

온톨로지가 기업의 손익에 미치는 영향



CEO, Seunghyun Lee at Enhans

- M.S. in Computer Science at KAIST
- Data Analyst at Samsung Electronics



Humans decide. AI Agents act. A new era begins.

Vertical AI Agent

Powering Consumer Brands With Digital Labor

P&G SAMSUNG PHILIPS

Revenue: 7M (2025)
Investment: \$60M (Series C)

- 50+ Countries
- 1,000+ Marketplaces
- 40+ Global Consumer Brands

Team

Philosophy. Technology. User-Centric. The foundation of our team(130+)

World-class team in industries and AI Agent fields, consisting of master's and Ph.D. researchers from USA(UC Berkeley,...), China(Peking Univ, ...), South Korea(Seoul National Univ., ...)



CEO,

Seunghyun Lee

Bringing AI from research to production, with proven commerce expertise.

- M.S. in Computer Science at [KAIST](#)
- Data Analyst at [Samsung Electronics](#)



CAIO,

Dokyun Kim

A recognized expert in time-series modeling and dynamic systems.

- Ph.D. in Industrial Engineering at [Seoul National Univ.](#)



Head of Product,

Hyunjin Ahn

Brings CHI-level UX research and years of real-world product.

- M.S. in Human-Computer-Interaction at [Seoul National Univ.](#)
- UX Designer at [Samsung Electronics](#)

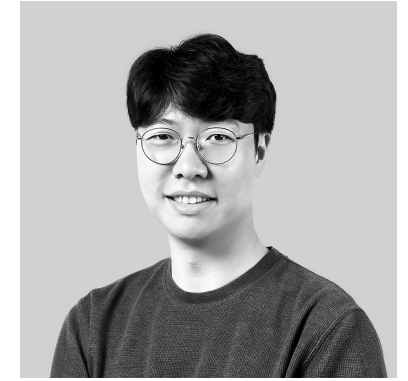


Head of Business,

Sukyeon Jung

From global consulting to driving fast-growing B2B businesses.

- B.A. in Economics at [UC Berkeley](#)
- Strategy at [Merrill Lynch, Bain & Co, Megazone](#)



CFO,

Younghoon Jung

Experienced in guiding growth across startups, unicorns, and public.

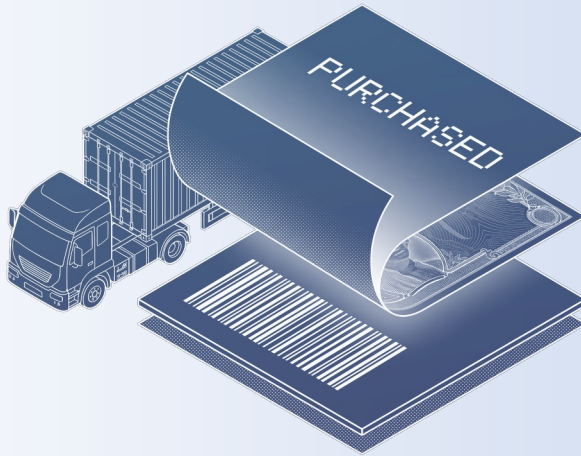
- MBA in Business Administration at [Korea Univ.](#)
- Head of finance at [Woowabrothers](#)

Expand

AgentOS, Proven in commerce & retail. **Now expanding beyond.**

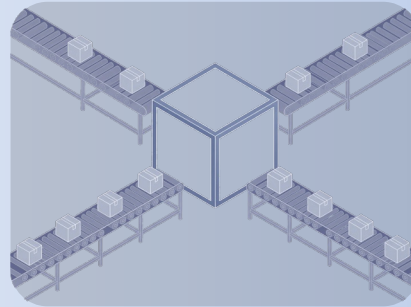


Connecting the enterprise, one process at a time:
Sales → SCM → Manufacturing → Costing → Closing



Commerce/Retail(30+)

P&G



Manufacture(5+)

SK hynix



Finance(3+)

하나은행



Defense

대한민국 국방부
Ministry of National Defense

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Humans decide. AI Agents act. A new era begins.

#1

Digital Labor

Action, At Last

 Enhans

Problem

Enterprises are slowly losing their edge and fading away.

Facts

Average Employee Age(2020 to 2024)

39.7 to 42.4

Labor Shortage(2033, South Korea)

