SALES

180%



"There were a lot of difficulties from the recruitment of APIs development management developers, but it was good that SyncTree was introduced and I was able to see the effect quickly as a junior manpower" — KSNET

"It was difficult to meet the insurance company's legacy and the government's My Data requirements, but it was good to be able to test the project within 3 months." — ABL (Allianz Korea)



SAVE TIME

80%

REDUCE COSTS

80%






"Through SyncTree, we have seen more than 80% of the cost of existing large-scale projects, and it is encouraging that the existing large-capacity BASS has been actively completed."

— KB Securities

Comparison with existing API Management Solution

SyncTree is only total solution of API management. Existing API management company cannot provide service seamlessly.

				
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API Creation	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="radio"/>

API Creation?

API Creation is process of creating and exposing APIs.

It includes modeling, orchestration, transform, documentation. SyncTree innovates the old process to help customers focus on their business.

Old way

Need complex logic
such as Soap, Rest

Need Senior
Developer

 SyncTree

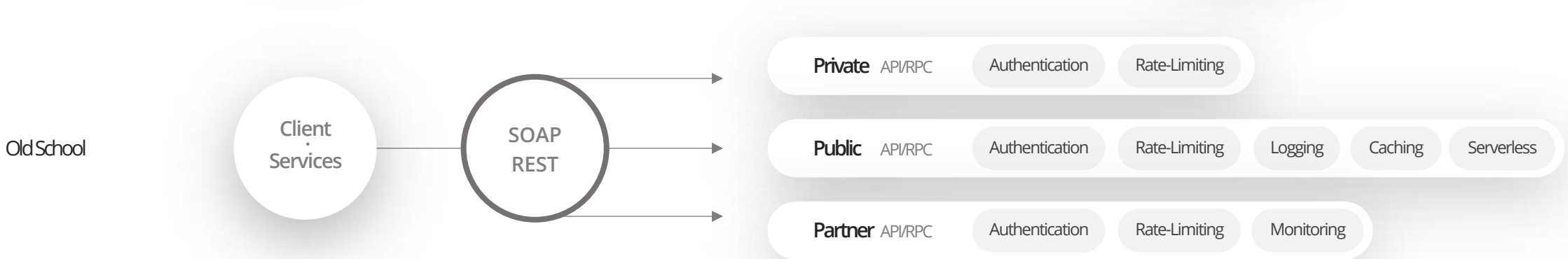
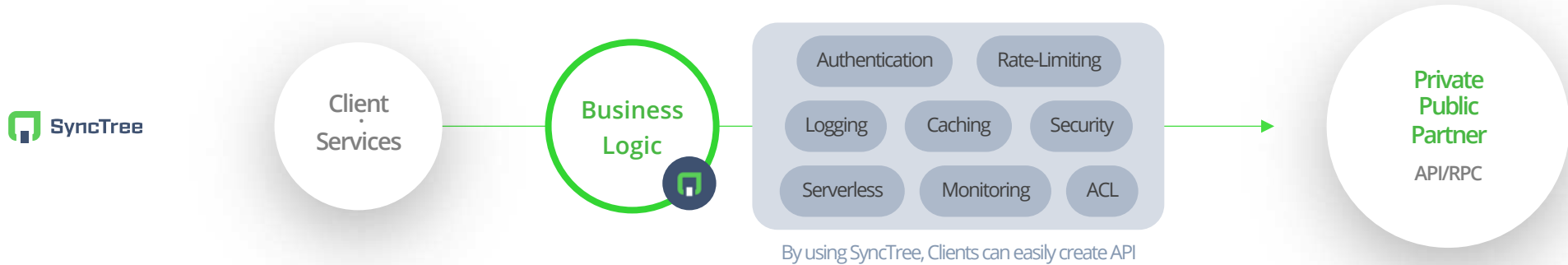
Modularized
based on No Code

Junior Developer
Can use it

BENEFIT
Save 80% of
time & cost

Old School VS SyncTree

SyncTree is efficient compared to old process, customers are experiencing cost and time saving.



Pain Point and Solution

A case where it was difficult to create and manage an efficient API and successfully solved it using SyncTree

Speed

Unification of unprepared partner connections and integrations

Connection in case of development

Industry

Travel

Airline

Pain Point

- Issue 1** Need to connect the traditional legacy system with affiliate DBs and partners
- Issue 2** Need to link partners within a short time and unify unnecessary linkages
- Issue 3** Some partners are not ready to link, but we need to link together

- Issue 1** Need to save cost and time while developing open API system.

