



Lotte Credit Card augments its offering with the Worklight® Platform



Lotte Card Co, Ltd. is one of Korea's major credit card companies with more than a million customers. Lotte Card was established in 2003 and is headquartered in Seoul, Korea. Its parent company, Lotte Group, is a South Korean conglomerate established in 1948, controlling over 60 business units and employing more than 60,000 people.

Nearly almost a year ago smartphone devices were completely absent from the South Korean mobile market. Today, following the introduction of the iPhone and Samsung galaxy handsets, coupled with measures taken by the government to remove regulatory hurdles for foreign mobile manufacturers, the country has passed the 100% penetration rate and is on the cusp of a mobile Internet explosion.

With a year over year growth rate of over 700%, Korean companies are facing a demand for mobile apps from over 7 million smartphone users, up from only 800,000 in 2009, forcing them to vigorously explore options for value-added services.

To quickly capitalize on this rapidly growing trend, Lotte Credit Card turned to Worklight to develop an advanced application with a rich and engaging user experience using over 100 screens, location-based features and scannable mobile coupons. The application incorporates augmented reality components – a first in the region – helping users find the retail locations of its reward partners on the go. Furthermore, the application provides Lotte card holders with access to their account information, including recent transactions and payment history.

“We chose Worklight because it was the best technology for Lotte to consolidate application development, enhancement and maintenance, while ensuring cost savings and timely delivery to our customers.”

Kang, Chang Nam

IT Planning Director at Lotte Credit Card



"We're proud to provide our customers with a unique mobile application that has already generated significant volume of customer downloads and positive feedback," said Kang Chang Nam, IT Planning Director at Lotte Card.

Developed in just two months with Worklight's partner FAS – a leading IT solutions provider for large enterprises in Korea and Japan – the process included migrating native elements of an existing application as part of a comprehensive cross-platform development effort of apps for Android and iOS devices. The unique features provided by the Worklight Platform, allowed developers to work concurrently on several of the application's 100 pages, significantly reducing the time to market and associated costs.

Leveraging Worklight's Hybrid Approach, the company was not only able to utilize its existing web skills to write vast portions of the application in standard HTML, CSS and JavaScript code that can now be shared on additional environments, but also integrate native functionality such as Augmented Reality a virtual keypad and a secure encryption module into the codebase. The result is one of the most advanced financial mobile applications in the region developed quickly, efficiently and in a cost-effective way.

About Worklight

Worklight provides open, complete and advanced mobile application platform and tools software for smartphones and tablets. Our award-winning products help organizations of all sizes efficiently develop and deliver HTML5, hybrid and native applications with a powerful and flexible mobile IDE, next-generation mobile middleware, end-to-end security and integrated management and analytics. Worklight dramatically reduces time to market, cost and complexity while enabling better customer and employee user experiences across more devices.

For more information visit our website at www.worklight.com

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