821,000

Now

Enterpriese **age**,

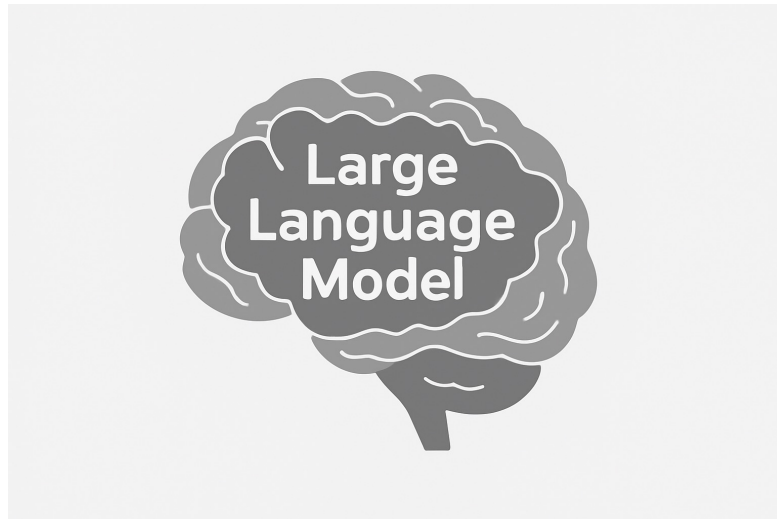
Workers **vanish**,

Action **Slows.**

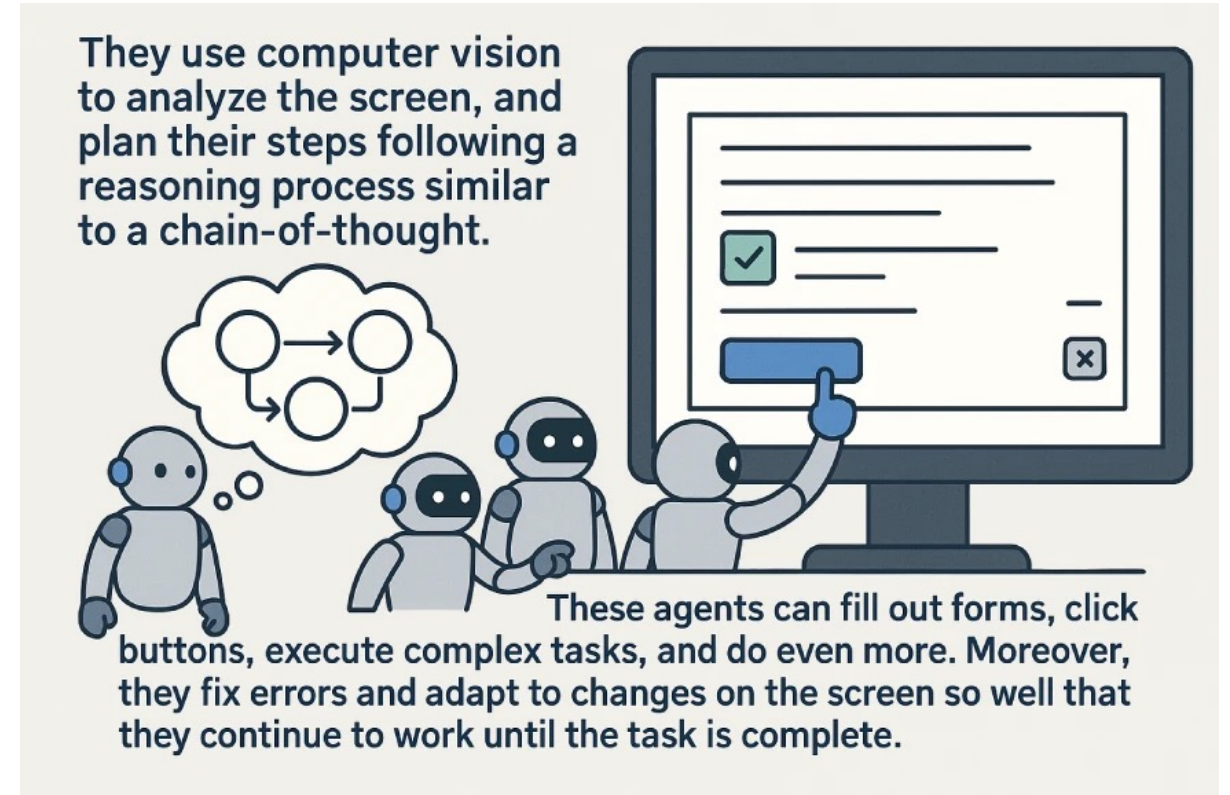
Opportunity

LLM(Large Language Model) + CUA(Computer Using Agent)

<https://www.analyticsvidhya.com/blog/2025/05/computer-use-agents/>



+



Enhans — **#3 worldwide** on Online Mind2Web(CUA Benchmark)

Physical AI

Work in Factory



 FIGURE

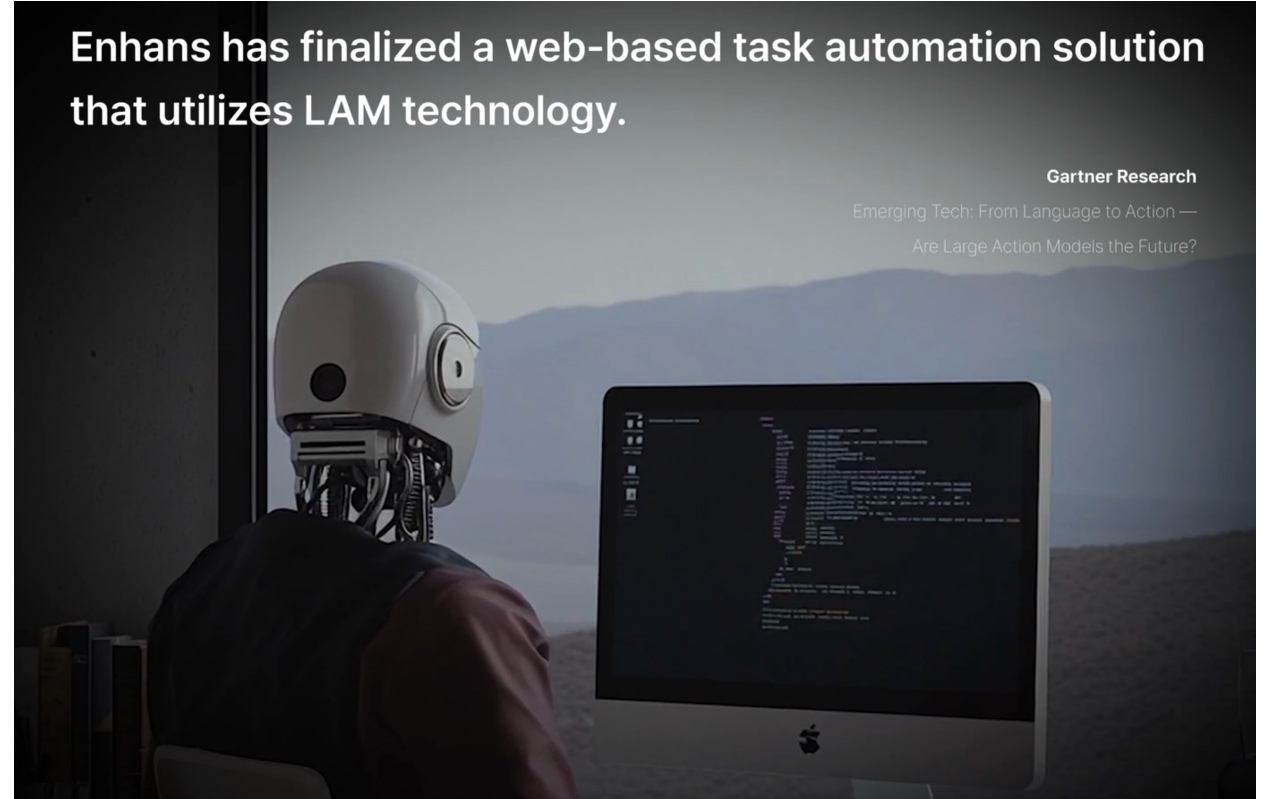
Jensen Huang(NVIDIA, CEO):

"The next wave of AI won't just generate text, images, or code—the next wave will be **digital labor**, agents capable of performing real work, and **physical AI**, robots acting in the real world."

"**Every company will hire digital workers**, and invest in physical AI systems that change their cost structure and productivity."

Digital Labor(AI)

Work in Office



 Enhans

What Changes With AI Agent

🌙 Night time: 6pm to 9am



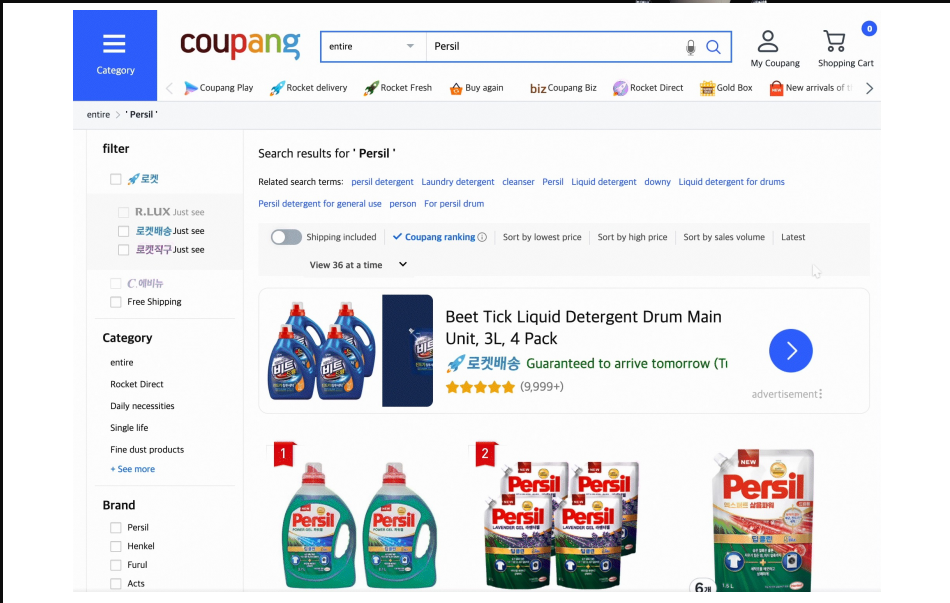
AS-WAS



TO-BE

[Price Agent]

Cost: **67% Down**, Revenue: **4% UP**



#2

Case Study #1

Why?

Why do enterprise AI agent initiatives fail to deliver results?

