Hyundai connected cars, automatically tuned to drivers’ preferences

Hyundai drivers enjoy plugged-in lifestyles enabled by Smart Connectivity, powered by Dell Technologies.

To achieve a seamless integration of customers’ lives and their mobility, Hyundai Motor Group offers optimized in-car experiences and a range of convenient services, customized to each driver. For the agile and responsive IT infrastructure needed, the company chose Dell Technologies, its trusted global technology partner.

Transformations

- Data innovations help Hyundai Motor Group offer unique driving experiences to its connected car customers.
- The company combines smart automotive and IT technologies, customized to each driver’s preferences.
- Agile and responsive IT allows car engineers to deliver new services faster and seamlessly.

Outcomes

- Connecting 10+ million cars through the cloud worldwide.
- Mobile gateways to drivers’ digital lifestyles tuned to one’s preferences.
- Smart and real-time connectivity using artificial intelligence and machine learning.
- Differentiates the Hyundai brand in a crowded automotive marketplace.
Hyundai Motor Group is pioneering a new “car-to-life” era of Smart Connectivity that equips and connects cars with sophisticated and highly integrated information and communication technologies. The goal is to provide drivers with an optimized driving environment and a wide range of convenient in-car services that are customized for them. It also sets the Hyundai brand apart in a crowded marketplace.

The company is connecting more than 10 million of its cars worldwide through the cloud this year. “As our cars become more and more connected, they’ll offer much more than transportation,” says Jung Sik Suh, CEO, Hyundai AutoEver. “They’ll bring smart mobility and plugged-in lifestyles together seamlessly across all of a driver’s devices, apps and services.”

Big data horsepower needed — at a global scale

To achieve its connected car goals on a global scale, the company had to modernize and expand its IT infrastructure substantially. Hyundai Motor Group turned to Dell Technologies, its trusted global technology provider, to make it all happen. “We built an agile, responsive and highly scalable IT infrastructure with smart, real-time connectivity using Dell Technologies solutions,” Mr. Suh says. “We’re able to use artificial intelligence and machine learning in ways that enable us to innovate with data anywhere in the world.”

“We built an agile, responsive and highly scalable IT infrastructure with smart, real-time connectivity using Dell Technologies solutions.”

Jung Sik Suh
CEO, Hyundai AutoEver

Key technologies include Dell PowerEdge servers for dense, fast-growing, scale-out computing that can accommodate industry-leading Connect Car Service workloads, virtualization at scale and much more. What’s more, these servers can be easily operated and secured utilizing the unique Dell OpenManage Enterprise management tool.

Meeting the future era of mobility

Connected Hyundai cars become smart devices with real-time navigation of the best routes, remote vehicle control, Car-to-Home and Home-to-Car services, and the ability to analyze problems on their own. Mr. Suh concludes, “For our connected cars to operate efficiently and safely, the high-performance solutions from Dell Technologies are essential.”

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Jung Sik Suh
CEO, Hyundai AutoEver

Learn More About the Hyundai Motor Group Story.

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