



SUCCESS STORY

Integrated Customer Database (ICDB) for Hyundai

Streamlining 85 million plus Customer Data Information infrastructure with our expert Data Integration Solutions.

Company Name:

Hyundai

Industry:

Automobile

Location:

India

Impact

Enhanced Data Transformation and Optimization

Application

Hyundai Platforms

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Integrated Customer Database (ICDB) for Hyundai

A CASE STUDY

Streamlining 85 million plus Customer Data Information infrastructure with our expert Data Integration Solutions.

Background

With the expiration of Siebel license on the horizon and decision for transition and migration to Salesforce, Hyundai encountered several challenges due to distribution of Customer Data across various platforms namely, New Dealer Management Systems (NDMS), GCRM (Global Customer Relationship Management), AWS, Blue Ink, MyHyundai App, and CTB (Click to Buy) and absence of a centralized system for consolidating customer information for integration with Salesforce.



Our Approach

Integrated Data Management

Implementing the Integrated Customer Database (ICDB) solution, we aggregated data from diverse sources using Python-based logic. Leveraging Enterprise Application Integration (EAI), data flows seamlessly into MariaDB for cleaning and deduplication, providing us in the end with consolidated customer information as “Golden Data” for potential integration with salesforce.

Solutions

- **Integrated Customer Database (ICDB):** Developed the ICDB solution to aggregate data from various external sources, including websites, dealerships, and CTB portals. Leveraged unique Python-based customer identification logic to reduce Hyundai's customer records from 85 million to 45 million, effectively eliminating duplicates and optimizing storage space.

Challenges Faced

• Distributed Customer Data

Hyundai's customer data was fragmented across six different platforms. This lack of centralization made it difficult to manage and access a unified view of customer information.

• Data Redundancy and High Storage Costs

Duplicate entries created across various platforms, resulting in high storage costs and inefficient data management.

• Lack of Centralized Data Management

The absence of a unified system meant that customer, invoice, and lead data were stored in disparate databases, preventing a holistic view of customer interactions.

• Expiration of Siebel License

Hyundai's existing Siebel license was nearing expiration, necessitating a migration to a new CRM system, such as Salesforce. This transition required careful planning to ensure continuity and avoid data loss.

• Inflexible Reporting Systems

Existing services lacked the flexibility to generate customized customer reports and KPIs, hindering the ability to derive actionable insights from data.

- **As Is Layer:** Enterprise Application Integration (EAI) facilitated the seamless flow of data from disparate systems (NDMS, GCRM, AWS, Blue Link, MyHyundai, and CTB) to MariaDB, which served as the operational data source. This integration enabled efficient data transmission and centralized data management.

- **Data Migration and Optimization:** PL/SQL and Informatica were utilized to refine MariaDB, transforming raw data into cohesive entities. A data de-duplication process was implemented to ensure the accuracy and integrity of customer records. Historical data was migrated to ICDB, with daily incremental updates scheduled to maintain data freshness.
- **Data Warehouse:** Implemented Delta Architecture to collate data from various sources into single pipeline. This data was then checked for any discrepancies to fit in a standard template and then stored in Data Warehouse.

Business Outcomes

100% Data Centralization:

Successfully consolidated customer data from six disparate platforms into a unified database, ensuring a single source of truth for all customer information.

47% Data Reduction

Reduced Hyundai's customer records from 85 million to 45 million, achieving a 47% reduction in data volume, streamlining data management.

80% Accuracy Rate

Maintained an 80% accuracy rate in daily data filtering, ensuring reliable and high-quality customer data.

50% Reduction in Storage Costs

Achieved significant cost savings by reducing data redundancy and optimizing storage usage, cutting storage expenses by half.

Faster Report Generation

Enabled report generation 60% faster compared to the previous OBIEE system, providing timely and actionable business insights.

- **Data Mart for "Golden Records" and Salesforce Integration:** A standardized global template, or Data Mart, was created for Salesforce integration, encompassing templates for customer, services, invoices, and leads, each linked to a unique customer identifier. This gave a unified and comprehensive view of customer data.

Key Areas of Expertise Demonstrated

● Extensive API Development

Developed 80+ APIs to ensure seamless and efficient data transmission across various platforms, enabling precise tracking and measurement of key performance indicators.

● Advanced Database Management and Optimization

Detailed descriptions of vehicle inspection processes and service operations demonstrate a deep understanding of the automotive service industry's requirements and challenges.

● Complex Procedural Logic

Implemented 150 procedural logics, ensuring daily updates for 150 entities, enhancing the overall efficiency and accuracy of data management processes.

ABOUT CUBASTION

Cubastion helps global companies run their mission critical systems and operations while modernizing IT, optimizing data architectures, and ensuring security and scalability across platforms. Some of the world's largest companies and Indian Public Sector Undertakings trust Cubastion to deploy services to drive new levels of performance, competitiveness, and customer experience.

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