Solution

Through SyncTree's API connection and seamless integrated management, It integrates legacy system with internal and external DBs and platforms. Through parameter switching, integrates partners who are not ready for integration and individualized service flows are all linked.

Through SyncTree, the customer's security system and manual and the existing API are integrated, and real-time linkage with various partners is completed at a fast speed.

Pain Point and Solution

A case where it was difficult to create and manage an efficient API and successfully solved it using SyncTree

Complex integration and technology response

Simple connection and security troubleshooting

Easier

Industry

Finance

Insurance

Pain Point

- Issue 1** Maintenance issue due to an old legacy DB
- Issue 2** Need to solve Various and complex integration issue(Internal System/ My Data Platform Integration/External Affiliate/Integration between services)
- Issue 3** Need international standard security patents are required due to integration problems with global headquarters

- Issue 1** Various problems that occur when linking the existing insurance server with the servers of insurance agencies and external platforms
- Issue 2** Need channel expansion with external services after one time sync
- Issue 3** Need international standard security patents are required due to integration problems with global headquarters

Solution

Solve technical issue and save time and cost through data transformation and service integration by SyncTree API management solution.

Internal and external server integration /External channel integration with API gateway. Time and cost saving through business channel expansion with finance security compliance requirements.

Pain Point and Solution

A case where it was difficult to create and manage an efficient API and successfully solved it using SyncTree

Efficiency

Integration of MyData and various suppliers

Integration between different services without changing structure

Industry

Telecom

Transportation(Train)

Pain Point

- Issue 1** Issue with integration of API connection and channel establishment when linking traditional communication legacy systems with partners in various industries and various app services.
- Issue 2** Need fast and secure API integration with various content providers
- Issue 3** Need efficient API integration for MyData business

- Issue 1** Need to integrate legacy DB of MaaS with internal booking system with various system without changing the structure.
- Issue 2** Need efficient integration with affiliate
- Issue 3** Need integration between different services.

Solution

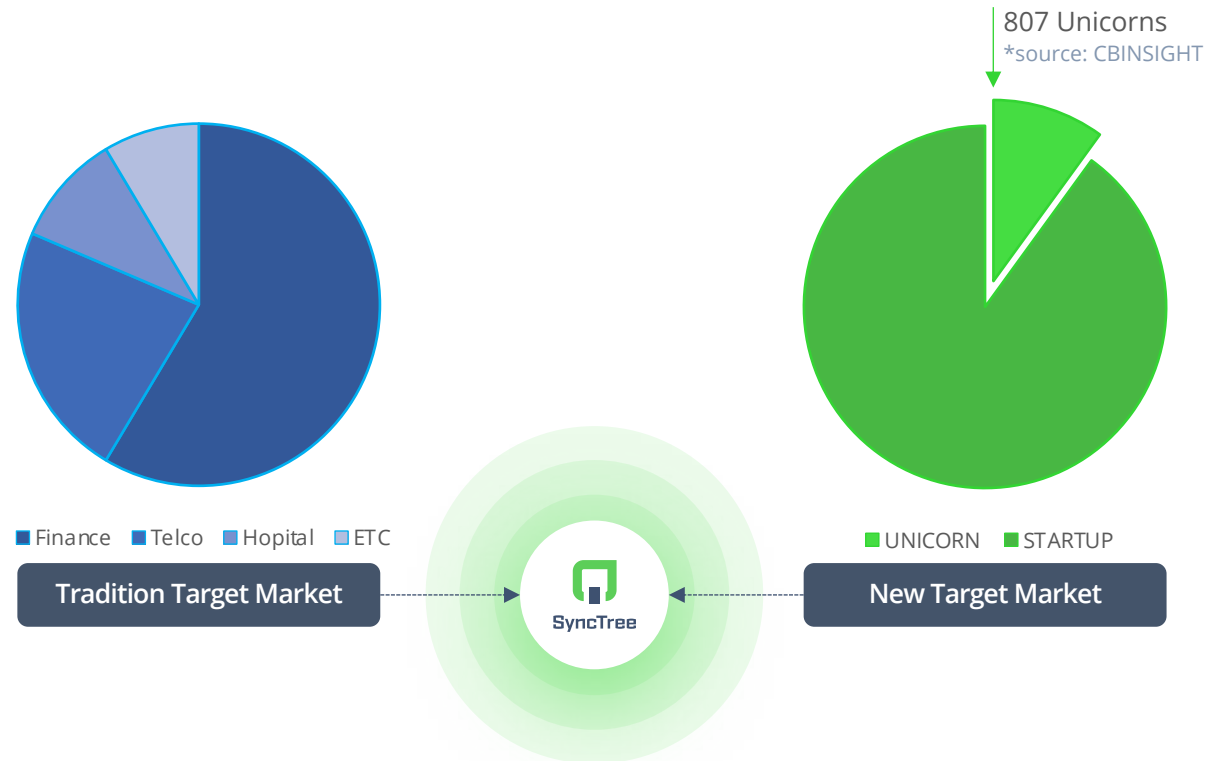
Cost, time saving for extensive API environment condition. Affiliate DB API connection with legacy system.

