

ASP

Application Service Providers





1. ?

2.

3. ASP 가 ?

4. ASP

5. ASP

6. – ASP

1.

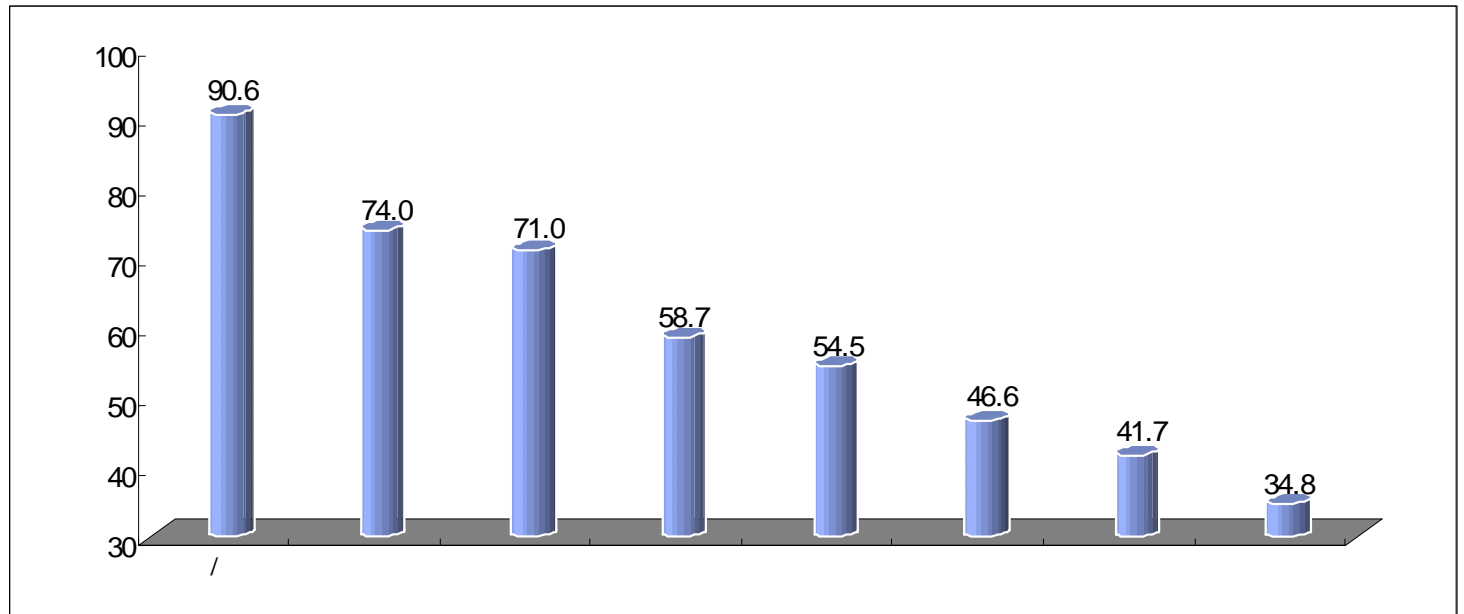


1.



2.

