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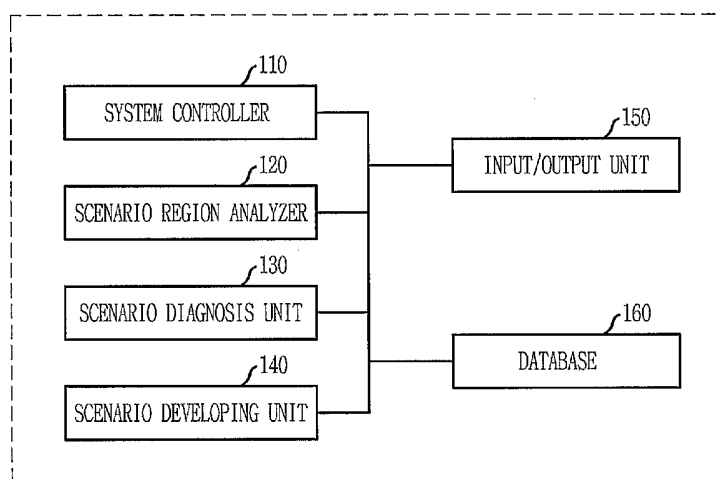
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(54) Title: SYSTEM AND METHOD FOR DEVELOPING STRATEGIC SCENARIO



(57) Abstract: Provided are a system and method for developing a strategic scenario. The system includes: a region analyzer for receiving initial scenario regions and sub-regions, verifying an organic relationships therebetween by performing a systematic thinking, calculating metric points of factors by performing an influencing matrix analysis, calculating a dynamic index for the factors based on the calculated metric points and classifying the factors into factor groups; a scenario diagnosis unit for selecting major factors based on the dynamic index and creating a projection catalogue of the selected major factors; a scenario developer for performing a comparability analysis between future prospects of selected major factors, performing a projection bundle extracting analysis based on the metric results from the comparability analysis, and deciding a final scenario by performing a cluster and a multidimensional scaling analysis; and a database for storing data generated from the region analyzer, the scenario diagnosis and the scenario developer.

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SYSTEM AND METHOD FOR DEVELOPING STRATEGIC SCENARIO

DescriptionTechnical Field

5

The present invention relates to development of a strategic scenario; and more particular, to a system and method for developing a strategic scenario.

10 Background Art

Planners and administrators of an enterprise establish a strategy to lead the enterprise by analyzing environmental factors and creating future scenarios based on the analysis result. In order to establish the strategy, a scenario analysis methodology has been widely used.

However, the scenario analysis methodology has a drawback that a future strategic scenario may be too much influenced by subjective opinions of planners or the administrators because many decisions are made and environmental factors are selected based on the subjective opinions of the planners or the administrators. Also, it is very difficult to confront diverse economical environment variations using the strategic scenario created by the conventional methodology. That is, the reality of the scenarios degrades, comparatively.

Also, the conventional scenario analysis methodology was not embodied through an information system, database of environmental factors was not provided, newly issued environmental factors are not reflected on the created scenarios, and the created scenarios was not modified or changed timely and appropriately.

In order to confront rapidly and unexpectedly changed business environments, database of essential and related environmental factors must be built through the information

system to prevent developing steps of strategic scenarios from being repeatedly progressed and from being progressed without consistency.

5 It is because the conventional scenario analysis methodology generally uses a top-down approach.

Therefore, planners and administrators must select environmental factors through metrical analysis and create scenarios based on the metric results generated by the metrical analysis in order to create realistic strategic
10 scenarios.

Also, realistic assumptions must to be managed, and database thereof must be built through the information system. Such a database makes it possible to update the database to confront variations of environmental factors
15 and business environments, to accurately and rapidly modify and recreate scenarios and to compare and analyze the past business scenarios and the recreated or modified business scenarios. As a result, the business scenarios become more realistic.

20 Disclosure

Technical Problem

It is, therefore, an object of the present invention to provide a strategic scenario developing system for
25 rapidly, accurately and systematically developing a scenario and establishing business strategy by performing a systematic thinking and a metrical analysis through a bottom-up approach for selecting scenarios, building a database of factors and creating an automatic system for
30 analyzing various factors, and a method thereof.

Technical Solution

In accordance with one aspect of the present
35 invention, there is provided a system for developing a

strategic scenario including: a scenario region analyzing unit for receiving initial scenario regions and sub-regions from planners, verifying an organic relationships between the scenario region and the sub-regions by performing a systematic thinking, calculating metric points of factors influencing the scenario regions and the sub-regions by performing an influencing matrix analysis, calculating a dynamic index for the factors based on the calculated metric points and classifying the factors into factor groups; a scenario diagnosis unit for selecting major factors based on the dynamic index calculated at the scenario region analyzing unit and creating a projection catalogue of the selected major factors; a scenario developing unit for performing a comparability analysis on future prospects of selected major factors, performing a projection bundle extracting analysis based on the obtained metric results through the comparability analysis, and deciding a final scenario by performing a cluster analysis and a multidimensional scaling analysis on the extracted bundles; and a database for storing data generated at the scenario region analyzing unit, the scenario diagnosis unit and the scenario developing unit.

In accordance with another aspect of the present invention, there is provided a method of developing a strategic scenario including the steps of: a) performing a systematic thinking based on initial scenario regions and sub-regions selected by a planner; b) performing an influence matrix analysis on factors influencing the selected scenario regions and sub-regions and calculating metric points; c) calculating a dynamic index of the factors based on the calculated metric points and classifying the factors based on the calculated dynamic index; d) creating a projection catalogue of major factors selected based on the dynamic index; e) performing a comparability analysis based on future prospects of the

major factors obtained through the creating the catalogue;
f) performing a projection bundle extracting analysis based
on the metric results obtained through the comparability
analysis; and g) deciding final scenarios by performing a
5 cluster analysis and a multidimensional analysis through
the extracted bundles.

Advantageous Effects

10 The system and method according to present invention
creates a scenario rapidly, accurately and systematically.
Therefore, the system and method allows planners to
actively create accurate scenarios to confront rapidly
varying business environments.

15 The system and method for developing a scenario
according to the present invention allows planners to
easily update data and to simply modify the data.
Therefore, the planner develops accurate scenario with less
time.