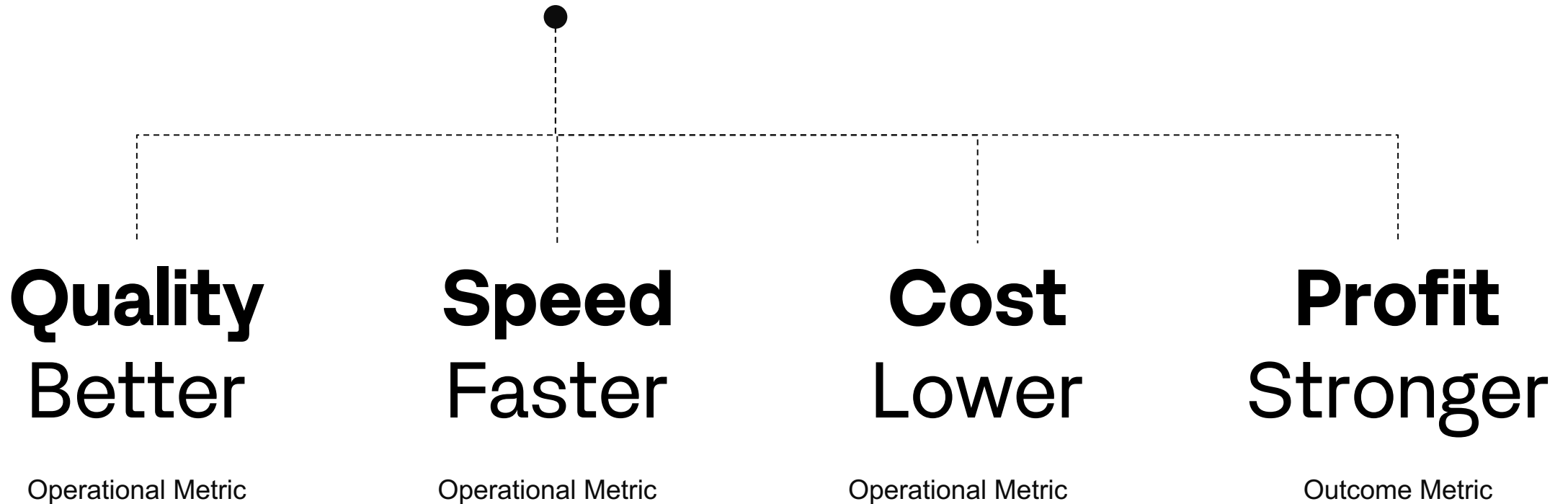
Just 5% of integrated AI pilots are extracting millions in value, while the vast majority remain stuck with no measurable P&L impact.

-The GenAI Divide: State of AI in Business 2025

Impact

Key Matrix

Every AI initiative should start with
a clear **business impact** hypothesis and **measure it**.

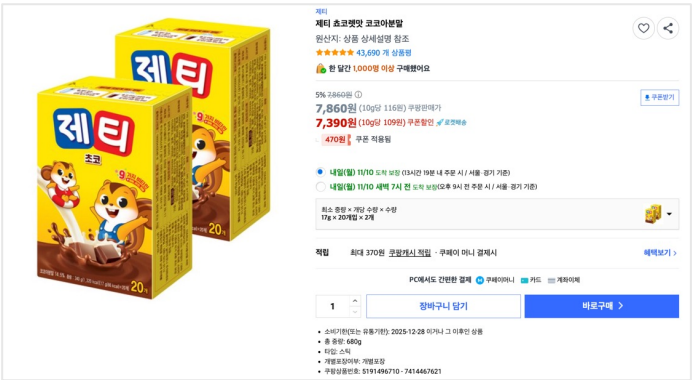


Use case

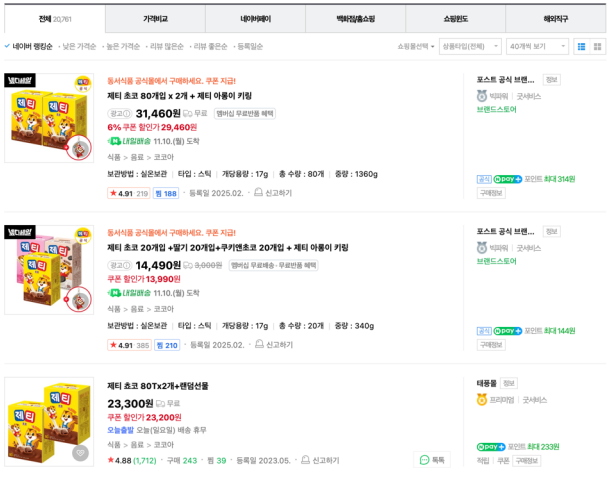
Price Agent

[Task] Find the lowest domestic online price identified by Coupang's dynamic pricing system, and adjust our price accordingly.

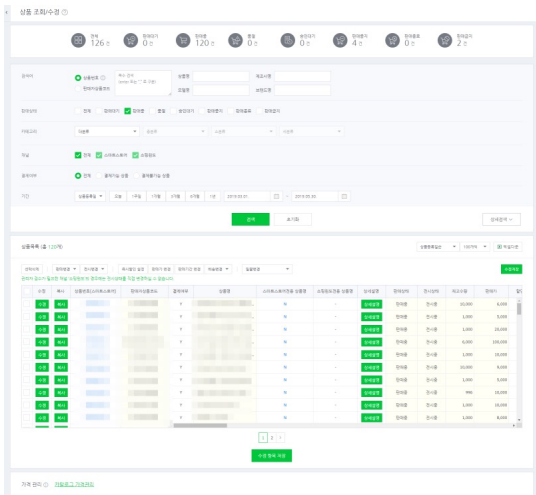
[Coupang]
1. Coupang Price Check



[Other Marketplace]
2. Find the lowest price



[Online Seller Center]
3. Adjust the price



Use case

Price Agent

[Task] Find the lowest domestic online price identified by Coupang’s dynamic pricing system, and adjust our price accordingly.

Worker	Quality Success Rate: Matched products found across marketplaces	Speed Processing Time: Matched products found across marketplaces	Cost Annual Operating Cost: To respond to Coupang’s price reductions across all products.	Profit Annual Profit Impact: Incremental profit generated by real-time dynamic pricing against Coupang.
Human	30%	49 Hour	₩410,000,000 (₩82,000,000won *5 M/M)	₩1,125,000,000 Increase
AI Agent	85%	0.8 Hour	₩150,000,000	₩3,187,500,000 Increase
Improvement (vs. Human)	2.4x	61.2x	₩260,000,000 Saved	₩2,062,500,000 Increase

Total Net Benefit: ₩2.32 billion

#3

Case Study #2

전사 구매 프로세스

AI가 자동으로 구매를 실행합니다

요청부터 결제까지, AI가 모든 구매 프로세스를
판단하고 실행하여 더 빠르고, 더 정확하고, 더 효율적으로



AI Agent 주소지 오기재로 인한 오배송 Issue (Wrong Address)



JAMES RYSEFF, BRANDON DE BRUHL, SYDNE J. NEWBERRY

The Root Causes of Failure for Artificial Intelligence Projects and How They Can Succeed

Avoiding the Anti-Patterns of AI

Artificial intelligence (AI) is widely recognized as technology with the potential to have a transformative effect on organizations.¹ Although AI was once reserved for advanced technology companies with the ability to hire top talent and spend millions of dollars, all types of organizations are adopting AI today. Private-sector investment in AI increased 18-fold from 2013 to 2022,² and one survey found that 58 percent of midsize corporations³ had deployed at least one AI model to production.⁴ Similarly, the U.S. Department of Defense (DoD) is spending \$1.8 billion each year on military applications for AI, and DoD leaders have identified AI as one of the most crucial technologies to the future of warfare.⁵

AI is already making impacts across a wide variety of industries. Pharmaceutical companies are using it to accelerate the pace and success rate of drug development.⁶ Retailers, such as Walmart, are deploying AI for predictive analytics so that they know when to restock inventory and how to optimize their end-to-end supply chains.⁷ Finally, in the defense realm, AI is piloting fighter jets,⁸ detecting enemy submarines,⁹ and improving commanders' awareness of the battlefield.¹⁰ These examples demonstrate the relevance of AI to organizations in a variety of industries and for a variety of use cases.