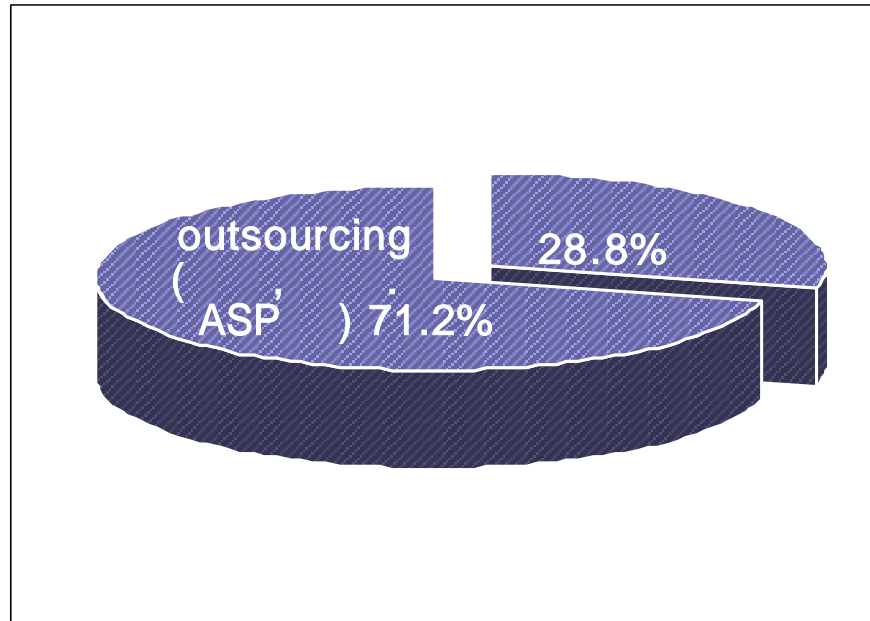
2.1



: , 2003 7, 2004

2.

2.2



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, 2003

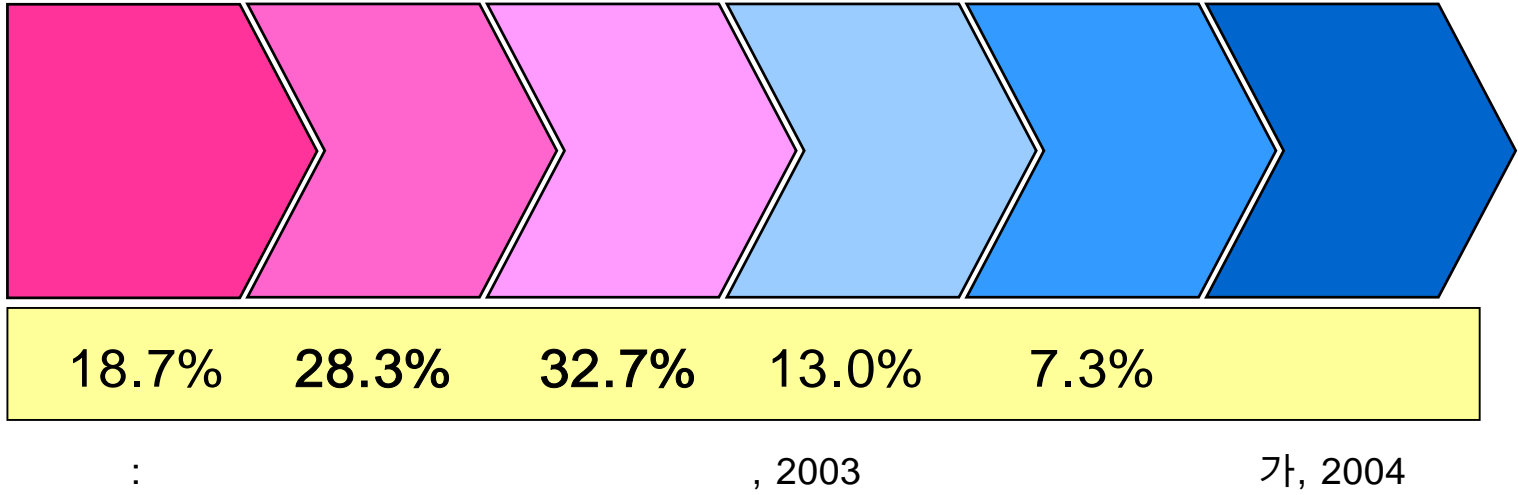
가, 2004



2.



2.3



2.



2.4

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3. ASP 가?

