HAEA (Hyundai AutoEver America) Comprehensive Research Report

Prepared for: Staffing Company Partnership Meeting

Date: July 10, 2025

Purpose: Support prototype app development for AR system integration with HR recruitment management

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Executive Summary

Hyundai AutoEver America (HAEA) is a rapidly growing automotive IT services provider with significant staffing needs and advanced technology initiatives. The company currently has 60+ open positions across multiple departments, indicating substantial hiring challenges that align perfectly with your staffing company's services and the prototype app solution.

Key Opportunities:

- Massive hiring needs (60+ positions) across technical roles

- Manual reporting challenges with CSV exports from Bullhorn and internal systems

- Strong focus on AI, automation, and digital transformation

- Recent major partnerships with AWS, Dell, Intel, and Mapbox

- Expanding operations in emerging technologies

Company Overview

Basic Information

- **Full Name**: HAEA - Hyundai AutoEver America

- **Parent Company**: Hyundai Motor Group

- **Founded**: 2004

- **Headquarters**: Fountain Valley, CA

- **Tagline**: "Smart. Secure. Connected."

- **Role**: Complete Automotive IT Service Provider

Scale and Reach

- **Global Employees**: 2,875+

- **Cars Connected**: 1.6M+

- **Users**: 1M+

- **Affiliates Served**: 23+

- **Worldwide Partners**: 600+

- **IT Experts**: 2,200+ (U.S. & abroad)

- **Cars Impacted**: 2.7+ million in the US

Recent Major Achievements (2024-2025)

AWS Premier Tier Partner Recognition (December 2024)

- **Significance**: Elite recognition for cloud business expertise and successful project track records

- **Enhanced Services**: Mobility-related cloud services, connected cars, smart factories

- **Strategic Impact**: Strengthens Hyundai's data-driven operations and customer value delivery

- **Quote from José Muñoz** (President & Global COO, Hyundai Motor Company): "The collaboration between AutoEver and AWS enhances Hyundai's focus to use data to streamline operations and deliver new features and technologies that customers want and value."

AI-Driven 3D Navigation Partnership with Mapbox (CES 2025)

- **Technology**: AI voice-driven and ADAS-enabled 3D navigation

- **Features**:

    - Immersive 3D lane-level guidance

    - Augmented Reality (AR) overlays

    - Real-time driver assistance

    - MapGPT AI-powered location assistant

    - EV-specific features (range monitoring, charging recommendations)

- **Platform**: Software-defined vehicle (SDV) platform

- **Impact**: Redefining in-car experience with AI-powered technology

Technology Initiatives & Automation Focus

AI and Automation Capabilities

AI-Powered Logistics Partnership (March 2025)

- **Partner**: Maersk Contract Logistics (MCL) Korea

- **Objective**: Intelligent logistics system development

- **Innovation Center**: Testing and validation facility (2025)

- **Expertise**: 20 years of smart factory technology

- **Capabilities**: Real-time data processing, integrated robot control

Manufacturing Edge Solutions with Dell & Intel (April 2024)

- **Partnership**: Dell Technologies and Intel

- **Technology**: NeoFactory IoT software platform

- **AI Applications**:

  - Equipment performance monitoring

  - Anomaly detection

  - Predictive maintenance

  - Real-time data processing at edge

  - AI-driven factory optimizations

Core Technology Platforms

1. **Manufacturing Execution Systems (MES)**

   - Global production monitoring

   - Production scheduling

   - Optical Character Recognition (OCR)

   - Supplier broadcast systems

   - IQIS defect tracking

   - JIT/JIS manufacturing support

2. **Connected Car & Telematics**

   - Real-time vehicle data

   - IoT connectivity

   - Advanced driver assistance systems (ADAS)

- Navigation and mapping services

3. **Smart Factory Solutions**

  - Digital-based intelligent manufacturing

  - IT/OT infrastructure integration

  - Cloud-based automation

  - Real-time monitoring and control

Manufacturing and Operations

Facilities Supported

- **Hyundai Motor Manufacturing Alabama**

- **Kia Georgia**

- **Newest EV Plant in Savannah** (expanding electric vehicle production)

- **Two full-engine assemblies**

Data Centers

- **Irvine, CA** (established 2006, expanded 2018)

- **Montgomery, AL** (established 2008)

- **Equinix LA** (opened 2022 for additional growth)

Technology Partnerships

- **Toad** (Oracle database management)

- **Gearbox Software** (development tools)

- **SAP** (enterprise resource planning)

- **C#** (Microsoft development platform)

- **AWS** (cloud services)

- **Dell Technologies** (edge computing)

- **Intel** (hardware and AI solutions)

- **Mapbox** (location and navigation technology)

Staffing and Hiring Analysis

Current Hiring Needs (60+ Open Positions)

High-Priority Departments:

1. **Emerging Technology** (AI, Cloud, Data)

   - Gen AI Engineer

   - Sr. Big Data Engineer

   - Cloud Platform Engineering Manager

   - Sr. Platform Engineer/SRE - Data Platform

2. **Security** (Critical need)

   - Senior Security Engineer

   - IT Governance, Risk & Compliance Manager

   - Cyber Security/Network Engineer

3. **Connected Car Services**

   - Multiple Software Engineers (all levels)

