Amorepacific is a top leading beauty company in Korea, successfully expanding its presence in the global beauty market with its ‘Asian Beauty’ brand philosophy. Recently, the company opened its new headquarters in Seoul as part of the firm’s efforts to achieve its vision in becoming a “Great Brand Company.” Since its establishment in Gaesung in 1945, Amorepacific has led Korea’s cosmetics industry by laying its business groundwork at the new headquarters site in Seoul in 1956 and later building its own 10-storey headquarters in 1975. Soon after, Amorepacific crossed the Korean border and grew into a global beauty house. In Amorepacific, “Beauty” is a word that permeates beyond cosmetics. By expanding this philosophy beyond products, Amorepacific is determined to become one of the most respected beauty companies in the world as the “Great Global Company” and transform the society through its beauty philosophy.

The company’s promise to do so can be seen from its new headquarters, built with the motif, ‘refined beauty of the Moon Jar(Korean white porcelain moon-shaped pot)’, that was unveiled in November 2017. Despite the site’s capacity to build a 30-storey building, Amorepacific proceeded with a 22-storey building after considering the building’s harmony with the city’s beauty landscape and wind paths. Furthermore, the building’s lower levels were turned into an open cultural space for guests and the public instead of a profit-making commercial space.
All of this reflects the company’s philosophy to go beyond selling cosmetics by creating ‘beautiful spaces’ and promoting a ‘beauty’-based culture.

On the other hand, office spaces located on the 6th to 21st floors were designed for ‘openness’ that allows a flexible as well as open communication and collaboration, befitting its global presence. To promote open communication, the cubicle walls were removed, while transparent glass walls were used for meeting rooms. Interior staircases were built in multiple places to enhance mobility between the floors. The number of conference rooms and desks equipped with video conferencing capability has increased significantly to strengthen communications and collaboration with global offices.

3,500 employees across Amorepacific Group and Amorepacific beauty subsidiaries including Etude, Innisfree, Espoir, Amos Professional, Aeustra, etc. currently work in this new and innovative office space. And, it will also serve as home for the business of its more than 30 brands including its ‘Top 5 Global Champion Brands’ such as Seolhwasoo, Laneige, Mamonde, Etude House and Innisfree.

With the opening of its new headquarters, Amorepacific is also preparing for a leapfrog in business plan. The new headquarters will be the bridgehead to accelerate its global share based on its top three markets, China, ASEAN and North America, and to develop new markets such as the Middle East and Western Europe. The headquarters also boasts an enormous scale, a gross area of 188,902m².

Keeping up with such immense changes, since 2016, Amorepacific’s Information Technology Division has never been busier planning for the headquarters’ network infrastructure. It was vital for Amorepacific to deploy a network with future looking technology that would guarantee smooth business operations for several decades to come.

**The Mission to Build a Future-Proof Network**

The Information Technology Division was tasked to create a new mobile working environment where employees were not restricted by time and location, while assuring service quality around the clock. There were also requirements to support one to one or multiple user conferences with local or global offices anywhere, anytime.

The division, therefore, had to understand the latest technology trends while taking into consideration the new headquarters’ design characteristics. Their interest focused on Intent Based Networking (IBN), an intelligent networking system using advanced automation and machine learning to continuously align networks to business needs, automate processes and protect against threats.
They were convinced that IBN was the best solution for a physically open work space that allows flexible collaboration. Its ability to enhance security by virtually segmenting and operating the voice and data network was also an advantage. Thus, the division selected Cisco’s network infra, ready for IBN, in designing Amorepacific’s network, and completed the final design in April 2017.

Yet, the Information Technology Division never stopped exploring new technologies in search of best-suited solutions for the challenging requirements. When Cisco announced the Cisco Digital Network Architecture in June 2017, they chose to modify part of its network design to accommodate the newly introduced enhanced features to ensure a future looking network.

“Taking an unprecedented decision is a daunting task,” said Jinwoo Kim, Director of Amorepacific’s Information Technology Division “However, we firmly believe that the new network infra must be able to handle advanced automation and intuitive operation to enable agile business support in today’s rapidly changing digital business environment. In building a networking environment that becomes more complex by the day, our trust in Cisco’s ability to be a step ahead of the curve by providing a solution that deals with changing trends such as the IBN was fundamental,” added he.

Simplified Hundreds of Wired AP configurations and Achieved Intelligent Operation with Cisco DNA Center

Amorepacific successfully simplified and achieved more efficient operations through Cisco DNA Center, a centralized network monitoring dashboard. It has also further deployed Cisco Catalyst 9500, thus configuring SD-Access Fabric for Cisco DNA.

Due to further enhancements in the network design, the deployment started later than originally planned, but Cisco DNA Center played a major role from the initial stage of deployment. It simplified the provisioning process of hundreds of wired APs covering the huge size of the headquarters. The traditional 10 lines of coding process required for each AP was simplified into just 2 to 3 mouse clicks. There was a learning curve to deploy a brand new technology. However, the team completed the deployment successfully within the deadline thanks to unfaltering support by Cisco’s engineering team and the solution’s intuitive and simplified process.

Another evident strength of Cisco DNA Center is its Assurance function. Based on a strong network data analysis platform, the function classifies the vast amount of data from the network and analyzes their correlation. Further, through machine learning, Cisco DNA Center prevents and reacts to threats in advance, providing predictive analysis and business intelligence. This technology thus assures a 24/7 seamless network operation.
Amorepacific also replaced all its wireless APs with Cisco products. This was because the team understood the importance of simplifying and automating operations of the wireless equipment, which was the major means by which users connected to the network, in addition to the wired equipment, for a true IBN environment. In the future, the Information Technology Division plans to integrate wireless APs to Cisco DNA Center to make operations automated and intelligent, ultimately providing a more strategic support for Amorepacific’s business.

Leading Global Beauty with Enhanced Speed and Flexibility through Cisco DNA

Commenting on the business results, Jinwoo Kim further stated, “It is still early to discuss results since the transformation of the entire network, in addition to the voice and data network, into IBN with the help of Cisco DNA is still underway. Nonetheless, we are confident that Cisco DNA is the best choice that is closely aligned to the company’s globalization strategy.”

Amorepacific has plans to integrate the networking infrastructure of its global offices soon based on its newly deployed networking foundation, and thus aims to stand strong as the Global Beauty Brand by allowing a more compatible and flexible collaboration among employees worldwide.

Additional Information

• For more information about Cisco DNA, please visit www.cisco.com/go/dna
• Further details on Amorepacific can be found at www.apgroup.com/int/en