



Technology Drives Decisions at Hyundai

Industry

Automotive

Business Issue

Gain access to information used in executive decision making.

Solution

An executive information system built by SAS supports decision making and serves as a companywide management system.

In its 30 years of operation, Hyundai Motor Company (HMC) has risen to become the top-ranked automaker among its domestic competitors, as well as one of the world's largest automotive producers. HMC's business strategy revolves around a continuous focus on customer satisfaction, advanced technology, top quality, humanism and reliability – with the goal of becoming the top auto producer for the 21st century.

With more than 47,000 employees and capital exceeding US\$350 million, Hyundai Motor Company currently has the largest independent manufacturing plant in Korea, located in Ulsan, South Korea.

Hyundai Motor Company has locations in Tokyo, Peking, Detroit and Frankfurt, and subsidiaries such as Hyundai Motor America, Hyundai Auto Technical Inc., Hyundai Motor Finance Company and Hyundai Motor India.

The company's Enterprise Information and Management System (EIMS) is the first executive information system built with SAS® software in Korea. Created in three months for the current domestic automotive market, the EIMS is not just a corporatewide business management system, but also supports and facilitates executive decision making.

For data extraction, Hyundai Motor Company chose to use SAS/Warehouse Administrator® software, which provides a single point of control for managing the company's data warehouse – a repository of decision support information.

The system has three main components:

- A warning system allows executives to view all levels of sales and production volumes and locate low levels of performance by comparing these figures with a previously defined warning point.
- A goal-oriented system keeps executives informed on the progression toward long-term goals.
- A decision support system provides timely access to management-level information.

Reports produced from the EIMS are delivered directly to the company's executives. The EIMS warehouses information from a wide range of departments in Hyundai Motor Company, such as:

- Human Resources, which includes organizational charts, personnel records and staff counts.
- Domestic Sales, including daily and monthly sales, market share and market analysis (according to grade).
- Foreign Sales, consisting of foreign exports, daily exports, local sales, inventory and competitive analysis.
- Production, including production per factory and per model, target achievement and factory operation.

Hyundai has found that the best way to protect its current capital investments is to invest further into managing its most valuable asset: information. The EIMS gives the company freedom to be proactive and innovative instead of always reacting to market movements, helping drive Hyundai ahead of its competitors.



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