



SsangYong Motor Company
Seoul, South Korea
www.smotor.com

Industry:
Automotive

Annual Revenue:
\$2.85 billion

Employees:
7,500

Oracle Products & Services:

Oracle Financials
Oracle Enterprise Asset Management
Oracle Discrete Manufacturing
Oracle Inventory Management
Oracle Supply Chain Management
Oracle Advanced Supply Chain Planning
Oracle Purchasing

SsangYong Motor Company

For more than five decades, SsangYong Motor Company has been manufacturing autos and trucks, establishing a reputation for innovation and quality. Founded in 1954, it began business as a manufacturer of commercial vehicles—including trucks, buses, and special purpose vehicles such as cement mixers and fire trucks. SsangYong Motor later became one of the first Korean automakers to introduce a line of sports utility vehicles (SUVs). Today, Ssang Yong is Korea's leading manufacturer of SUVs and recreational vehicles.

Challenges

- Increase scalability and flexibility to accommodate for changes in production plans
- Automate and simplify processes—including manufacturing planning—to improve competitive advantage
- Enhance productivity and operational efficiency

Solution

- Integrated and automated complex work processes at SsangYong Motor's Changwon plant with Oracle Discrete Manufacturing, enabling faster decision making and giving managers greater flexibility in adapting production plans
- Reduced production planning cycles by 50%
- Streamlined procurement process from three days to one day with Oracle Purchasing
- Reduced order lead time for materials from nine days to four with Oracle supply chain management applications
- Introduced automated inventory-ordering system for improved efficiency and productivity
- Integrated shipping and warehouse operations, improving accuracy and reliability
- Gained the ability to close the books on SsangYong Motor's parts inventory in only four hours, down from 48 hours prior to installing Oracle applications
- Cut account-review time in half while improving data accuracy