20

Description of Drawings

The above and other objects and features of the
present invention will become apparent from the following
25 description of the preferred embodiments given in
conjunction with the accompanying drawings, in which:

Fig. 1 is a block diagram illustrating a system for
developing strategic scenarios in accordance with a
preferred embodiment of the present invention;

30 Fig. 2 is a table showing initial scenario regions and
sub-regions stored in a database;

Fig. 3 shows a relationship model created through a
systematic thinking and outputted on the web page in
accordance with a preferred embodiment of the present
35 invention;

Figs. 4 and 5 show selected, confirmed and stored factors influencing a scenario;

Fig. 6 shows an influence matrix generated by performing an influence matrix analysis in accordance with a preferred embodiment of the present invention;

Figs. 7 and 8 show classification of factors and dynamic index value thereof in accordance with a predetermined embodiment of the present invention;

Fig. 9 shows major factors selected based on the dynamic index value in accordance with a preferred embodiment of the present invention;

Fig. 10 shows a project catalog format in accordance with a preferred embodiment of the present invention;

Fig. 11 shows a result of compatibility analysis;

Fig. 12 shows a result of selected projection bundles;

Fig. 13 is a view for explaining the cluster analysis;

Fig. 14 is a view for describing the multidimensional scaling analysis; and

Fig. 15 is a flowchart of a method of developing a strategic scenario in accordance with a preferred embodiment of the present invention.

Best Mode for the Invention

Other objects and aspects of the invention will become apparent from the following description of the embodiments with reference to the accompanying drawings, which is set forth hereinafter.

Fig. 1 is a block diagram illustrating a system for developing strategic scenarios in accordance with a preferred embodiment of the present invention.

As shown in Fig. 1, the strategic scenarios developing system according to the preset embodiment includes a system controller 110, a scenario region analyzer 120, a scenario diagnosis unit 130, a scenario developing unit 140, a

database 150 and an input/output unit 150.

The system controller 110 generally controls each functional blocks of the system and provides various processed data to a user as forms of various web pages
5 through the input/output unit 150. Herein, the web pages are created based on a hyper text markup lingual (HTML) or a Java script.

The scenario region analyzer 120 stores initial scenario regions and sub-regions created by planners into
10 the database 150, performs a systematic thinking based on the created scenario regions and sub-regions, and verifies whether the scenario regions and the sub-region thereof are organically connected or not.

Fig. 2 is a table showing initial scenario regions and
15 sub-regions stored in a database.

As shown in Fig. 2, the initial scenario regions may include an economy, a society, a technology, an industry, and a customer. Each of the scenario regions includes sub-regions. For example, the scenario region 'economy'
20 includes sub-regions such as an economic indicator, an industrial structure and an occupation and employment structure. Also, the scenario region 'society' includes the sub-regions such as a social structure, a personal value/principle and an attitude/living pattern. As shown
25 above, the initial scenario regions may be divided into various sub-regions according to the planners.

The initial scenario regions and the sub-regions are created and then relationships therebetween are defined through modeling. The creating and defining the
30 relationship in the present embodiment is very similar to data modeling to define relationship between entities.

That is, a user inputs an active or a passive relationship between the scenario regions and the sub-regions thereof through the input/output unit 150 and then
35 the scenario region analyzer 120 recognizes the inputted

relationships therebetween, creates a relationship model and outputs the created relationship model through the web pages.

Fig. 3 shows a relationship model created through a systematic thinking and outputted on the web page in accordance with a preferred embodiment of the present invention. When the relationship model is created, an ambiguity relationship and an undefined relationship are deleted by the scenario region analyzer 120.

The planner selects and confirms factors influencing a scenario based on the scenario regions and the sub-regions thereof created through the systematic thinking and outputted on the web page using the input/output unit 150. That is, a planner selects most important factor among the given regions and confirms the selected region.

Herein, the selected region as the most influencing factor is stored in the database 150 through the scenario region analyzer 120 in order to allow the planner to update or delete smoothly and frequently.

Figs. 4 and 5 show selected, confirmed and stored factors influencing a scenario.

After selecting and storing the factors, the planner assigns a passive point and an active point to the selected factors through the input/output unit 150. The passive point denotes a level of influence received from other factors and the active point denotes a level of influence giving to other factors.

The scenario region analyzer 120 performs an influence matrix analysis based on the active point and the passive point and outputs the result of the analysis through the input/output unit 150. That is, the scenario region analyzer 120 adds the active points and the passive points. The sum of the active points and the sum of the passive points are used as a reference value to classify the factors into influence factor groups.

Fig. 6 shows an influence matrix generated by performing an influence matrix analysis in accordance with a preferred embodiment of the present invention.

As shown in Fig. 6, a right end column denotes the sums of the active points and a bottom end row denotes the sums of the passive points.

In the present embodiment, the planner gives one of values in a range of 0 to 3 as the active point or the passive point, and the planer assigns the active points to each of factors and then, the passive points thereof are automatically assigned. However, assigning of the active point and the passive point may be modified various forms in other embodiments. For example, the planner may assign the passive points and then, the active points thereof may be automatically assigned.

The scenario region analyzer 120 classifies the factors into influencing factor groups based on the calculated active points and passive points through the influence matrix analysis. These influencing factor groups may be impulsive factors, dynamic factors, reactive factors and buffer factors.

Also, the scenario region analyzer 120 calculates a dynamic index by multiplying the active point and the passive point of each of the factors. Major influencing factors are defined and confirmed by selecting factors having a highest dynamic index value.

Figs. 7 and 8 show classification of factors and dynamic index value thereof in accordance with a predetermined embodiment of the present invention. The right most column denotes the calculated dynamic indexes.

As shown in Figs. 7 and 8, if a factor has both of an active point sum and a passive point sum larger than and equal to 60, the factor is classified into the dynamic factor group. If a factor has an active point sum larger than and equal to 60 and a passive point sum smaller than

60, the factor is classified into the impulsive factor group. If a factor has an active point sum smaller than 60 and a passive sum larger than and equal to 60, the factor is classified into the reactive factor group. If a factor
5 has both of active point sum and passive point sum smaller than 60, the factor is classified into the impulsive factor group.

Fig. 9 shows major factors selected based on the dynamic index value in accordance with a preferred
10 embodiment of the present invention.

The scenario diagnosis unit 130 provides a project catalogue format to the planner through the input/output unit 150 to create a catalog showing a current state and a future prospect of each of the selected and confirmed major
15 factors. The planner creates the catalog through the input/output unit 150. Then, the scenario diagnosis unit 130 stores the created catalog into the database 150.

Fig. 10 shows a project catalog format in accordance with a preferred embodiment of the present invention.

20 In the present embodiment, the initial scenario region is an information communication technology and the influencing factor is highly-developed terminal. And, the current state and further prospect thereof are shown.