However, despite the promise and hype around AI, many organizations are struggling to deliver working AI applications. One survey found that only 14 percent of organizations responded that they were fully ready to adopt AI, even though 84 percent of business leaders reported that they believe that AI will have a significant impact on their business.¹¹ Managers and directors find themselves under enormous pressure to do something—anything—with AI to demonstrate to their superiors that they are keeping up with the rapid advance of technology.¹² But too many managers have little understanding of how to translate this desire into action. By some estimates, more than 80 percent of AI projects fail.¹³ This is twice the already-high rate of failure in corporate information technology (IT) projects that do not involve AI.¹⁴

//

RAND identified problem **misdefinition** as the most common cause of AI project failure:

companies solve the wrong problem, optimize proxy metrics, and build models that do not fit real business workflows.

//

Case. 전사 구매 프로세스 자동화 Procurement Automation

Purpose:

Automation rate: 80%+

Case. 전사 구매 프로세스 자동화 Procurement Automation

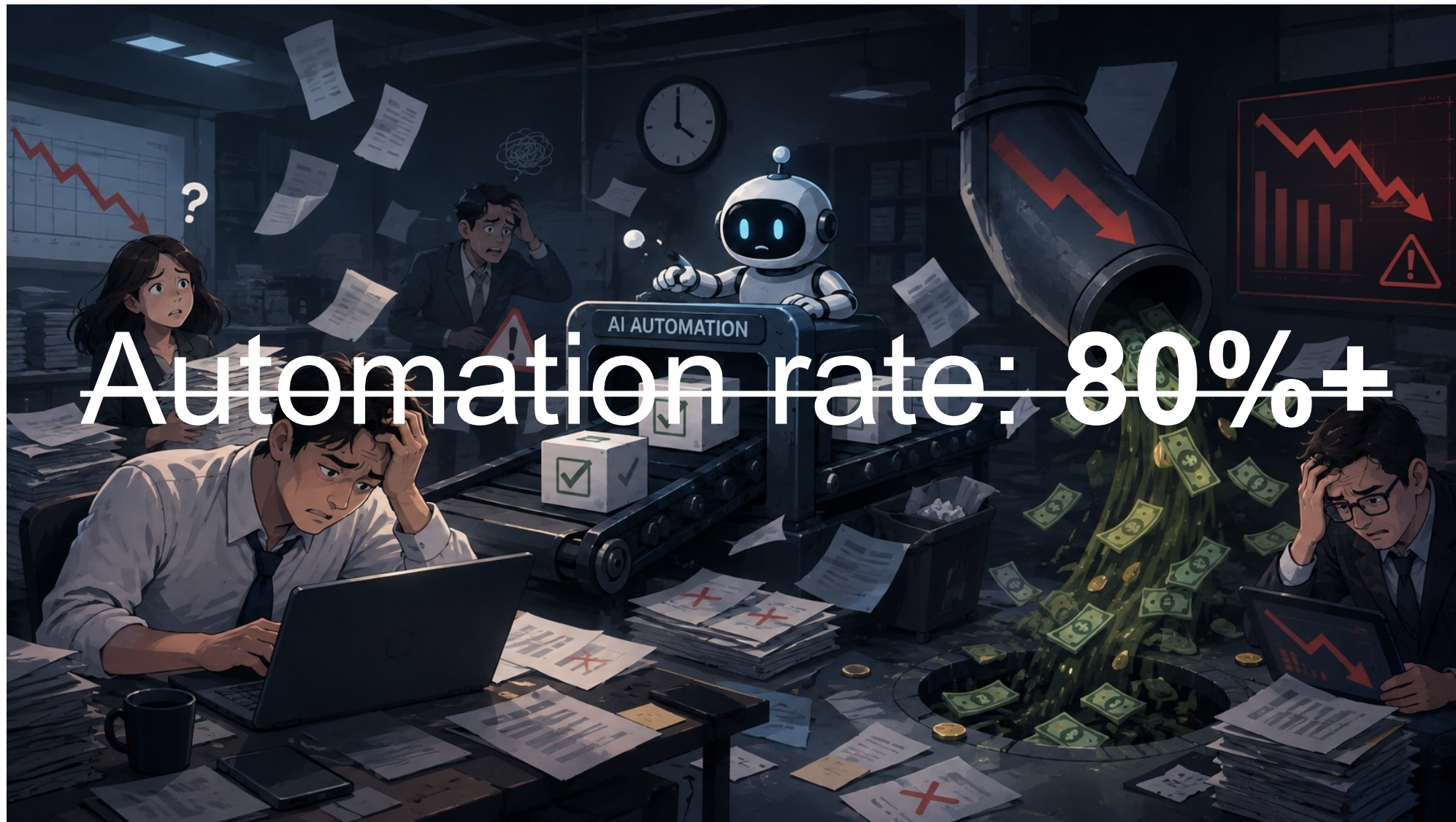
Purpose:

Automation rate: 90%?



Why??

Case. misdefinition



3 Real-world Cases.

CASE 01

Automated a “special packaging return” process that occurs only 3 times a year

A specific supplier's packaging return happens only 3–4 times a year and was previously handled manually.



Automation Project



Result



Manual time saved:
~2 hours/year



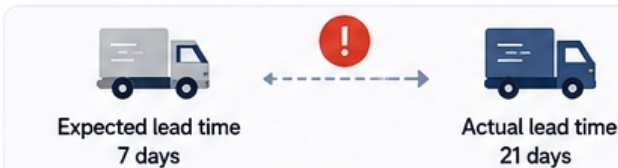
Automation build time:
3 weeks of development
(hundreds of hours)

Automation rate increased,
but it cost the company more.

CASE 02

AI selected a supplier 12% cheaper, but late delivery caused production disruption

AI found the lowest-price supplier and fully automated the purchase.



Result



Purchase cost savings
₩60 million



Delay impact:
Total cost increase

AI bought it at the lowest price,
but the company paid more in the end.

CASE 03

AI perfectly processed a request to buy 1,000 parts, but 300 were already in stock

R&D requested 1,000 units of a specific part.



AI's Decision

Purchase needed:
1,000 units

VS

Actual Situation

In-house stock: 300 units
Additional purchase
needed: **700** units

Result



Purchased 300 extra units
that were not needed
(avoidable cost incurred)

The request was automated,
but the purchase was not optimized.



Why 80% of Companies Fail to Turn AI into Revenue Growth

Deloitte 2026

1. Automation **without purpose**

2. Improvement **without Measurement**

What is the right purpose?

