



Driving design into the future.

Hyundai MNSOFT improves workflows so designers can create innovative experiences for drivers.



"In the future, navigation services are expected to evolve into a totally different form of information services. In this sense, Adobe Experience Manager will be a stepping stone to innovative in-car experiences through navigation."

Eun-Soo Kim, Team Leader, Hyundai MNSOFT Design Lab

SOLUTION

Adobe Experience Cloud, including the Adobe Experience Manager solution within Adobe Marketing Cloud

RESULTS



Established a **CENTRALIZED, INTEGRATED** repository for map designs



ACCELERATED design workflows



INCREASED EFFICIENCY of asset management



Boosted productivity with **BETTER VISIBILITY** into working files



Hyundai MNSOFT

Established in 1998

Employees: 450

Seoul, Korea

www.hyundai-mnsoft.com

Partner

Northstar Consulting

www.northstar.co.kr

CHALLENGES

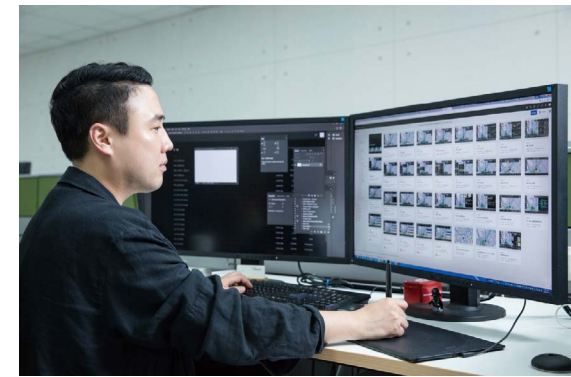
- Create a central hub for designers to access, manage, and update map designs
- Simplify processes for managing and retrieving data and assets
- Give designers access to real-time data to inform designs
- Enable collaboration among car manufacturers, system providers, designers, developers, and third-party vendors

USE CASES

- Digital Foundation
- Customer Intelligence



Eun-Soo Kim, Team Leader, Hyundai MNSOFT Design Lab



Rak-Joon Sung, a Chief Designer, Hyundai MNSOFT Design Lab

Navigation technology moves drivers into the future

Imagine what the future of cars could look like. In the past, cars were used to transport passengers and heavy items. But now, cars also assume the role of a personal assistant, providing a variety of information and entertainment. As the fourth industrial revolution shifts industrial structures and blurs the boundaries between industries, the automotive industry is poised for change.

Hyundai MNSOFT, a leading navigation developer, is driving in-car infotainment innovation—one of the core technologies in the future era of self-driving cars—by building high-definition maps called Advanced Driver Assistance Systems (ADAS). In particular, Hyundai MNSOFT is on the cutting edge of navigation technology, with its closer-to-reality 3D navigation software built into Hyundai vehicles available in more than 60 countries worldwide.

Hyundai MNSOFT is also doubling down on connected cars. A connected car equipped with Internet access offers safety and convenience. It also enables in-car infotainment, which includes wayfinding as well as entertainment, such as music and other audio content. Hyundai MNSOFT also provides a wide array of infotainment services, ranging from digital maps to navigation software and an autonomous driving ecosystem.

Managing design updates in real time

Developing a core navigation software often comes with quite a few challenges.

“Given our product’s global availability, we have to take a variety of platforms into consideration. Regional specification requirements have also become complicated,” says Eun-Soo Kim, Team Leader of the Design Lab at Hyundai MNSOFT. “To release a new navigation system to the market, we need to collaborate and communicate with a variety of teams—be it internal or external—including car manufacturers, system providers, designers, developers, and third-party vendors. Also, we have to be able to share results with all the designers.”

“Since our product is very closely related to driver safety, the importance of asset management is paramount. Adobe Experience Manager Assets helps us better manage design history and specifications.”

Eun-Soo Kim, Team Leader, Hyundai MNSOFT Design Lab

“Adobe Experience Manager Assets made it easy for us to set up an efficient digital asset management workflow. It significantly reduced the time spent searching for assets.”

Rak-Joon Sung, a Chief Designer, Hyundai MNSOFT Design Lab

In doing so, it is critical for Hyundai MNSOFT to keep design data up-to-date. “Data modified by many designers should be reflected as current data. But there were limitations on sharing data through our local server,” says Hee-Kyoung Son, Senior Researcher of the Design Lab. “We would spend a lot of time reviewing data and manually making requests to the team members who were responsible for finding out where the latest data was. We were not able to review results in real time.”

Building up a central repository that allows designers to easily access, manage, and update map designs in real time, as well as streamline the way they communicate with one another, was the key challenge. To help designers manage updates and collaborate more effectively, Hyundai MNSOFT adopted Adobe Experience Manager Assets.

Experiencing innovative design collaboration

Over two years, Hyundai MNSOFT tested and compared the pros and cons of several solutions to identify the one that met its requirements. Hyundai MNSOFT selected Adobe Experience Manager Assets.

At Hyundai MNSOFT, designers previously stored design images on their individual computers due to large file size requirements. This delayed completion of requests that required immediate attention. With Adobe Experience Manager, the company established an integrated storage system to enable versioning and synchronizing of working files. This workflow increased work efficiency and improved visibility into files.

Adobe worked closely with Northstar Consulting to implement Adobe Experience Manager Assets for Hyundai MNSOFT.

“While many companies deal with files that are heavily text-based, Hyundai MNSOFT works with files that contain a lot of design images, posing a challenge,” says Kyung Hoon Lee, General Manager of Business Development at Northstar Consulting. “We are excited that we were able to participate in deploying a successful asset management solution for Hyundai MNSOFT.”

“It takes three years on average to introduce a brand new model to the market,” says Kim. “During the launch cycle, it is very important for a design team to manage all the history associated with design specifications. Since our product is very closely related to driver safety, the importance of asset management is paramount. Adobe Experience Manager Assets helps us better manage design history and specifications.”

“In the past, it took us a lot of time to retrieve and manage data by regions and brands,” says Rak-Joon Sung, a Chief Designer in the Design Lab. “Adobe Experience Manager Assets made it easy for us to set up an efficient digital asset management workflow so that we can define rules to name and distribute digital assets. It significantly reduced the time spent searching for assets.”

SOLUTION AT A GLANCE

Adobe Experience Cloud, including:

Adobe Marketing Cloud

- Adobe Experience Manager
- Assets

Hyundai MNSOFT is also considering using Adobe XD as a solution to help designers quickly hand off images and guidelines for graphical user interfaces to developers.

“As connected cars and self-driving cars emerge as cars for the future, the navigation system will play a role as an in-car hub that delivers a new experience, beyond just a wayfinding tool,” Kim says. “In the future, navigation services are expected to evolve into a totally different form of information services. In this sense, Adobe Experience Manager will be a stepping stone to innovative in-car experiences through navigation.”

For more information

www.adobe.com/marketing-cloud.html

www.adobe.com/marketing/experience-manager.html

www.adobe.com/marketing/experience-manager-assets.html



Adobe
345 Park Avenue
San Jose, CA 95110-2704
USA
www.adobe.com