The scenario developing unit 140 analyzes
25 compatibility between the future prospects of the major factors through metrical analysis. Then, the scenario developing unit 140 performs project bundle extraction and analysis based on the metrical results. Herein, the scenario developing unit 140 selects project bundles having
30 highest values and outputs the selected project bundles through the input/output unit 150.

Fig. 11 shows a result of compatibility analysis, and Fig. 12 shows a result of selected projection bundles in accordance with a preferred embodiment of the present
35 invention.

Based on the result of metrical results obtained through the compatibility analysis, the number of projection bundles is decided by the number of influencing factors. The number of projection bundles may be several
5 thousands or hundred thousands. In the present embodiment, projection bundles having highest value are selected but projection bundles desired by the planner may be selected in other embodiments.

The scenario developing unit 140 decides realistic
10 scenarios by a cluster analysis through selected bundles and a multidimensional scaling analysis and outputs the decided scenario through the input/output unit 150.

Fig. 13 is a view for explaining the cluster analysis and Fig. 14 is a view for describing the multidimensional
15 scaling analysis.

As shown in Fig. 13, the scenario developing unit 140 decides a cluster form of projections in a bundle using a statistic program based on the metric analysis results of the selected projection bundles.

20 As shown in Fig. 14, the scenario developing unit 140 finally positions visual scenario based on a multidimensional reference to configure a scenario using the statistics program.

The planner extracts strategies per corresponding
25 scenarios by applying principles of strategic administration based on the selected scenarios.

Fig. 15 is a flowchart of a method of developing a strategic scenario in accordance with a preferred embodiment of the present invention.

30 As shown in Fig. 15, an initial scenario region and sub-regions thereof are selected by a planner at step S1310.

Then, a systematic thinking is performed based on the selected initial scenario regions and sub-regions thereof at step S1320. At the step S1320, it determines whether
35 the selected scenario regions and their sub-regions are

organically related or not.

Then, factors are selected and confirmed based on the extracted scenario region and sub-regions thereof at step S1330.

5 After selecting the factors that influence developing of realistic scenario, an influence matrix analysis is performed on the selected factors at step S1340. That is, an active point and a passive point are assigned to the selected factors and an active point sum and a passive point sum are calculated.

10 Then, the factors are classified into an influencing factor groups based on the active point sum and the passive point sum at step S1350. That is, the factors are classified in to the impulsive factor group, the dynamic factor group, the reactive factor group and the buffer factor group, and the dynamic index is calculated by multiplying the active point sum and the passive point sum.

15 After classifying, major factors are selected and confirmed based on the dynamic index value and a projection catalogue of major factors is created at step S1360. The catalogue is stored as a database and persistently and freely modified and managed.

20 Then, the comparability analysis is performed based on major factors and future prospect obtained through creating the catalogue, and the projection bundles are extracted based on metric results obtained through the comparability analysis at step S1370.

25 After extracting, the cluster analysis and the multidimensional scaling analysis are performed and a final scenario is decided at step S1380.

30 Then, the strategies per decided scenarios are selected at step S1390.

35 While the present invention has been described with respect to certain preferred embodiments, it will be apparent to those skilled in the art that various changes

and modifications may be made without departing from the scope of the invention as defined in the following claims.

What is claimed is:

1. A system for developing a strategic scenario comprising:
 - 5 scenario region analyzing means for receiving initial scenario regions and sub-regions from planners, verifying an organic relationships between the scenario region and the sub-regions by performing a systematic thinking, calculating metric points of factors influencing the
 - 10 scenario regions and the sub-regions by performing an influencing matrix analysis, calculating a dynamic index for the factors based on the calculated metric points and classifying the factors into factor groups;
 - scenario diagnosis means for selecting major factors
 - 15 based on the dynamic index calculated at the scenario region analyzing means and creating a projection catalogue of the selected major factors;
 - scenario developing means for performing a comparability analysis on future prospects of selected
 - 20 major factors, performing a projection bundle extracting analysis based on the obtained metric results through the comparability analysis, and deciding a final scenario by performing a cluster analysis and a multidimensional scaling analysis on the extracted bundles; and
 - 25 database for storing data generated at the scenario region analyzing means, the scenario diagnosis means and the scenario developing means.
2. The system as recited in claim 1, wherein the
- 30 scenario region analyzing means calculates a passive point sum and an active point sum per each of the factors by performing the influence matrix analysis, classifies the factors into factor groups based on the calculated passive point sum and active point sum and calculates the dynamic
- 35 index per each factor by multiplying the active point sum

and the passive point sum.

3. The system as recited in claim 2, wherein the factor groups are impulsive factors, dynamic factors,
5 reactive factors and buffer factors.

4. The system as recited in claim 3, wherein the comparability analysis expresses interoperability between future prospects as numeral values through performing a
10 metric analysis on the future prospects of the major factors, and performs a matrix type analysis on the numeral values to output the result.

5. The system as recited in claim 4, wherein the
15 projection bundles are selected by selecting projection bundles having highest values among all bundles based on the metric results obtained through the comparability analysis.

20 6. A method of developing a strategic scenario comprising the steps of:

a) performing a systematic thinking based on initial scenario regions and sub-regions selected by a planner;

b) performing an influence matrix analysis on factors
25 influencing the selected scenario regions and sub-regions and calculating metric points;

c) calculating a dynamic index of the factors based on the calculated metric points and classifying the factors based on the calculated dynamic index;

30 d) creating a projection catalogue of major factors selected based on the dynamic index;

e) performing a comparability analysis based on future prospects of the major factors obtained through the creating the catalogue;

35 f) performing a projection bundle extracting analysis

based on the metric results obtained through the comparability analysis; and

g) deciding final scenarios by performing a cluster analysis and a multidimensional analysis through the
5 extracted bundles.

7. The method as recited in claim 6, wherein in the step b), a passive point sum and an active point sum are calculated per each factor.
10

8. The method as recited in claim 7, wherein in the step c), the factors are classified into factor groups based on the active point sum and the passive point sum and a dynamic index is calculated by multiplying the active
15 point sum and the passive point sum.