Cost, time saving by using API gateway and management. Able to integrate various legacy system with various app service without changing infrastructure.

Ntuple: target market

Not only financial sector telecommunication customers with existing large-scale legacy infrastructure, but also big tech, unicorn, and startups

The efficiency of development and demand for API creation and management were verified through contracts.



Customer case

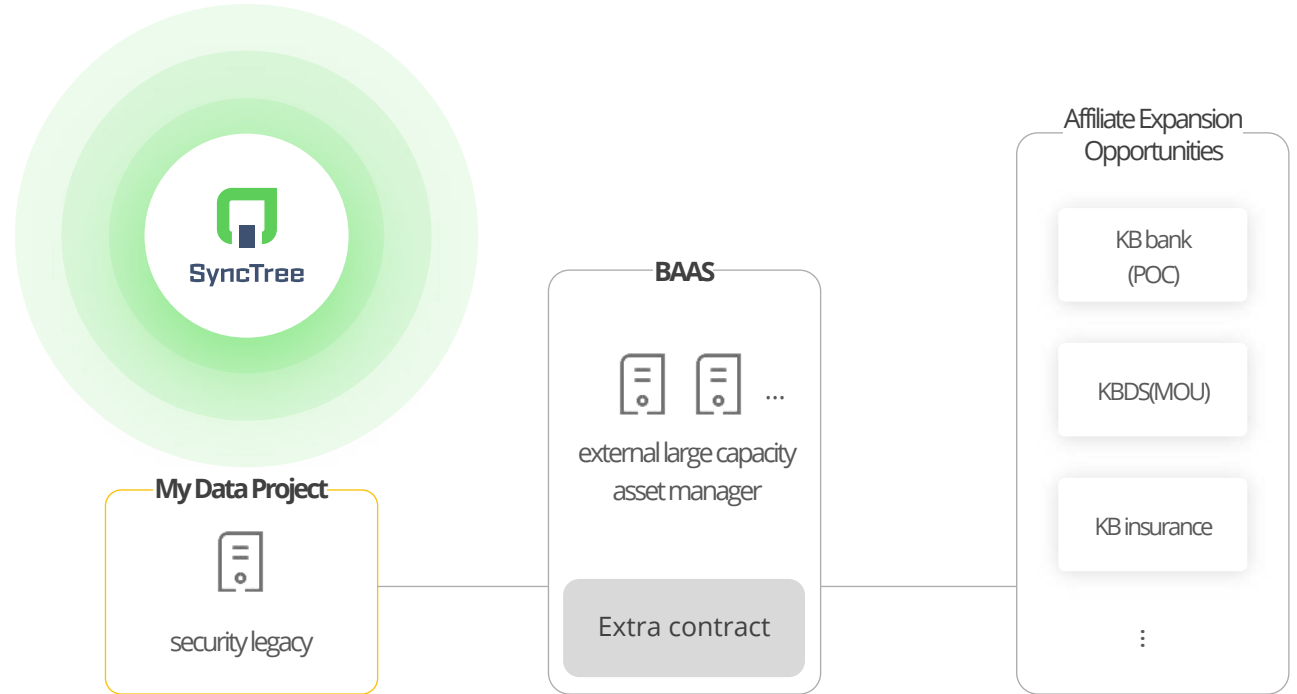
SyncTree101.com

SyncTree_contact@nntuple.com

KB security

KB Securities introduced SyncTree to develop and manage APIs in line with the existing My Data business. .

