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Hyundai drives up auto sales with webMethods

Customer success story

“webMethods effectively addresses the challenge of interface integration in Beijing Hyundai Motor and lays a solid foundation for business operations. The new-generation integration technology lifts the development of automobile sales to a new level.”

– Zhao Liang, Project Manager, Beijing Hyundai Information Technology (BHIT)



Customer profile

Beijing Hyundai Information Technology (BHIT) is the IT arm of Beijing Hyundai Motor. BHIT provides IT operations and maintenance services, as well as software development and network planning and design for the FORTUNE 500 auto maker. The 80+ systems managed by BHIT are used by five Hyundai factories to manufacture 1.5 million vehicles a year.

New challenges

- Improve data access and management
- Streamline transactions with 750 dealers
- Assure fresh, error-free data for decision making
- Minimize manual work
- Increase system reliability and performance

Software AG solutions

webMethods for integration

Key benefits

- Seamless data sharing and processing
- Increased reliability, even during traffic peaks
- Greater visibility into system activity
- Easy adaption to new use cases with no interruption to customers
- Easy to use—developers able to quickly master webMethods design, development and testing

Take the wheel, BHIT

Managing 750 car dealers is no small task. Yet it's exactly why Beijing Hyundai Motor needs a well-tuned Dealer and Customer Management System (DCMS). The system coordinates core transactions, such as vehicle ordering, sales leads, repairs and damage claims, and parts management, across the manufacturer's vast dealer network.

Problem was, dealers weren't engaging with Hyundai's DCMS, which meant data was late, unreliable and scattered across systems. That's when BHIT, the IT branch of Beijing Hyundai Motor, decided to rev up the dealer system, adding enhanced functionality and discarding what didn't work.

BHIT built 11 new subsystems, spanning logistics management, social media marketing, CRM, an SAP® ERP, a parts management and a second-hand vehicle management system—a huge undertaking. Complicating the system overhaul, Beijing Hyundai Motor's operations continued to change with the opening of new branches and factories.

In the race to meet the project schedule, system interfaces weren't properly classified. That imposed mandatory data receipt requirements, increasing server requests drastically: 600,000 a day in response to 10 million data entries. This data onslaught led to system glitches—which was especially problematic at the end of month, quarter and year when reports were due.

Enter webMethods and the road to success

BHIT investigated solutions to resolve the interface problem, looking for one that could enable real-time data synchronization with all 750 dealers, plus orchestrate regular batch processing and transmission. webMethods was selected for reliability, proven performance and scalability.

After the production environment set-up, BHIT started up four main data flow interfaces of webMethods: regular task scheduling, common web service, queue broadcasting and asynchronous interfaces. Increased insight and control were immediate. For example, log and database files from webMethods allowed BHIT to quickly answer key questions, such as:

- Which system produces a message
- When the message was sent
- What type of data the message transfers
- Whether the message was successfully sent

“webMethods effectively addresses the challenge of interface integration in Beijing Hyundai Motor and lays a solid foundation for business operations,” said Zhao Liang, BHIT project manager. “The new-generation integration technology lifts the development of automobile sales to a new level.”



Driving up productivity—and revenue

webMethods is the well-oiled integration engine behind Hyundai. Even when Beijing Hyundai Motor workloads create exceptionally high-frequency and large data volumes, webMethods handles them, Zhao Liang said. No problem, no bumps in the road.

BHIT has achieved stable and lightweight application integration using webMethods now that all system interfaces, such as real-time scheduling, queuing and broadcasting, are classified and organized. The Hyundai ERP syncs with China Post's EMS system, forecasting and quality/safety systems, and the electric car charging network. The systems that enable Beijing Hyundai Motor to build 1.5 million vehicles a year integrate to fuel production so cars keep rolling off the line.

Proof is that, despite global economic challenges, Beijing Hyundai Motor recorded a growth rate of 11% year-on-year and 18% month-on-month in the first half of 2020.

ABOUT SOFTWARE AG

Software AG began its journey in 1969, the year that technology helped put a man on the moon and the software industry was born. Today our infrastructure software makes a world of living connections possible. Every day, millions of lives around the world are connected by our technologies. A fluid flow of data fuels hybrid integration and the Industrial Internet of Things. By connecting applications on the ground and in cloud, businesses, governments and humanity can instantly see opportunities, make decisions and act immediately. Software AG connects the world to keep it living and thriving. For more information, visit www.softwareag.com.

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