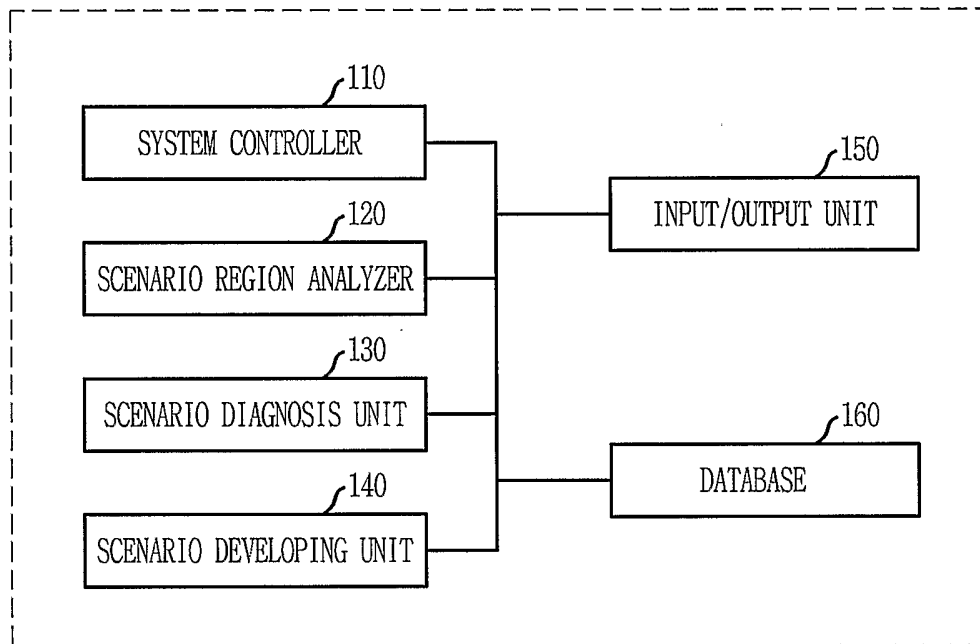
9. The method as recited in claim 8, wherein the classified factor groups are impulsive factors, dynamic factors, reactive factors and buffer factors.
20

10. The method as recited in claim 9, wherein in the step e), interoperability between future prospects is expressed as numeral values through performing metric analysis on future prospects of major factors, and a matrix
25 type analysis is performed based on the numeral values to output the result.

11. The method as recited in claim 10, wherein the step f), projection bundles having highest value are
30 selected among all bundles based the obtained metric results through the comparability analysis.

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FIG. 1



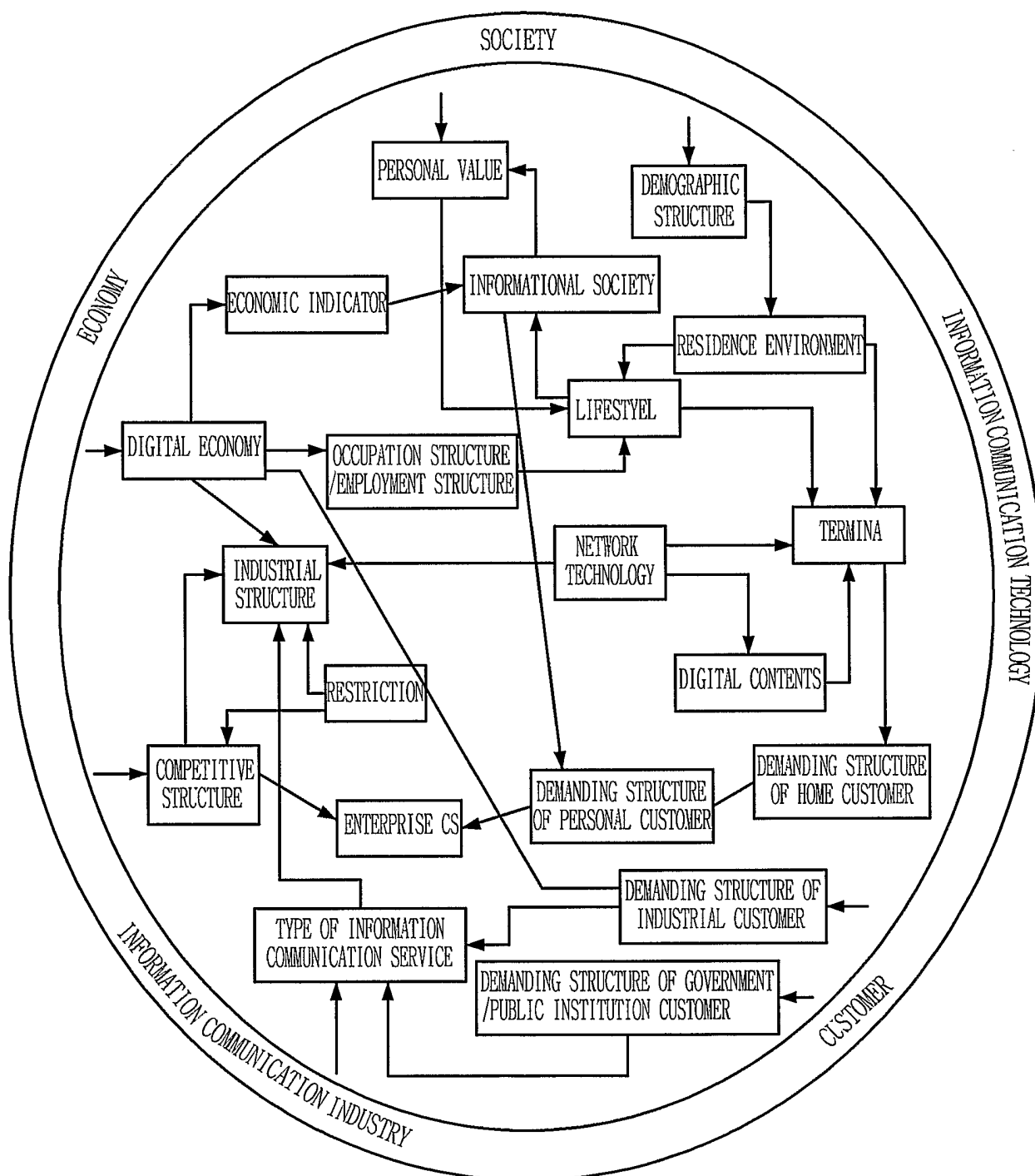
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FIG. 2

SCENARIO REGION	SUB-REGION	FACTOR	FINALLY SELECTED FACTOR
ECONOMY	ECONOMIC INDICATOR		
	INDUSTRIAL STRUCTURE		
	JOB/EMPLOYMENT STRUCTURE		
SOCIETY	SOCIAL STRUCTURE		
	PERSONAL VALUE /PRINCIPLE		
	ATTITUDE/ LIVING PATTERN		
TECHNOLOGY	NETWORK		
	TERMINAL		
	DIGITAL CONTENTS		
INDUSTRY	MARKET		
	RESTRICTION/ POLICY		
CUSTOMER	PERSON		
	HOME		
	ENTERPRISE		
	PUBLIC INSTITUTION		