Fixed Purpose:

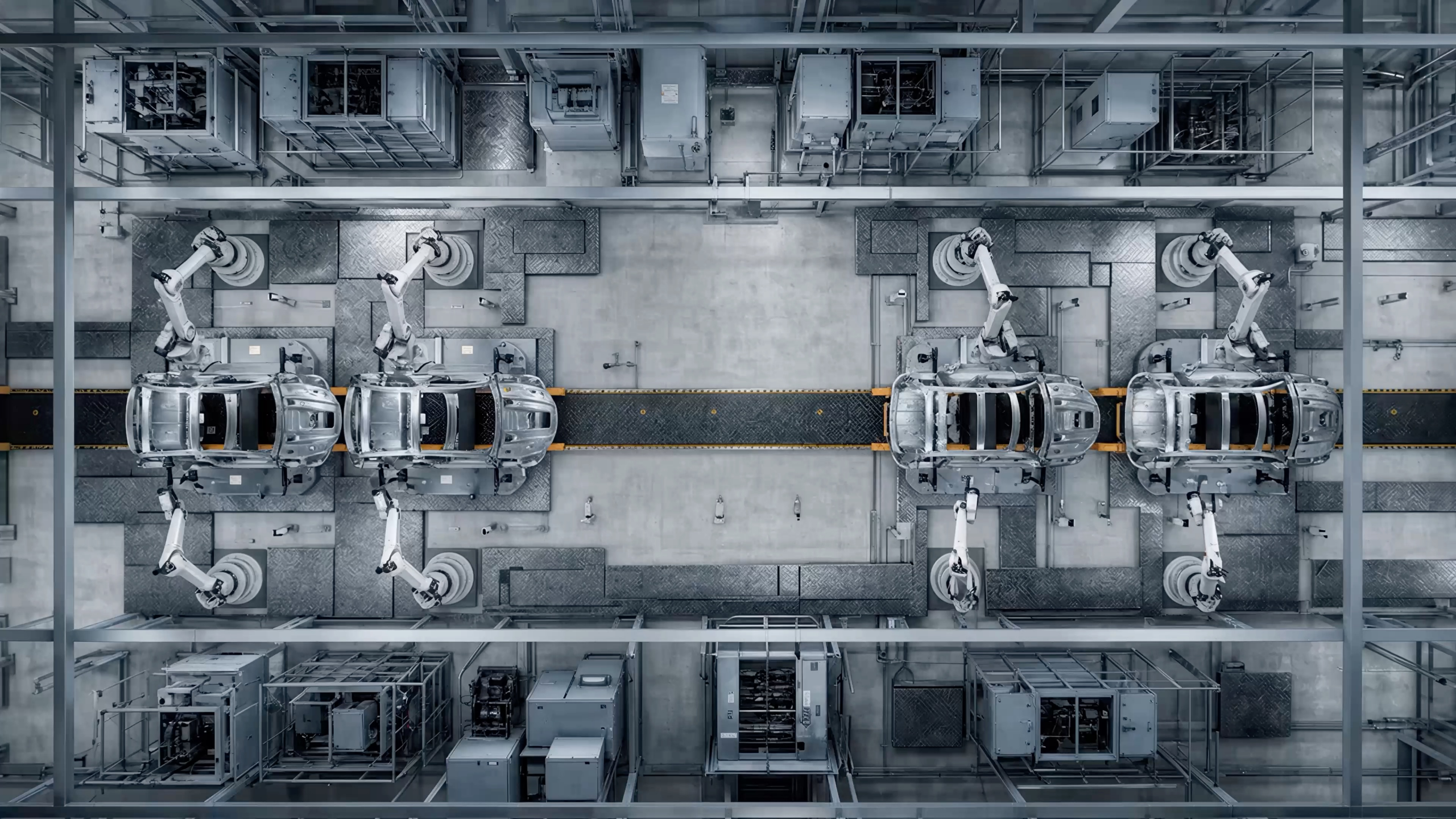
"Secure the right parts at the right time to prevent production disruptions and protect revenue, while minimizing unnecessary purchases and total procurement costs."

"필요한 부품을 적시에 확보하여 생산 차질과 매출 손실을 방지하고, 불필요한 구매와 총 구매비용을 최소화한다."



Reduce unnecessary purchases and total procurement costs by *10%*, while reducing production downtime and revenue loss caused by supply disruptions by over *70%*.

불필요한 구매와 총 구매비용을 *10%* 절감하고,
부품 조달 차질로 인한 생산라인 중단 및 매출 손실을 *70%* 이상 감소시킨다.



KPI must be tied with business impact.

Goal	KPI	What Agent Does	Revenue / Cost Impact
 Reduce Purchasing Cost	Realized Savings %	- Price comparison - Negotiation - Alternative supplier discovery	 Cost ↓
 Reduce Unnecessary Purchases	Demand Reduction %	- Detect duplicate / excess purchases - Optimize specifications	 Cost ↓  Working Capital ↑
 Optimize Total Cost	TCO Reduction %	- Analyze total cost of ownership - Consider logistics, maintenance, payment terms, etc.	 Cost ↓  Margin ↑
 Improve Supply Stability	Disruption / Risk Rate	- Monitor supplier risks - Enable Dual Sourcing	 Revenue Protected
 Improve Procurement Speed	Procurement Lead Time	Automate sourcing → RFQ → negotiation → PO	 Revenue Protected  Revenue ↑
 Achieve Autonomy	Autonomous Spend %	AI manages spend end-to-end without human intervention	 Cost ↓  Scalability ↑ (Indirect)

How can we measure it?

Procurement Performance(KPI)

Realized Savings · Demand Reduction · TCO Reduction · Supply Stability · Procurement Lead Time



Business Impact

Cost Savings + Cost Avoidance + Revenue Loss Avoidance + Incremental Revenue + Working Capital
Economic Benefit



Agentic AI Net Value

Business Impact – Cost to Operate & Control – Expected Risk Loss

What drives Agentic AI Net Value?



Agentic AI Net Value

= Cost Savings

+ Cost Avoidance

+ Revenue Loss Avoidance

+ Incremental Revenue

+ Working Capital Economic Benefit

– AI Operating Cost

– Human Oversight Cost

– Expected Risk Loss

#4

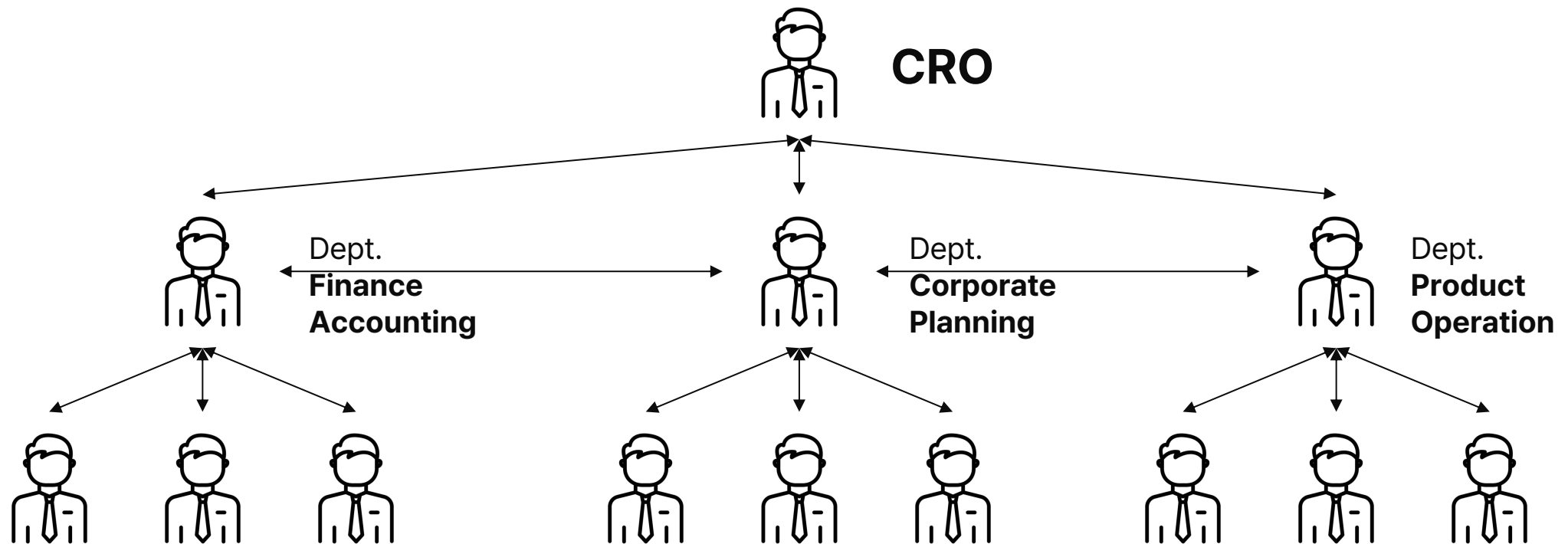
The Rise of Agentic Enterprise

Example

(Legacy) Enterprise

[Chief Revenue Officer's Request]

