

# Hankook Tire Partners with Tableau Software for Next Generation Business Intelligence



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*- Advancing office digitalization through innovative data analysis platform and reporting systems*

*- Furthering digital transformation as a leading technology company of the fourth industrial revolution*

Global leading tire company **Hankook Tire** is further driving its digital transformation by partnering with the leading analytics platform, **Tableau Software**. Through this partnership, Hankook will be equipped with advanced data analytics and agile user interface platform for next generation business intelligence.

Taking the initiative to further develop its digital capabilities, Hankook is pursuing a digitalization of its office through Tableau's data-driven analytics platform. Known for its easy to use functions such as the Tableau Prep (intuitive data handling through drag-and-drop) and the calculated field function which helps user to process the data into a more usable form, Tableau enhances data based decision and visual analysis.

Based on Tableau's software platform, Hankook created a standard database processing algorithm which enabled accumulation of globally-scattered data, expediting the decision-making process. As a result, analyzing and reporting tasks has been minimized and more time can now be allocated to deriving valuable insights from a business perspective

Hankook is also looking to make developments more sophisticatedly and quickly while reflecting the modification and upgrade requests from relevant teams in real-time. An actual case where the development time has been reduced 75% has already been reported for Hankook – this is based on the time it takes to create the dashboard UI from Tableau after developing a prototype model for standardized reporting to final usage.

"Through the partnership with Tableau Software, Hankook is redefining the way we work by bringing a whole new level of efficiency to data analysis and reporting," says Sooil Lee, President of Hankook Tire America Corp. "We are one step closer to securing a leading position in digital transformation. We will continue innovative changes to be fully ready for what future beholds."

Hankook plans to strengthen its standing as a global premium brand by innovating the way it operates as well as enhancing its digital capabilities. Hankook has been developing the Virtual Compound Design (VCD) system, a predictive model for tire compound properties using artificial intelligence (AI), as well as the Automatic Inspection Process based on AI and digital sensor. Most recently, Hankook has jointly developed the Road Hazard Prediction & Detection Solution with SK Planet and the company is working closely with KAIST (Korea Advanced Institute of Science and Technology), one of the top science and technology universities in Asia, on future technologies and industry-academic cooperation to accelerate digital transformation.

### **About Tableau**

Tableau helps people see and understand data. Tableau's self-service analytics platform empowers people of any skill level to work with data. From individuals and non-profits to government agencies and the Fortune 500, tens of thousands of customers around the world use Tableau to get rapid insights and make impactful, data-driven decisions. See how Tableau can help you by downloading the free trial at [www.tableau.com/trial](http://www.tableau.com/trial).

### **About Hankook Tire America Corp.**

Hankook Tire America Corp. is a growing leader in the U.S. tire market, leveraging investments in technology, manufacturing and marketing to deliver high-quality, reliable products that are safer for consumers and the environment. Headquartered in Nashville, Tennessee, Hankook America markets and distributes a complete line of high-performance and ultra-high-performance passenger tires, light truck and SUV tires as well as medium truck and bus tires in the United States. Hankook Tire America is a subsidiary of Hankook & Company Co., Ltd., a Forbes Global 2000 company headquartered in Seoul, Korea.

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