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FIG. 3



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FIG. 4

SCENARIO REGION	SUB-REGION	FACTOR ID	FINALLY SELECTED FACTOR
ECONOMY	ECONOMIC INDICATOR	F1	GNP, GDP
		F2	LEVEL OF INCOME
	INDUSTRIAL STRUCTURE	F3	TYPE OF ENTERPRISE
		F4	DIGITAL ECONOMY
		F5	JOB CLASSIFICATION AND SPECIALIZATION
	JOB/EMPLOYMENT STRUCTURE	F6	JOB OPEN FOR FEMALE
SOCIETY	SOCIAL STRUCTURE	F7	DEMOGRAPHIC STRUCTURE
		F8	CITIZEN SOCIETY
		F9	INTELLIGENT INFORMATION SOCIETY
	PERSONAL VALUE /PRINCIPLE	F10	SOCIAL VALUE (INDIVIDUALISM)
		F11	SOCIAL RULE (ANTI-AUTHORITARIANISM)
	ATTITUDE/ LIVING PATTERN	F12	LIVING FOR FUN AND INTERESTING (ORIENTATION)
		F13	WORK 5DAYS IN WEEK (BALANCE OF WORK AND LEISURE)
		F14	LIFE STYLE BASE ON OUTDOOR ACTIVE
		F15	SMART HOME (DIGITAL HOME)
TECHNOLOGY	NETWORK	F16	HIGHLY DEVELOPED (INTEGRATED/BcN)
	TERMINAL	F17	HIGHLY DEVELOPED
	DIGITAL CONTENTS	F18	HIGHLY DEVELOPED
INDUSTRY	MARKET	F19	ARPU
		F20	INFORMATION COMMUNICATION INDUSTRIAL STRUCTURE
		F21	COMPETITIVE STRUCTURE OF INFORMATION COMMUNICATION INDUSTRY
		F22	GROWTH OF INFORMATION COMMUNICATION INDUSTRY
		F23	TYPE OF INFORMATION COMMUNICATION SERVICE
		F24	VIABILITY OF MARKET
		F25	DEMAND OF ALTERNATIVE SERVICE
		F26	PRICE MODEL OF COMMUNICATION SERVICE
	RESTRICTION/ POLICY	F27	POLICY FOR ACCELERATING INFORMATIONIZATION
		F28	POWER FOR NEW TECH
		F29	COMPETITION POLICY
		F30	RESTRICTION POLICY

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FIG. 5

SCENARIO REGION	SUB-REGION	FACTOR ID	FINALLY SELECTED FACTOR
CUSTOMER	PERSON	F31	DEMAND STRUCTURE OF PERSONAL SERVICE FOR INFORMATION COMMUNICATION SERVICE
		F32	USAGE TYPE OF PERSONAL SERVICE FOR INFORMATION COMMUNICATION SERVICE
		F33	TYPE AND LEVEL OF PERSONAL DEMAND FOR INFORMATION COMMUNICATION SERVICE
	HOME	F34	DEMAND STRUCTURE FOR HOME SERVICE
		F35	USAGE TYPE OF HOME SERVICE
		F36	LEVEL AND TYPE OF HOME DEMAND
	ENTERPRISE	F37	DEMAND STRUCTURE OF ENTERPRISE SERVICE FOR INFORMATION COMMUNICATION SERVICE
		F38	USAGE TYPE OF ENTERPRISE SERVICE
		F39	LEVEL AND TYPE OF ENTERPRISE SERVICE
	PUBLIC INSTITUTION	F40	DEMAND STRUCTURE OF GOVERNMENT AND PUBLIC INSTITUTION SERVICE FOR INFORMATION COMMUNICATION SERVICE
		F41	USAGE TYPE OF GOVERNMENT AND PUBLIC INSTITUTION SERVICE
		F42	LEVEL AND TYPE OF GOVERNMENT AND PUBLIC INSTITUTION SERVICE

FIG. 6

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SCENARIO REGION		ECONOMY					CUSTOMER															
		F1	F2	F3	F4	...	F31	F32	F33	F34	F35	F36	F37	F38	F39	F40	F41	F42				
SCENARIO REGION	Influence Matrix	GNP GDP																				
		LEVEL OF INCOME																				
		TYPE OF ENTERPRISE																				
		DIGITAL ECONOMY																				
		...																				
CUSTOMER	F31	DEMAND STRUCTURE OF PERSONAL SERVICE FOR INFORMATION COMMUNICATION SERVICE																				
	F32	USAGE TYPE OF PERSONAL SERVICE FOR INFORMATION COMMUNICATION SERVICE																				
	F33	TYPE AND LEVEL OF PERSONAL FOR INFORMATION COMMUNICATION SERVICE																				
	F34	DEMAND STRUCTURE FOR HOME SERVICE																				
	F35	USAGE TYPE OF HOME SERVICE																				
	F36	LEVEL AND TYPE OF HOME DEMAND																				
	F37	DEMAND STRUCTURE OF ENTERPRISE SERVICE FOR INFORMATION COMMUNICATION SERVICE																				
	F38	USAGE TYPE OF ENTERPRISE SERVICE																				
	F39	LEVEL AND TYPE OF ENTERPRISE SERVICE																				
	F40	DEMAND STRUCTURE OF GOVERNMENT AND PUBLIC INSTITUTION SERVICE FOR INFORMATION COMMUNICATION SERVICE																				
	F41	USAGE TYPE OF GOVERNMENT AND PUBLIC INSTITUTION SERVICE																				
	F42	LEVEL AND TYPE OF GOVERNMENT AND PUBLIC INSTITUTION SERVICE																				
	Passive Sum																					
										</												

