



Hyundai Motor Company Australia

Global automobile company sends file transfer into overdrive, saying “goodbye” to FTP and “hello” to secure anytime, anywhere file sharing.

“I can’t put a high enough dollar amount on the efficiency gains that have resulted from using Accellion. The amount of time to share business files has been reduced to just seconds and three years after deployment, the product is working just as it should.”

Kawa Farid
Infrastructure Manager

In 1986, Hyundai made its Australian debut and in 2003, Hyundai Motor Company Australia (HMCA) was established as a wholly owned subsidiary of the Korean parent company. After more than 24 years in the Australian car market, Hyundai has been the vehicle manufacturer of choice of more than 845,000 Australians. Striving to make the latest automotive technology accessible to all, the company has built a tremendous reputation for delivering cars as fun to drive as they are economic to run and has received numerous accolades, including multiple awards from Australia’s Best Cars..

Challenge

Hyundai is an organization that moves quickly, committed to introducing well-designed and innovative products. Yet the organization’s method of transferring large files wasn’t in line with its fast-moving culture. Employees relied on getting business-related documents out the door the old fashioned way: saving files to a USB and using a courier service for transport. The organization then turned to Microsoft Windows’ built-in FTP client, but found that method also proved time consuming, with users routinely getting locked out and needing support from Hyundai’s IT help desk. Plus, there were security concerns as the method of transfer was unencrypted.

“Our marketing department often has last-minute file transfer requests, needing to send images, video files, or design specs to external parties for review and approval,” said Kawa Farid, Infrastructure Manager with Hyundai. “We didn’t want our business operations and communications negatively impacted because we were waiting for files to get where they needed to go, nor did we want users turning to unsecure solutions such as Dropbox. So, we knew it was time to find a better way.”

Finding a solution that would protect confidential files during transfer, as well as meet security and industry regulations, was a top requirement for Hyundai, followed by ease of use for administrators and employees and cost effectiveness. The organization turned to third-party product reviews, from analyst firms including Gartner to trade publications, and found overwhelmingly positive feedback about Accellion’s solutions. Therefore, the company decided to conduct its own evaluation of Accellion in-house.

“We downloaded the trial version of Accellion, tested the functionality within our IT group, and knew within one week that the product was right for us,” said Farid. “We were able to check “yes” by all of the boxes on our requirements list and once we did the math comparing what we had been spending on courier costs, we knew the ROI was there.”

Quick Facts – Hyundai Motor Company Australia



Deployed Since

2010



Number of Users

**100 internal
unlimited external**



Custom Web Interface

Yes



Email Integration

Yes



Mobile Integration

Yes

✓ Built-in audit trail and reporting features provide administrator visibility into who sent what and to whom

✓ Up and running by IT within one hour and quickly adopted by marketing and services/support teams

✓ Accellion will extend file transfer reach to employees' smartphones while on the go

Solution

Hyundai chose to deploy Accellion in the organization's own datacenter, and had it up and running within an hour. The ease of deployment and the flexibility to deploy on-premise, in the cloud or in a hybrid environment, was another huge selling point.

"We chose not to go the cloud services route because we wanted to maintain close control of the product, our data and our documents," said Farid. "We deployed Accellion on-site, in our environment, on our network and it was as simple as could be."

Hyundai's employees embraced Accellion almost as quickly as the solution was deployed. There was no need for extensive training – users just logged in and were ready to send and share files as needed. The organization's marketing team members were early adopters, but word traveled fast about Accellion's ease of use. Soon, the number of internal users doubled, with Hyundai's IT department, parts team, and service department using Accellion to share confidential files with other employees and those outside of the organization.

"The demand for Accellion was definitely there and our

employees saw the value right away," said Farid. "The beauty is that if you can use email, you can use Accellion. Employees are truly self-sufficient when it comes to file sharing – exactly what we were striving to achieve."

With a large salesforce on the road, Hyundai plans to soon use Accellion to deliver the same file sharing and collaboration benefits to employees' mobile devices. This will give staff the ability to easily access enterprise content on the go, while providing the same high-level security and administrative controls that Hyundai's IT department is used to today. For example, the company relies heavily on Accellion's audit trail and reporting capabilities to know who sent what files and when and to support troubleshooting requests.

"I can't put a high enough dollar amount on the efficiency gains that have resulted from using Accellion," said Farid. "The amount of time to share business files has been reduced to just seconds and three years after deployment, the product is working just as it should, day in and day out, to support our fast-paced business needs."

About Accellion

Accellion, Inc. is the industry leader in providing private cloud solutions for secure access and sharing of enterprise information across devices, enabling employees to work securely wherever. Founded in 1999, Accellion is an award-winning, private company headquartered in Palo Alto, California with offices in North America, APAC, and Europe. The company has evolved from its roots in cloud storage into a leading enterprise security software provider. More than 12 million business users and 2,000 of the world's leading corporations and government agencies, including Procter & Gamble; Indiana University Health; Kaiser Permanente; Lovells; Bridgestone; Harvard University; the Securities and Exchange Commission; and NASA use Accellion solutions to protect confidential information, ensure compliance, increase business productivity, and reduce IT costs.

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