Application Service Providers



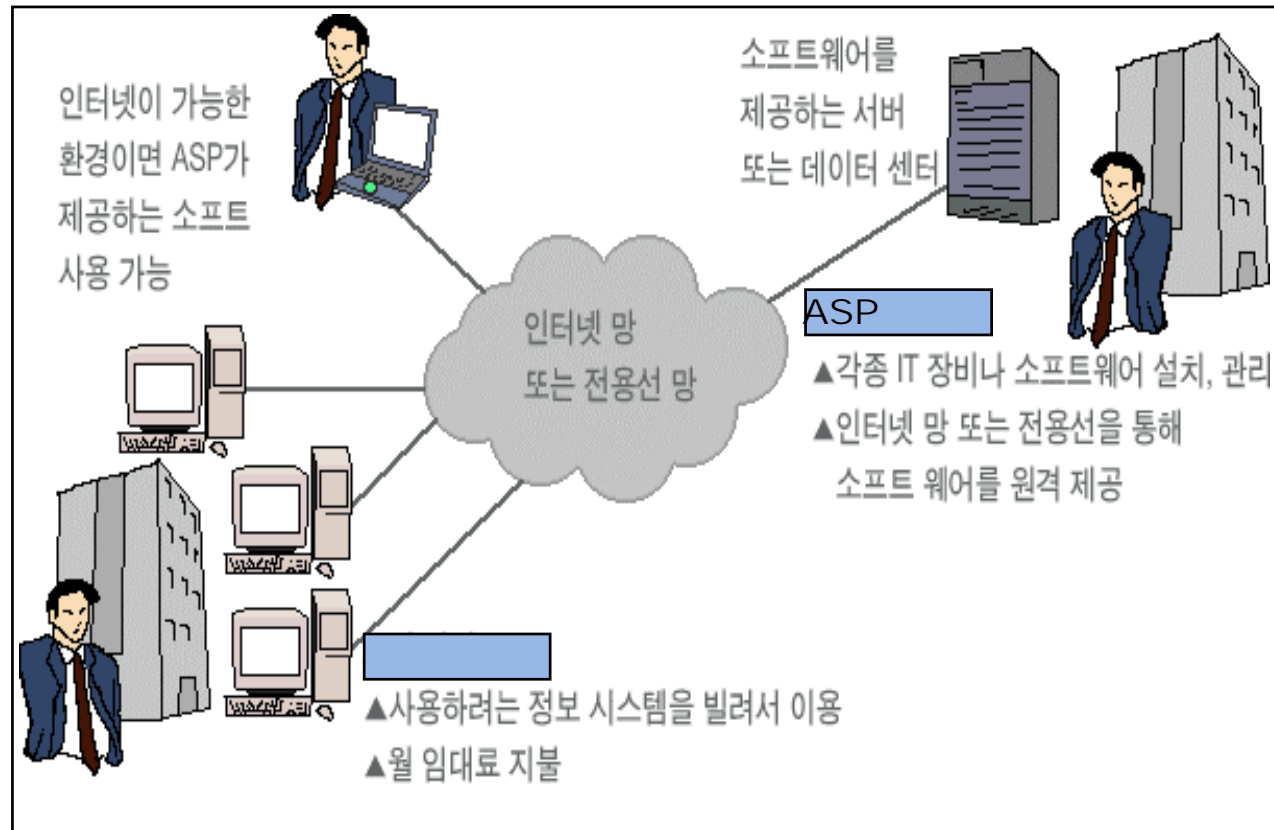
3.1 ASP

	ASP
IDC (International Data Corporation)	ASP , ,
Cherry Tree & Co	ASP , 3
Gartner Group	ASP 가
IRG (Internet Research Group)	ASP ,