High satisfaction with SyncTree was high, so the customer introduced SyncTree to a high-capacity traffic processing BAAS that connects to an external asset manager, and it is establishing itself as a company-wide core development solution.



- Introduction of APIs development and distribution environment in line with government My data business requirements
- Compete with global solutions and choose SyncTree
- Competitors do not support individual API creation by channel vs. Support for creation in case of sink tree
- 3 months 1000 APIs set up
- Expanded to large-scale core APIs development management solution with enterprise adoption due to solution satisfaction
- Customer interview video: <https://youtu.be/JzTC0cybOL4>



APIs management

Customized portal

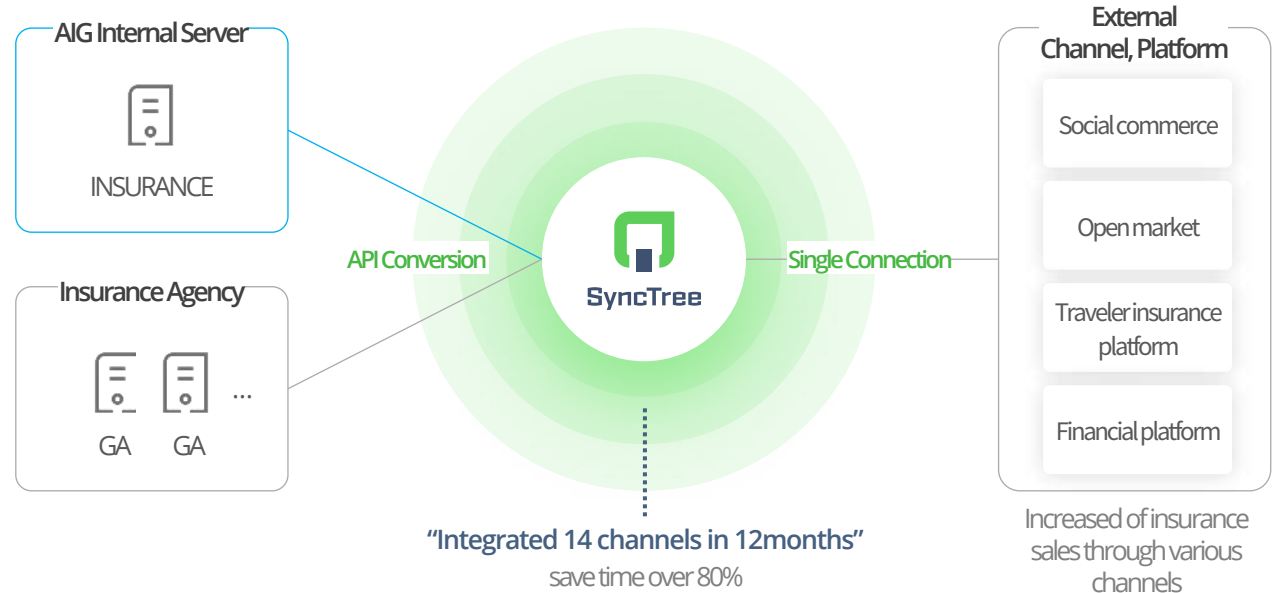
APIs gateway

APIs develop

APIs portal

AIG Insurance

Converting existing professional communication of AIG micro insurance products into API, we have successfully performed all API integration between insurance agency and new channels.