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FIG. 7

Influence factors Group Type	Influence factors		Dynamic Index (=AS*PS)
Dynamic factors Group (AS=>60,PS=>60)	F9	INTELLIGENT INFORMATION SOCIETY	8800
	F16	HIGHLY DEVELOPED (INTEGRATED/BcN)	6006
	F17	HIGHLY DEVELOPED TERMINAL	4560
	F18	HIGHLY DEVELOPED DIGITAL CONTENTS	4588
	F29	COMPETITION POLICY	3780
	F31	DEMAND STRUCTURE OF PERSONAL SERVICE FOR INFORMATION COMMUNICATION SERVICE	5551
	F37	DEMAND STRUCTURE OF ENTERPRISE SERVICE FOR INFORMATION COMMUNICATION SERVICE	3782
	F40	DEMAND STRUCTURE OF GOVERNMENT AND PUBLIC INSTITUTION SERVICE FOR INFORMATION COMMUNICATION SERVICE	3906
Impulsive factors Group (AS=>60,PS<60)	F1	GNP, GDP	2664
	F2	LEVEL OF INCOME	3630
	F27	POLICY FOR ACCELERATING INFORMATIONIZATION	5115
	F28	POWER FOR NEW TECH	5096
	F41	USAGE TYPE OF GOVERNMENT AND PUBLIC INSTITUTION SERVICE	3380
	F42	LEVEL AND TYPE OF GOVERNMENT AND PUBLIC INSTITUTION SERVICE	2405
	F4	DIGITAL ECONOMY	3654
Reactive factors Group (AS<60,PS=>60)	F7	DEMOGRAPHIC STRUCTURE	3850
	F19	ARPU	2890
	F20	INFORMATION COMMUNICATION INDUSTRIAL STRUCTURE	3648
	F21	COMPETITIVE STRUCTURE OF INFORMATIONCOMMUNICATION INDUSTRY	3696
	F22	GROWTH OF INFORMATION COMMUNICATION INDUSTRY	3780
	F23	TYPE OF INFORMATION COMMUNICATION SERVICE	3240
	F25	DEMAND OF ALTERNATIVE SERVICE	3250
	F26	PRICE MODEL OF COMMUNICATION SERVICE	3655
	F32	USAGE TYPE OF PERSONAL SERVICE FOR INFORMATION COMMUNICATION SERVICE	3024
	F35	USAGE TYPE OF HOME SERVICE	3240
	F3	TYPE OF ENTERPRISE	700
Buffer factors Group (AS<60,PS<60)	F5	JOB CLASSIFICATION AND SPECIALIZATION	1470
	F6	JOB OPEN FOR FEMALE	1566
	F8	CITIZEN SOCIETY	2106
	F10	SOCIAL VALUE (INDIVIDUALISM)	1472
	F11	SOCIAL RULE (ANTI-AUTHORITARIANISM)	1188
	F12	LIVING FOR FUN AND INTERESTING (ORIENTATION)	1944

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FIG.8

	F13	WORK 5DAYS IN WEEK (BALANCE OF WORK AND LEISURE)	2448
	F14	LIFE STYLE BASE ON OUTDOOR ACTIVE	1558
	F15	SMART HOME (DIGITAL HOME)	2880
	F24	VIABILITY OF MARKET	2132
	F30	RESTRICTION POLICY	2610
	F33	TYPE AND LEVEL OF PERSONAL DEMAND FOR INFORMATION COMMUNICATION SERVICE	2907
	F34	DEMAND STRUCTURE FOR HOME SERVICE	3190
	F35	USAGE TYPE OF HOME SERVICE	3240
	F36	LEVEL AND TYPE OF HOME DEMAND	2968
	F38	USAGE TYPE OF ENTERPRISE SERVICE	2970
	F39	LEVEL AND TYPE OF ENTERPRISE SERVICE	1736

FIG.9

NO	SCENARIO REGION	FACTOR ID	Key Variable factor	AS Point	PS Point	Dynamic Index
1	ECONOMY	F2	LEVEL OF INCOME	66	55	3630
2	ECONOMY	F4	DIGITAL ECONOMY	58	63	3654
3	SOCIETY	F9	INTELLIGENT INFORMATION SOCIETY	110	80	8800
4	SOCIETY	F7	DEMOGRAPHIC STRUCTURE	50	77	3850
5	TECH	F16	HIGHLY DEVELOPED (INTEGRATED/BcN)	77	78	6006
6	TECH	F17	HIGHLY DEVELOPED TERMINAL	60	76	4560
7	TECH	F18	HIGHLY DEVELOPED DIGITAL CONTENTS	62	74	4588
8	INDUSTRY	F20	INFORMATION COMMUNICATION INDUSTRIAL STRUCTURE	48	76	3648
9	INDUSTRY	F21	COMPETITIVE STRUCTURE OF INFORMATION COMMUNICATION INDUSTRY	48	77	3696
10	INDUSTRY	F22	GROWTH OF INFORMATION COMMUNICATION INDUSTRY	54	70	3780
11	POLICY	F27	POLICY FOR ACCELERATING INFORMATIONIZATION	93	55	5115
12	POLICY	F28	POWER FOR NEW TECH	91	56	5096
13	POLICY	F29	COMPETITION POLICY	60	63	3780
14	CUSTOMER	F31	DEMAND STRUCTURE OF PERSONAL SERVICE FOR INFORMATION	61	91	5551
15	CUSTOMER	F37	DEMAND STRUCTURE OF ENTERPRISE SERVICE FOR INFORMATION COMMUNICATION SERVICE	62	61	3782
16	CUSTOMER	F40	DEMAND STRUCTURE OF GOVERNMENT AND PUBLIC INSTITUTION SERVICE FOR INFORMATION COMMUNICATION SERVICE	63	62	3906

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FIG. 10

PROJECTION CATALOGUE

Scenario field	INFORMATION COMMUNICATION TECHNOLOGY	
Influence-Factor Name	F 17	HIGHLY DEVELOPED TERMINAL
Present Description	DESCRIPTIONS THEREOF	
Multiple Futures Description	PROJECT A: FULLY CONVERGENCE INFORMATION TERMINAL DETAIL DESCRIPTION THEREOF(OMITTED) PROJECT B: PARTIAL CONVERGENCE INFORMATION TERMINAL DETAIL DESCRIPTION THEREOF...(OMITTED) PROJECT C: DIVERGENCE TERMINAL (SPECIALIZED/CLASSIFIED) DETAIL DESCRIPTION THEREOF...(OMITTED)	
Reference	RELATED FILES STORED (OMITTED)	

FIG. 11

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[illegible]