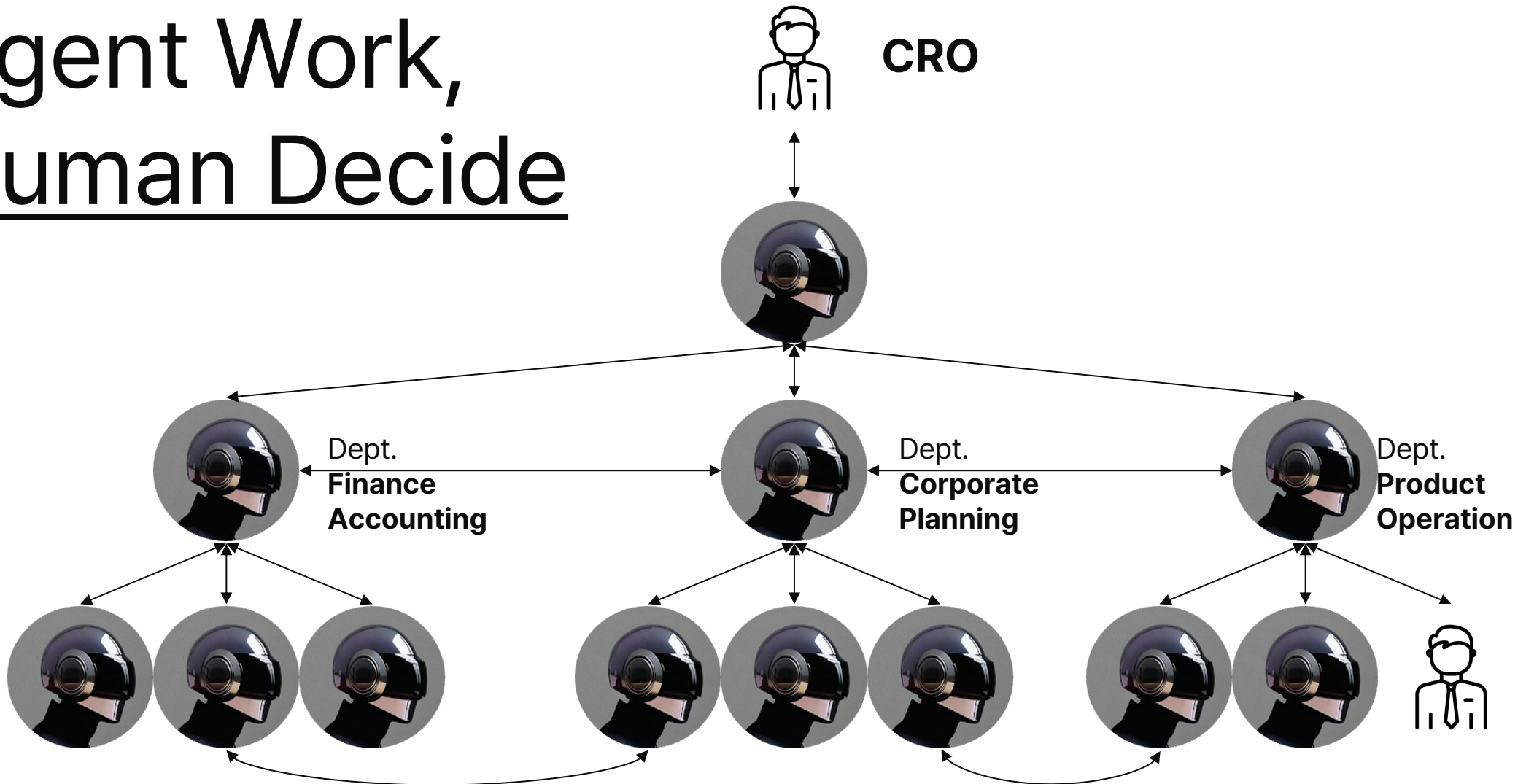
"Develop a pricing strategy and
adjust product prices to improve operating profit."