API Management

Provide Customized managing

Channel

API Gateway

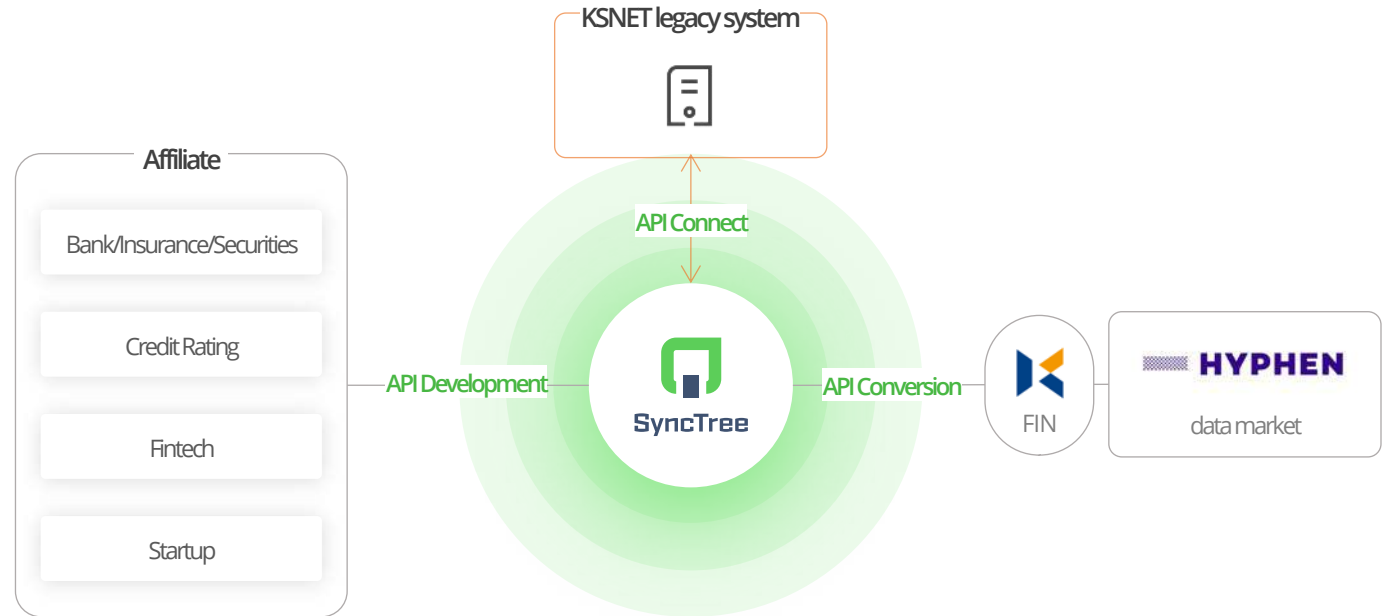
Patent

- Safer and Faster external affiliate channel expansion.
- Eliminates unnecessary and repetitive infrastructure work
- Expanding 1.2 channels per month(average). E-commerce, insurance re-seller, internet banking/payment, fin-tech, telecom, etc
- Support for custom development of insurance policy transmission, customer consent, and identify verification process

Project

Data Marketplace for the 30 Trillion Data Market

Develop and sell APIs products through SyncTree based on various financial infrastructures such as 300,000 affiliated stores owned by customers



APIs management

Vendor

APIs gateway

APIs creation

- Repetition and removal of infrastructure and VAN environment work when connecting to the financial sector through Think Tree
- Completed high level APIs development through tools at junior developer, non-major level
- Convergence of various existing protocol environments such as SOAP through SyncTree
- From complicated internal/external linkage to Frontend service opening, it is impossible without a SyncTree to be completed within 3 months

Key Person

K O R E A



Hyunmin, Park
CEO

- Ntuple Founder
- Winking Taiwan Development team PD
- Vertigo Games WWE Game Senior Director
- Actoz Soft Producing Team lead
- Soongsil Univ, Economics



Jung Hoo, Eum
COO

- IZ Soft VIP
- Vertigo Games VP
- NHN Game Strategy Lead
- NHN RPG development center Lead
- LG Ad Multimedia Team
- University of Southern California, Communication Management M.A.



Hyunmin, Shin
CTO

- Yogiyo Tech Director
- Rocket internet China
- Ticket Monster CTO
- SKTT valley CTO
- Yahoo
- ATW Paderborn Computer Science



Ho Gyu, Lee
CXO

- Nexon Senior Server Programmer
- Identity Games Server Programmer
- Vertigo Games WWE Game Server Development
- SKNT Server Programmer
- NHN Server Programmer
- Hongik Univ. Mechanical Engineering

G l o b a l



Jason Lee
CGO

- Modern Alpha Group Founder/Director
- Carnegie Mellon University Business Administration



Joseph Wong
CSO

- GOLS, CEO & Founder
- ANZ, Private Wealth Manager
- ICBC, Private Wealth Manager
- UBS, Investment Banker
- Detsch Bank, Investment Banker
- University of Pennsylvania, Dual Major: Computer Science, Economics

Recently recruited CTO Hyunmin(CTO) to enhance the development system and team.

Thank you