3. ASP 가?

Application Service Providers

3.2 ASP



3. ASP 가?

Application Service Providers

3.3 package s/w ASP



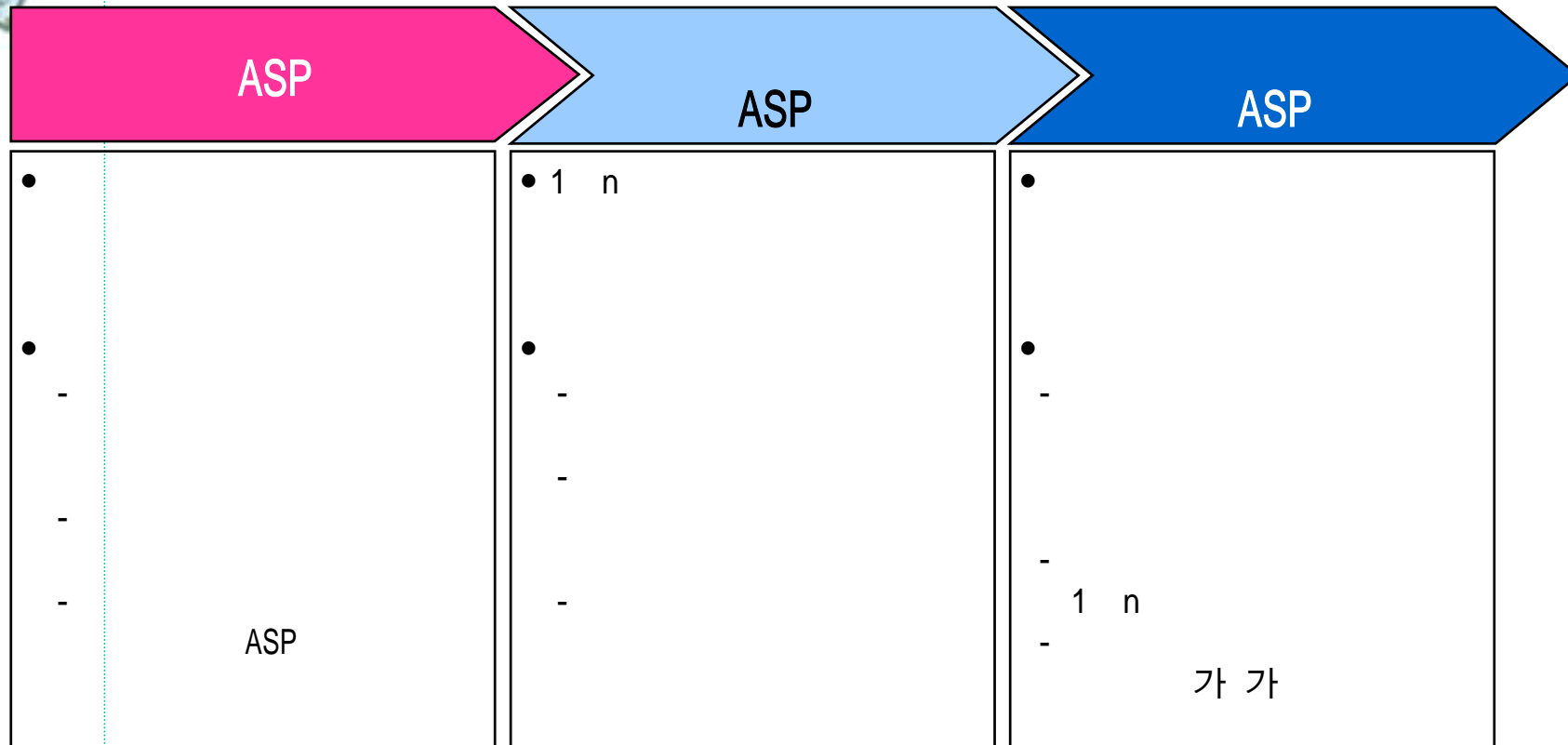
	S/W	ASP
	가	ASP 가
	가	,
	S/W가 /	
		ASP / 가 ,

3. ASP 가?

Application Service Providers



3.4 ASP



3. ASP 가?

3.4 ASP

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(Customizing)





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s/W
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BM

