



# Hyundai Department Store

CUSTOMER SUCCESS

**Leveraging Precise Solution to Enable Rapid Development**

As one of Korea's largest retail distribution chains, Hyundai Department Store called on Precise Consulting to help bring the company's new sales support system online. Using Precise i<sup>3</sup> software, Precise consultants were able to bring the system online one month ahead of schedule. The application performance management solution is guaranteeing ongoing results as well, including a 40 percent improvement in system performance and a 20 percent improvement in staff productivity.

## Company Profile

Hyundai Department Store ([www.e-hyundai.com](http://www.e-hyundai.com)), based in Seoul, South Korea, operates department stores, hotels, e-commerce Web sites, and other retail services.

## Industry

Retail

## Solution

Application Performance Management

## IT resource expands to support e-commerce explosion

With 14 department stores and 7 companies nationwide, Hyundai Department Store is a major powerhouse in the Korean retail distribution arena. The parent company owns department stores (Hyundai Department Store), a home shopping channel (Hyundai Home Shopping), an Internet shopping mall (Hmall.com and HCN), a hotel (Hotel Hyundai), and a travel agency (Hyundai Dream Tour).

Hyundai Department Store has always been a pioneer in the design and deployment of innovative IT initiatives. For example, Hyundai Department Store was awarded the Computer World Honors Program in 1993 for its successful launch of Korea's first point-of-sale (POS) system on a wireless LAN. Today, all of Hyundai's sites are connected via a wireless LAN, which supports wireless access points and wireless POS for the company's many locations.

With its legacy system built on DOS-based COBOL programming, system maintenance had become a challenge for Hyundai Department Store, as it was difficult to find engineers with suitable skills and related experience. And with the explosive growth of e-commerce, it became obvious that the existing system could no longer support the growing demands of its business users. That's why the IT management team decided to deploy a new Microsoft Windows-based system that could process data in real time, while minimizing manual workloads for both IT administrators and business users.

***"Because of the excellent service provided by Precise Consulting, we were able to launch our new company-wide sales support system one month ahead of schedule."***

## Rye Taek-sang

IT Division

**Hyundai Department Store**

**An application management solution from Precise helped improve the performance of the H-RIS system by 40 percent**

In order to support its complex business requirements, Hyundai Department Store management also gave the go-ahead for the development of a new sales support system. Dubbed H-RIS, the system integrates Hyundai Department Store key business systems, such as partner relations, inventory and revenue management, and trend analysis. The goal was to enhance business efficiency, achieve system standardization, support scalability, and assure business continuity.

Rye Taek-sang, a director in the IT division, Hyundai Department Store, explains: "To prevent any failures that might occur after system deployment, we needed a reliable application performance management tool that could accurately identify the root cause of possible failures and provide alerts to potential performance problems."

**That's when the call went out to Precise.**

Leveraging Precise expertise in Application Performance Management Rye Taek-sang had already experienced the power of the Precise i<sup>3</sup> application performance management (APM) tool three years earlier while managing the initial deployment of the Hyundai Home Shopping data center. "By using Precise i<sup>3</sup>, we reduced the cost for providing cost-effective system maintenance," explains Taek-sang. "And that translated into a significant competitive advantage for Hyundai."

There is also another reason why Hyundai Department Store selected Precise i<sup>3</sup>. Hyundai Home Shopping, which had been using a competitive APM tool, switched to Precise i<sup>3</sup> because of its graphical interface and ease of use. Precise i<sup>3</sup> was also chosen for its ability to accurately locate and identify the root cause of any application performance problems, and then generate a detailed view on performance management history.

Lee Young-woo, manager of the industry technology team for Hyundai Information System, notes, "The intuitive graphical interface of Precise i<sup>3</sup> made it easy for our systems integration team to design and implement system monitoring and database design measurement tools." According to Mr. Lee, his team had originally relied on command line interface for analyzing the company's Oracle database. With Precise i<sup>3</sup>, his team can analyze data with only a few clicks in the graphical interface. In addition, as his team learned to optimize Precise i<sup>3</sup>, they began to use it with third-party monitoring tools for monitoring basic performance metrics. Lee explains, "On several occasions, Precise i<sup>3</sup> proved to be much faster in generating alerts than our previous APM tool."

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**Rye Taek-sang**

IT Division  
**Hyundai Department Store**

## Precise consulting is the key to early deployment

With H-RIS deployed one month ahead of its original schedule and with no critical problems reported, Hyundai Department Store credits the successful deployment to database performance analysis feature of Precise i<sup>3</sup> and the implementation expertise of Precise Consulting. With the introduction of the new sales support system, all business processes are now integrated and available online for the company's many separate divisions and business partners. Cho Chunggoo, IT Engineer in the IT Division, says, "Precise Consulting was critical in designing our application performance management system, which enabled us to analyze, monitor, and tune our sales support system's huge data requirements."

As a result of the successful deployment of H-RIS, Hyundai Department Store is eager to continue its legacy of IT innovation. After its success with Precise i<sup>3</sup>, including Precise Consulting, Hyundai Department Store is planning to use it for the company's new credit sales system project, which is scheduled to open in 2005. Mr. Cho comments, "As our business continues to grow, Precise will play an important part in managing our current and future IT resources."

More customer success stories can be found at: [www.precise.com](http://www.precise.com)

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### **Rye Taek-sang**

IT Division

**Hyundai Department Store**

## SOLUTION AT A GLANCE

### Business Drivers

- Lower TCO related to the management of H-RIS application environment
- Improve productivity of IT administration

### Technology Challenges

- Help ensure near-seamless integration of system monitoring and database design measurement tools
- Accurately identify the root cause of application performance problems

### Solution

- Application performance management solution for H-RIS system

### Precise Products

- Precise i<sup>3</sup>

### Precise Services

- Precise Consulting Services: Data modeling, system Architecture Design, System tuning, Support Systems
- Precise Education Services

### Technology Environment

- Microsoft Windows-based servers
- Open product HQ System
- Strategic Merchandise Demand (MD) System
- Valet Parking System
- Vehicle Operation System
- CRM Shop Manager
- Oracle 9.1 database

### Business Benefits

- 40% Improvement in system performance
- 20% improvement in staff productivity for ongoing application performance maintenance
- One-month faster deployment for H-RIS system with help from Precise Consulting
- 305 to 35% increase in the number of H-RIS transactions since 2001