

# Hyundai Kia Motor Company

## Empowering sales branch operation systems



### Highlights

#### About the Company

Established in 1967, Hyundai Motor Co. has grown into the Hyundai Kia Automotive Group which includes over two dozen auto-related subsidiaries and affiliates. Employing over 50,000 people worldwide, Hyundai Motor posted US\$26.1 billion in sales in 2004. Hyundai motor vehicles are sold in 193 countries through some 5,000 dealerships and showrooms.

#### The Business Challenge

Hyundai-Kia Motors needed to differentiate its services and improve customer service in an increasingly competitive domestic market.

#### Solution

The company integrated SQL Anywhere and MobiLink into its sales branch operation system.

#### Results

- Sales agents have full access to business-critical information
- Improved customer service for frontline staff
- Sales agents are able to provide an automobile quotation anytime, anywhere
- System management costs reduced by more than 20%

Customers want high-quality, customized services. They also look for different types of information when making a decision to purchase a new automobile. To stay competitive in the Korean domestic market, Hyundai-Kia Motors needed to differentiate its services and improve customer service, a strategic move essential to battle foreign brands. Through the sales support system, the company decided to increase the interconnectivity between its sales branches in order to reinforce customer management practices and establish closer relationship with customers.

After a thorough four-month investigation, Hyundai-Kia Motor selected SQL Anywhere and MobiLink for its Sales Force Automation solution to be deployed to more than 9,000 Kia Motor employees.

### Maximum Data conformity and Minimum Synchronization Error

Hyundai Motors previous sales force automation (SFA) solution, which was based on an Oracle system, was unable to manage a large number of concurrent users. Although 12,000 employees used this system, the network could not handle more than 1,000 employees accessing the system at the same time, especially during peak daytime hours. Also, Hyundai Motors users found the system was hard to use, because it used access-based coding to synchronize data and was a standalone product.

Gu Bon Suk, an assistant manager in the Information and Strategy Planning Team at Hyundai Motors said, "The replication function of our former system was a major problem because it lacked the capability to handle a large number of concurrent users. This function is fundamental for our data-rich operation, giving sales agents the information that they need, and getting the information back into the database."

Hyundai Motors identified data synchronization as the most important criteria in choosing the new SFA solution. That's why Hyundai Motors chose SQL Anywhere and its MobiLink synchronization as the company's data management and enterprise data synchronization solution.

### Improved Customer Service with 20% Reduction in Administrative Costs

Hyundai Motor Company's new system offers significant improvements in business productivity. For example, a car foreman can now carry a laptop computer to work in field operations. It also establishes a web-based integrated SFA system for each sales channel, which communicates with the platform system after synchronizing all sales activity information, including customer data, cost estimates, quotations, etc.

Sales agents have full access to business-critical information, ranging from customer history to the latest delivery status reports. Also, images and videos of cars are saved in a sales agent's laptop. These new capabilities improve the efficiency of all sales-related activities. For example, sales agents are able to provide a quotation anytime, anywhere.

MobiLink's synchronization is designed to be easy to use for both database administrators and end users, enabling easy deployment and management of a large number of users. Administration duties are significantly simplified with all administration functions being carried out at the consolidated database. Reliability is ensured through guaranteed message delivery. With the new system to enhance the availability of back-end data, Hyundai-Kia Motors has improved customer service for its frontline staff, and lowered system management costs by more than 20%.

In the future, Hyundai-Kia Motors plans to operate a direct purchase system with their SFA solution, so that customers do not need to go through a dealer.

## About SQL Anywhere

SQL Anywhere Studio is a comprehensive package that provides data management and enterprise data synchronization, enabling the rapid development and deployment of database-powered applications. SQL Anywhere Studio extends information in corporate applications and enterprise systems to anywhere business takes place. With more than 9 million deployed seats, SQL Anywhere Studio powers embedded database applications in desktop, server, mobile, and remote office environments.

## About iAnywhere

iAnywhere provides software solutions that enable applications used on the front lines of business to be just as reliable, secure and available as those at headquarters. Built from inception for the unique frontline environment, our solutions hold worldwide market leadership positions in mobile and embedded databases, mobile device management and security, and mobile middleware. Millions of subscribers, 15,000 customers and 1,000 partners rely on the company's award-winning technologies, including SQL Anywhere®, Afaria®, and the AvantGo® mobile Internet service. iAnywhere is a subsidiary of Sybase, Inc. (NYSE: SY). Visit [www.iAnywhere.com](http://www.iAnywhere.com) for more information.

### Configuration Highlights

- **9000 Kia Motor employees utilize the sales force automation solution on LG X-Note Intel Centrino laptop computers running the SQL Anywhere Adaptive Server Anywhere database.**
- **Laptops connect to the central system via wired LAN connections.**
- **MobiLink is operating on four servers with two CPUs and 2Gb memory each.**
- **The central SIMS Database Server operates on a Hitachi 9960 server, and integrates data among the central CRM server, database server, and storage. This server in turn connects with a variety of back end systems including email, SMS, fax, CRM systems on an Oracle database.**