4. ASP



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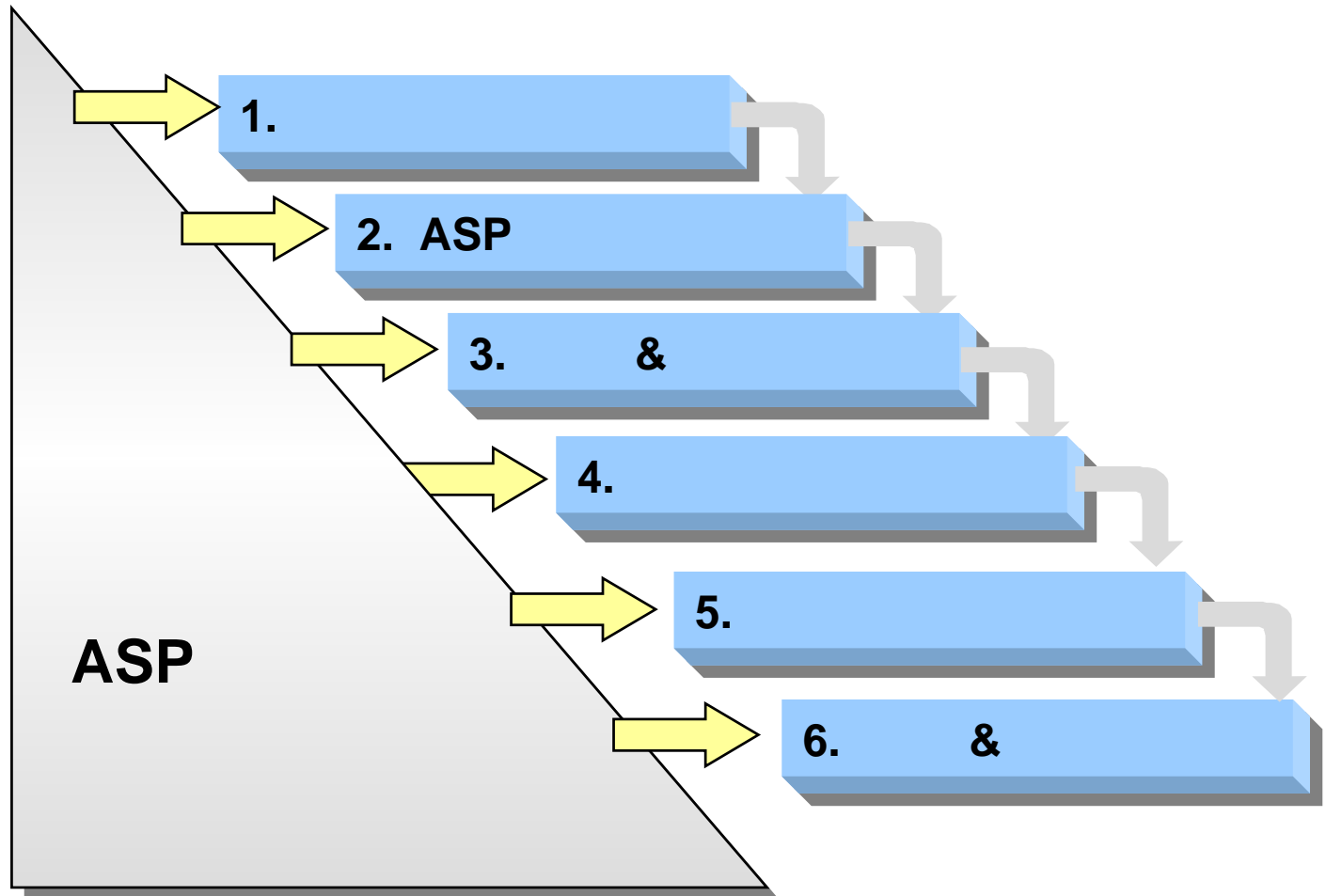
		ASP	
S/W	7,000,000	-	
	100,000	-	1
	500,000	-	1
H/W ,	3,000,000	-	
	-	30,000	1
	15,100,000	1,080,000	3