   - Application Architects

- Technical Project Managers

4. **Human Resources** (Staffing expansion)

- Manager, Talent Acquisition

- Technical Recruiter

Geographic Distribution:

- **Fountain Valley, CA** (Primary hub)

- **Costa Mesa, CA** (Connected car services)

- **Irvine, CA** (Infrastructure and data centers)

- **San Diego, CA** (Hyundai Translead operations)

- **Ann Harbor, MI** (IVI validation)

Salary Ranges:

- **Senior Software Engineer**: $118,016 average

- **Senior Systems Administrator**: $95,253 average

- **Benefits**: Outstanding 401K and low-cost health insurance

Staffing Challenges Identified:

1. **High Volume Hiring**: 60+ simultaneous openings

2. **Technical Specialization**: AI, cloud, security expertise required

3. **Bilingual Requirements**: Korean language skills for some positions

4. **Multiple Locations**: Coordination across several states

5. **Rapid Growth**: Expanding teams in emerging technologies

Business Challenges & Opportunities for Your Solution

Current Pain Points (Perfect for Your Prototype App):

Manual Reporting Issues:

- **CSV Export Dependencies**: Heavy reliance on manual CSV exports from Bullhorn

- **System Integration Gaps**: Disconnect between staffing system and Hyundai's internal AR system

- **Time-Consuming Processes**: Cumbersome report generation

- **Limited Insights**: Lack of real-time forecasting and analytics

- **Data Tracking Complexity**: Multiple sites with extensive hiring requirements

Operational Inefficiencies:

- **Manual Data Consolidation**: Time-intensive process

- **Limited Forecasting**: Insufficient predictive capabilities

- **Reporting Delays**: Slow turnaround on critical hiring metrics

- **Multi-System Management**: Juggling between different platforms

Value Proposition for Your Solution:

1. **Immediate Reporting**: Real-time dashboard capabilities

2. **Enhanced Insights**: Advanced analytics and forecasting

3. **System Integration**: Seamless AR system and HR platform connection

4. **Efficiency Gains**: Automated data consolidation

5. **Scalability**: Support for multiple sites and high-volume hiring

Strategic Initiatives & Future Focus

Digital Transformation Priorities:

1. **Software-Defined Vehicle (SDV) Era**: Leading next-generation mobility software

2. **AI Integration**: Expanding AI capabilities across all operations

3. **Cloud Migration**: Leveraging AWS partnership for enhanced services

4. **Smart Factory Evolution**: Advanced manufacturing automation

5. **Connected Services**: Enhanced vehicle connectivity and services

Growth Areas:

- **Electric Vehicle Support**: New EV plant in Savannah

- **Urban Air Mobility**: Partnership with Supernal (2021)

- **Global Expansion**: Strengthening international capabilities

- **Edge Computing**: Manufacturing edge solutions with Dell/Intel

- **Autonomous Systems**: Future mobility technologies

Competitive Advantages & Market Position

Industry Leadership:

- **Hyundai Motor Group's IT Arm**: Direct connection to major automotive manufacturer

- **20+ Years Experience**: Established expertise in automotive IT

- **Global Scale**: Operations across multiple continents

- **Innovation Focus**: Cutting-edge technology partnerships

- **Comprehensive Services**: End-to-end automotive IT lifecycle support

Recent Recognition:

- **AWS Premier Tier Partner** (December 2024)

- **CES 2025 Innovation Showcase** (AI navigation)

- **Industry Partnerships**: Dell, Intel, Mapbox collaborations

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Recommendations for Partnership Success

Immediate Opportunities:

1. **Demonstrate ROI**: Show how your app reduces manual reporting time

2. **Highlight Scalability**: Emphasize support for 60+ simultaneous hires

3. **Focus on Integration**: Stress seamless AR system connectivity

4. **Showcase Analytics**: Present advanced forecasting capabilities

5. **Emphasize Efficiency**: Quantify time savings and improved insights

Long-term Value Propositions:

1. **Strategic Partnership**: Position as technology enabler for growth

2. **Innovation Alignment**: Connect with their AI and automation initiatives

3. **Scalability Support**: Prepare for continued expansion

4. **Global Capabilities**: Support international hiring needs

5. **Future-Ready Solutions**: Align with SDV and emerging technology focus

Key Talking Points for Your Meeting:

1. **Pain Point Alignment**: Your solution directly addresses their CSV export challenges

2. **Technology Synergy**: Complement their AI and automation initiatives

3. **Growth Support**: Enable their aggressive hiring goals

4. **Efficiency Gains**: Reduce manual processes and improve insights

5. **Partnership Value**: Long-term strategic relationship potential

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Conclusion

HAEA represents an ideal client for your staffing company partnership and prototype app solution. Their significant hiring needs (60+ positions), manual reporting challenges, and strong technology focus create a perfect alignment with your capabilities. The company's recent achievements with AWS, AI initiatives, and manufacturing automation demonstrate their commitment to innovation and efficiency—values that your solution directly supports.

Key Success Factors:

- Address their immediate pain points with manual CSV reporting

- Demonstrate clear ROI through time savings and enhanced insights

- Position your solution as an enabler of their growth and innovation goals

- Emphasize long-term partnership potential in their expanding technology landscape

This comprehensive research provides the foundation for a compelling presentation that positions your services as essential to HAEA's continued success and growth.