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FIG. 12

55296	2	2	2	1	2	3	2	2	21B	2	2	3	3	2	2	COMPARABILITY ANALYSIS VALUE
PBN.	F2	F4	F9	F7	F16	F17	F18	F20	F21	F22	F28	F29	F431B	F37	F40	
0	2A	4A	9A	7A	16A	17A	18A	20A	21A	22A	28A	29A	31A	37A	40A	
1	2A	4A	9A	7A	16A	17A	18A	20A	21A	22A	28A	29A	31A	37A	40B	
2	2A	4A	9A	7A	16A	17A	18A	20A	21A	22A	28A	29A	31A	37B	40A	
3	2A	4A	9A	7A	16A	17A	18A	20A	21A	22A	28A	29A	31A	37B	40B	
4	2A	4A	9A	7A	16A	17A	18A	20A	21A	22A	28A	29A	31B	37A	40A	
5	2A	4A	9A	7A	16A	17A	18A	20A	21A	22A	28A	29A	31B	37A	40B	
6	2A	4A	9A	7A	16A	17A	18A	20A	21A	22A	28A	29A	31B	37B	40A	
7	2A	4A	9A	7A	16A	17A	18A	20A	21A	22A	28A	29A	31B	37B	40B	
8	2A	4A	9A	7A	16A	17A	18A	20A	21A	22A	28A	29A	31C	37A	40A	
9	2A	4A	9A	7A	16A	17A	18A	20A	21A	22A	28A	29A	31C	37A	40B	
10	2A	4A	9A	7A	16A	17A	18A	20A	21A	22A	28A	29A	31C	37B	40A	
11	2A	4A	9A	7A	16A	17A	18A	20A	21A	22A	28A	29A	31C	37B	40B	
12	2A	4A	9A	7A	16A	17A	18A	20A	21A	22A	28A	29B	31A	37A	40A	
13	2A	4A	9A	7A	16A	17A	18A	20A	21A	22A	28A	29B	31A	37A	40B	
14	2A	4A	9A	7A	16A	17A	18A	20A	21A	22A	28A	29B	31A	37B	40A	
15	2A	4A	9A	7A	16A	17A	18A	20A	21A	22A	28A	29B	31A	37B	40B	
16	2A	4A	9A	7A	16A	17A	18A	20A	21A	22A	28A	29B	31B	37A	40A	
17	2A	4A	9A	7A	16A	17A	18A	20A	21A	22A	28A	29B	31B	37A	40B	
18	2A	4A	9A	7A	16A	17A	18A	20A	21A	22A	28A	29B	31B	37B	40A	
19	2A	4A	9A	7A	16A	17A	18A	20A	21A	22A	28A	29B	31B	37B	40B	
20	2A	4A	9A	7A	16A	17A	18A	20A	21A	22A	28A	29B	31C	37A	40A	
21	2A	4A	9A	7A	16A	17A	18A	20A	21A	22A	28A	29B	31C	37A	40B	
22	2A	4A	9A	7A	16A	17A	18A	20A	21A	22A	28A	29B	31C	37B	40A	
23	2A	4A	9A	7A	16A	17A	18A	20A	21A	22A	28A	29B	31C	37B	40B	
24	2A	4A	9A	7A	16A	17A	18A	20A	21A	22A	28A	29C	31A	37A	40A	
25	2A	4A	9A	7A	16A	17A	18A	20A	21A	22A	28A	29C	31A	37A	40B	
26	2A	4A	9A	7A	16A	17A	18A	20A	21A	22A	28A	29C	31A	37B	40A	