4. ASP

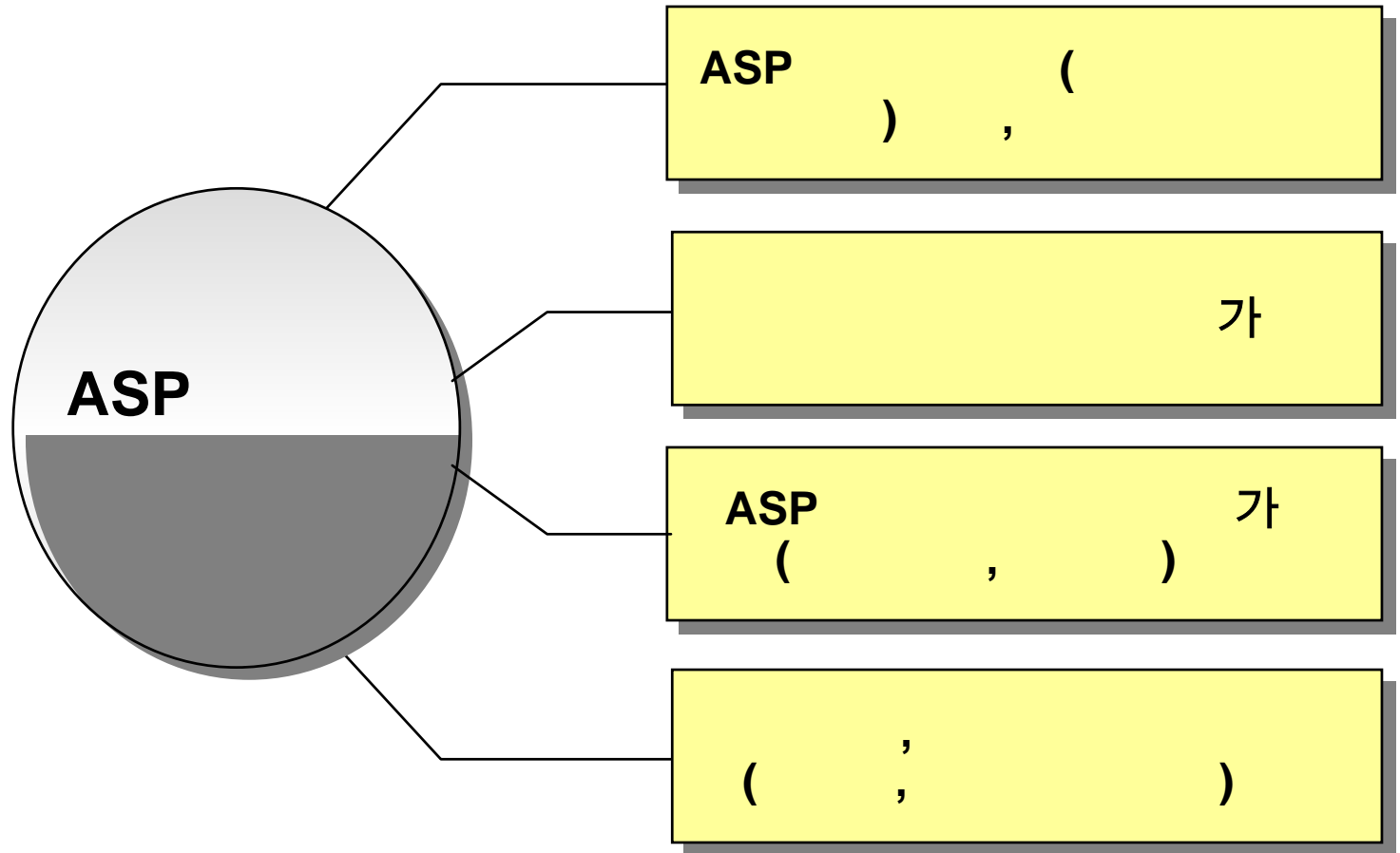


- ASP ()
 - 가
 - 60~70% 90% 가
 - 가 가
 - 가
 - 20% 40% 가
 -
- ASP ()
 - 가
 - 30%
 - 가
 - , SMS , 가