Change

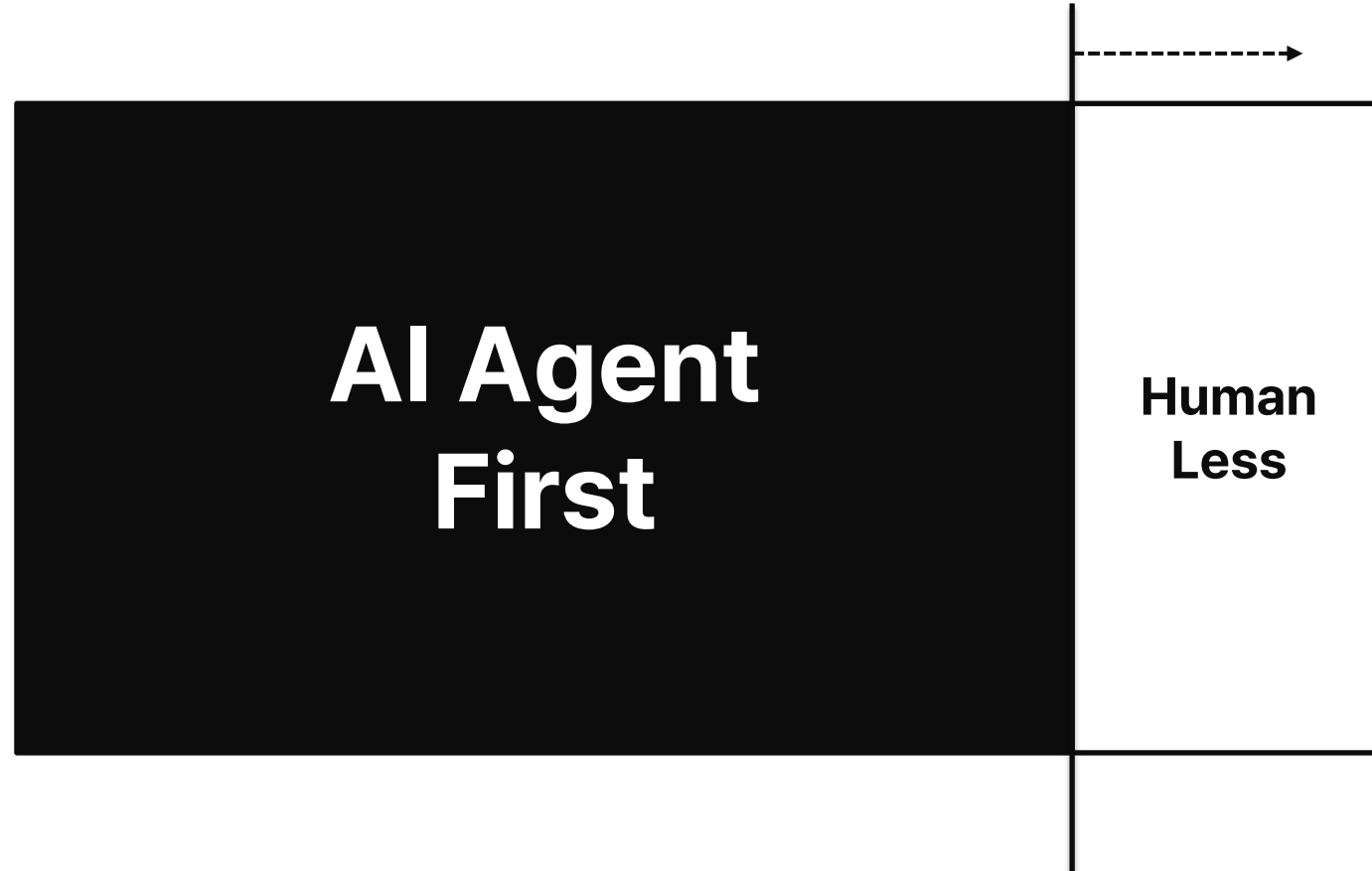
Agentic Enterprise

Agent Work, Human Decide

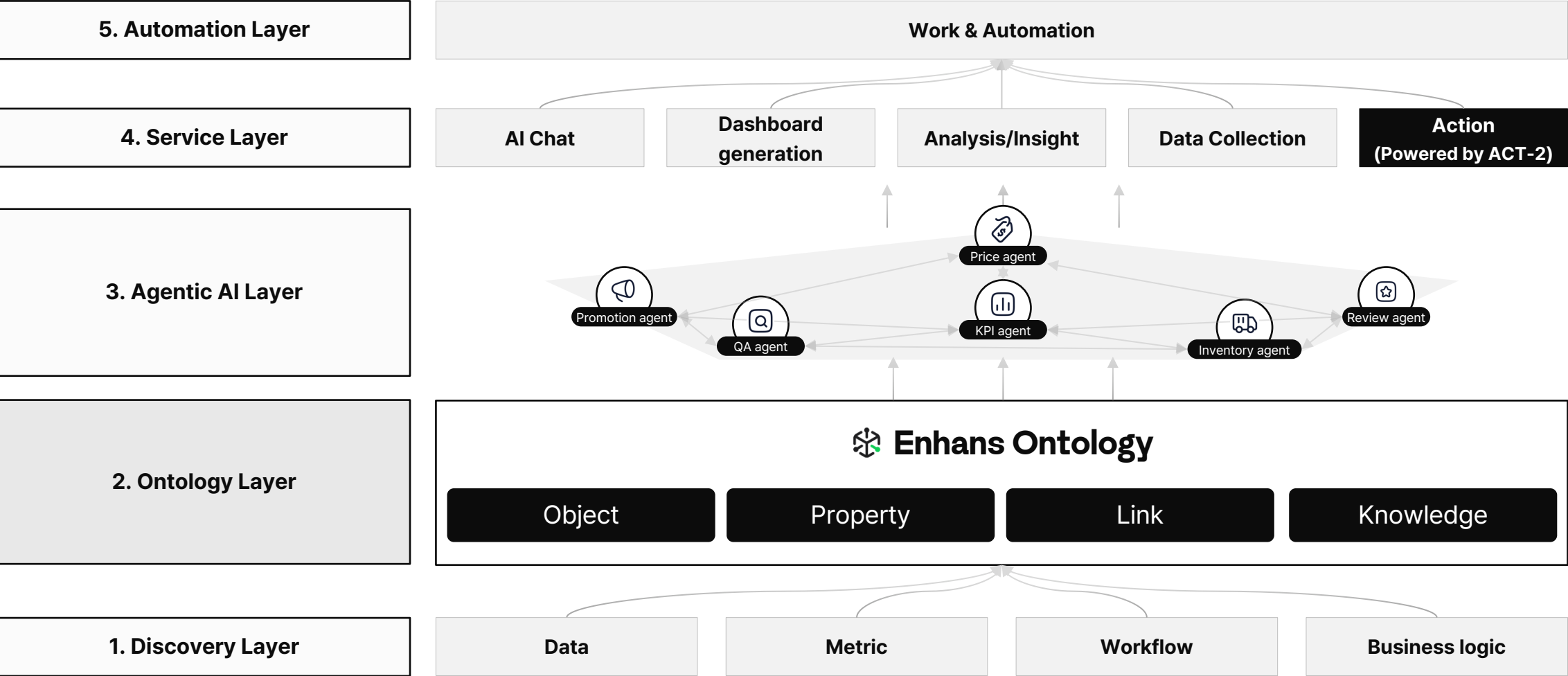


Change

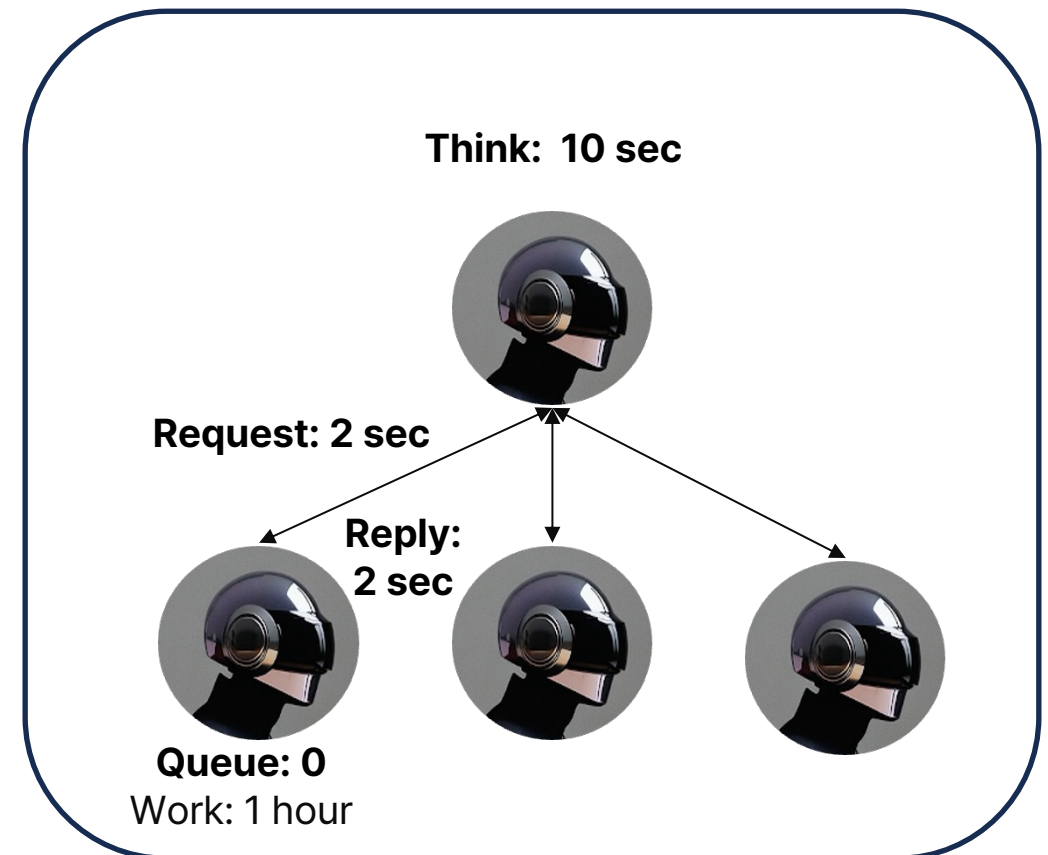
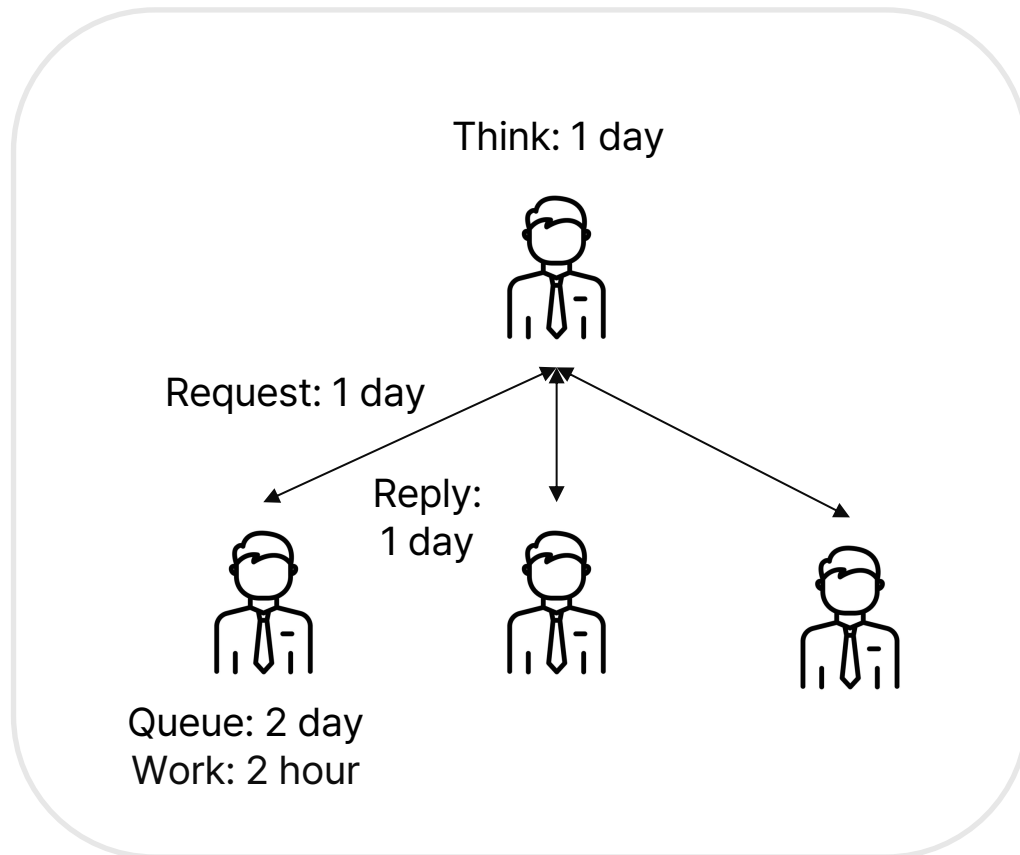
Organizations and workers are changing



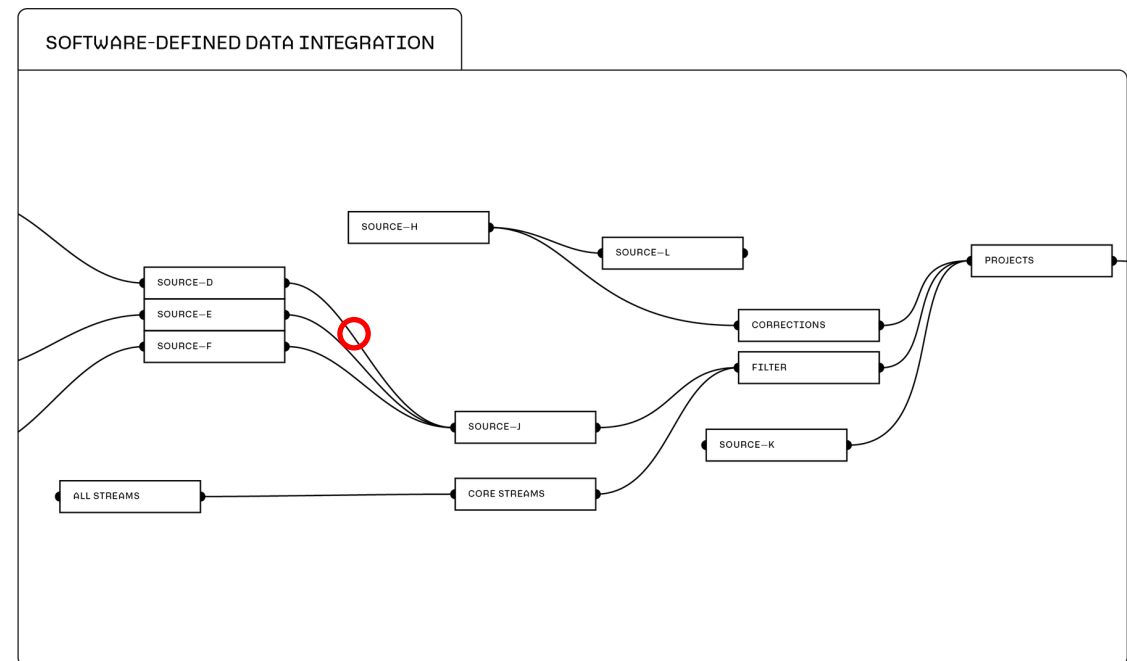