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FIG. 13

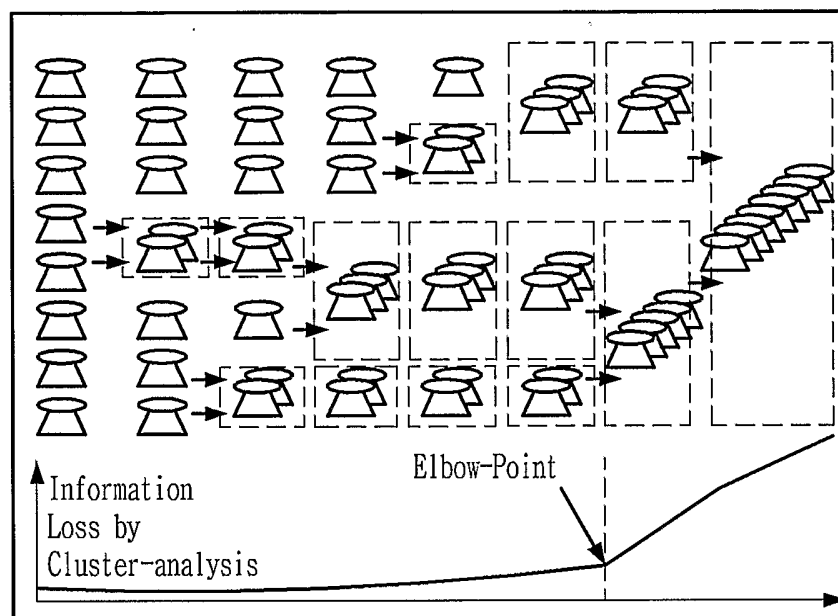
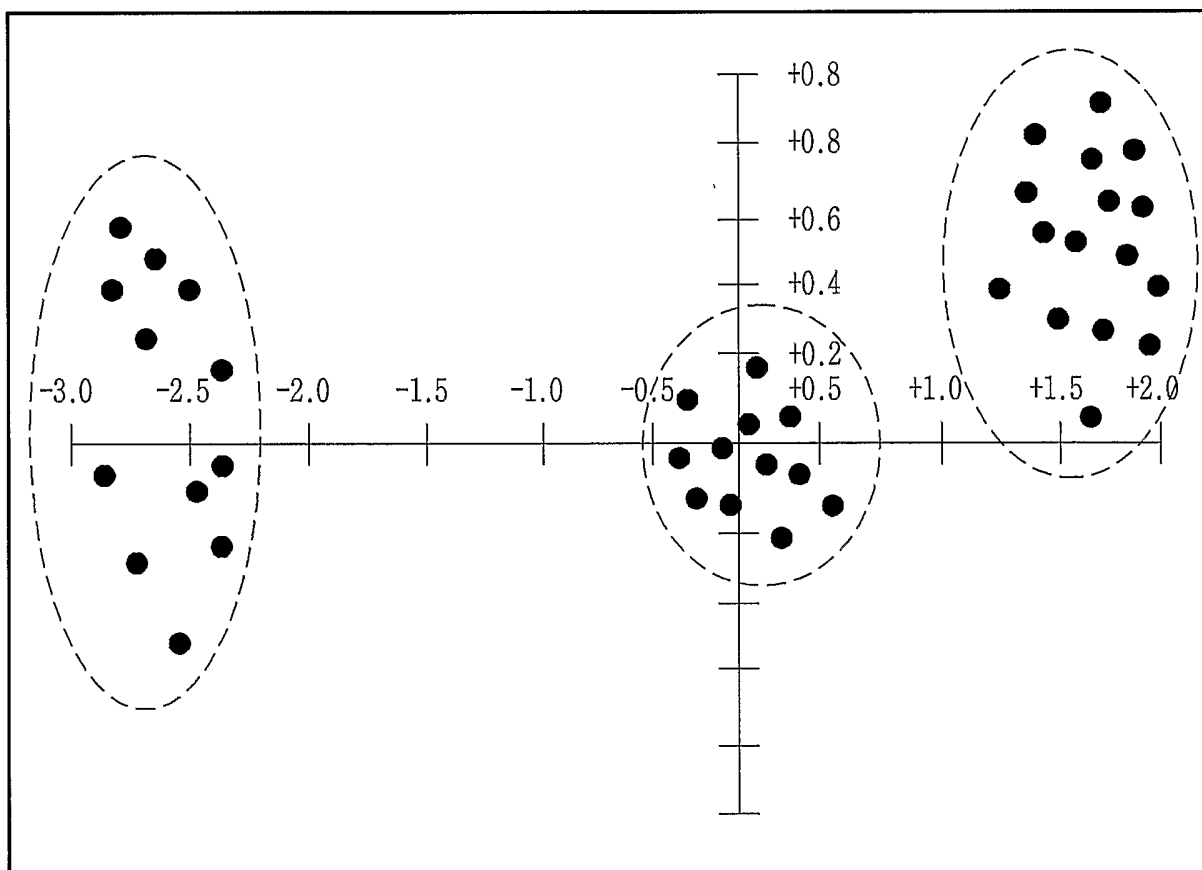
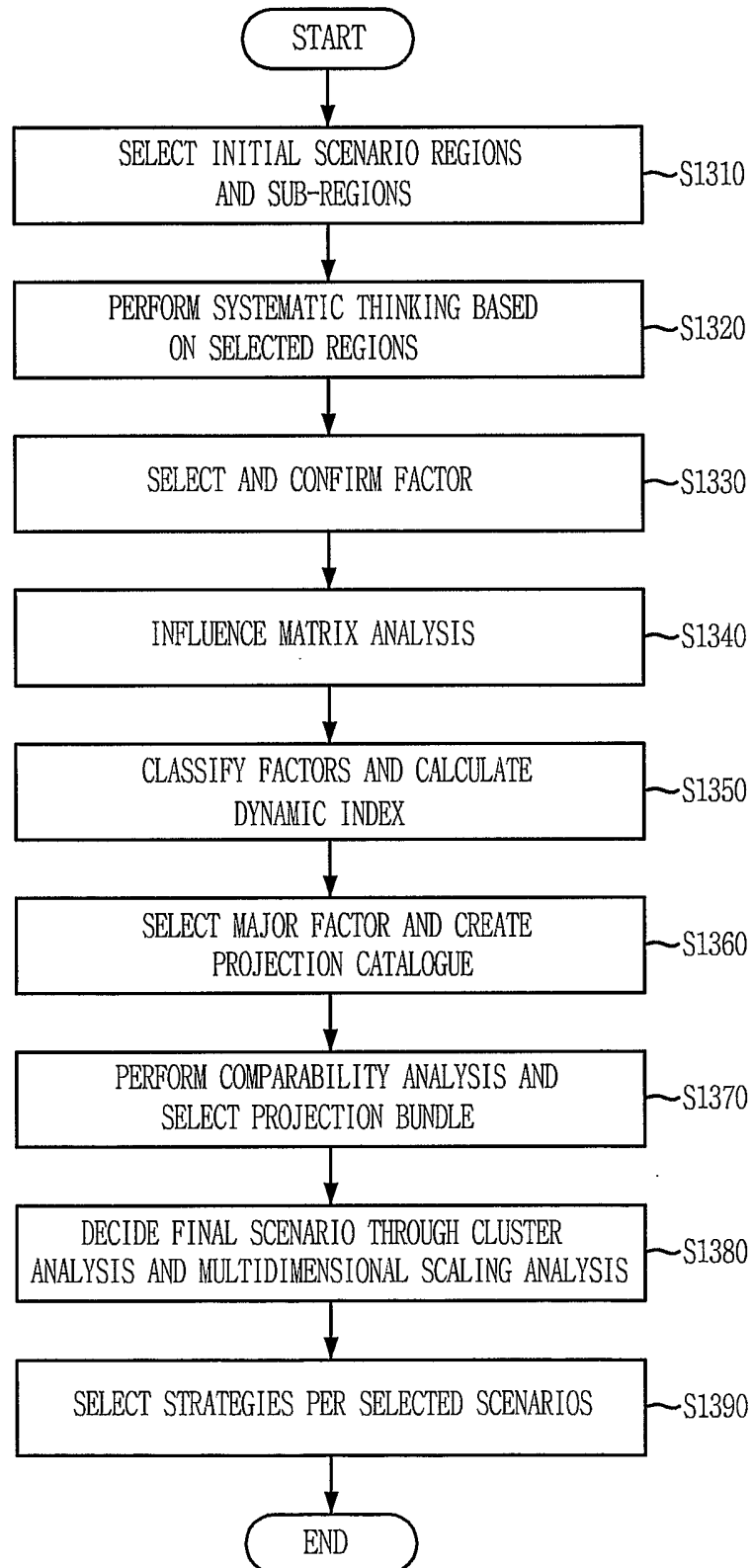


FIG. 14



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FIG. 15



INTERNATIONAL SEARCH REPORT

International application No.

PCT/KR2005/003591

A. CLASSIFICATION OF SUBJECT MATTER**G06Q 99/00(2006.01)i**

According to International Patent Classification (IPC) or to both national classification and IPC

B. FIELDS SEARCHED

Minimum documentation searched (classification system followed by classification symbols)

IPC8 G06F17/00, G06F19/00, G06Q10/00~99/00

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched
KR, JP as above

Electronic data base consulted during the international search (name of data base and, where practicable, search terms used)

PAJ, FPD, USPAT, eKIPASS

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
A	KR 2003-26575 A (PRISM MITECH CO., LTD.) 03 APRIL 2003 See the whole document	1-11
A	KR 2001-47565 A (KOREA TELECOM) 15 JUNE 2001 See the whole document	1-11
A	KR 2001-107330 A (CYBER 3 STOCK.COM CO., LTD.) 07 DECEMBER 2001 See the whole document	1-11
A	KR 2001-109387 A (WISE INTERNATIONAL) 10 DECEMBER 2001 See the whole document	1-11



Further documents are listed in the continuation of Box C.



See patent family annex.

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"X" document of particular relevance; the claimed invention cannot be considered novel or cannot be considered to involve an inventive step when the document is taken alone

"Y" document of particular relevance; the claimed invention cannot be considered to involve an inventive step when the document is combined with one or more other such documents, such combination being obvious to a person skilled in the art

"&" document member of the same patent family

Date of the actual completion of the international search

08 FEBRUARY 2006 (08.02.2006)

Date of mailing of the international search report

08 FEBRUARY 2006 (08.02.2006)

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