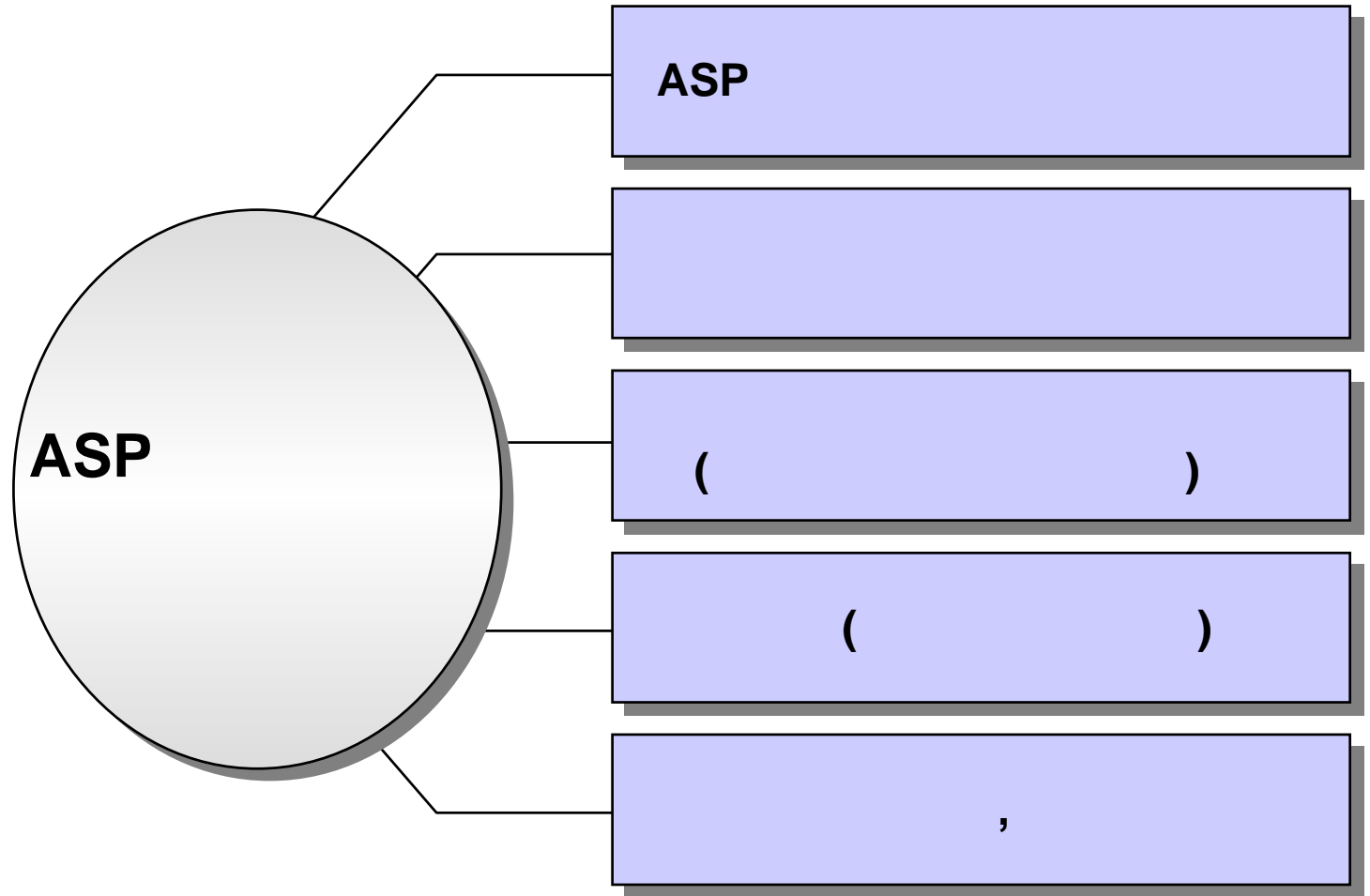
5. ASP



5. ASP



5. ASP



6.

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