Ontology turns complex commerce data into a connected structure for AI-driven insight and automation.



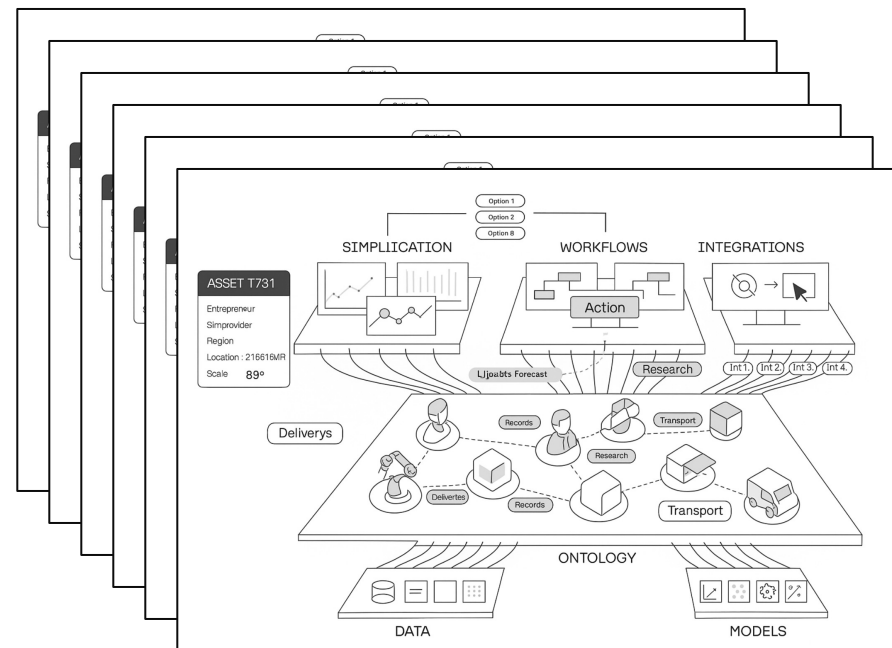
“100X Faster Communication”



“ Seeing the unseen.
Finding hidden problems. ”



“Turning enterprises into digital twins — to see, simulate, and decide better.”



Global No.1 Vertical AI Agent OS



AI Agent