



GLOBAL 500: TREATING 100M CUSTOMERS AS INDIVIDUALS WITH MDM

ORGANIZATION

XTIVIA's client is an international car rental and fleet-management service that serves millions of customers annually with 5,000,000 vehicles throughout the past five years in more than 15,900 global locations. In an attempt to simplify the operational and financial risk of such an array of locations and vehicles, the company licenses its brand out to roughly 60 international franchises. Additionally, the client also serves "Insurance Replacements"—for insurance companies such as All State and State Farm insurance—to a wide range of corporate customers.

CHALLENGE

Hoping to innovate and revitalize archaic operating systems which inhibited business initiatives, XTIVIA's client embarked on a corporate technology transformation. Specifically, 25-year-old legacy platforms required updates and changes in some 18 systems that covered six database vendors.

Being significantly constrained by the inflexibility of their legacy systems, the client needed a technically strong and experienced partner to help organize the data and information of roughly 169 million customers to create unique profiles and personalized options for each individual customer.

XTIVIA worked to ensure that the volumes of customer records were considered as corporate assets, but processed with data quality disciplines to guarantee that the new corporate CRM (customer relationship management system) delivered on its financial and customer promise.

SOLUTION

Using XTIVIA's Enterprise Integration Management (EIM) services—specifically, Data Governance, Master Data Management (MDM), and Data Quality—XTIVIA combined 169 million customer records to create a personalized business and service relationship between them and their millions of clients.

XTIVIA's data cleansing and organization of customer records to create personalized business and service relationships was delivered by:

- Confirmation of strategic data migration and integration to handle volumes of records with more than 100 million initial loads and 50,000 daily modifications.
- Specified business approval and involvements.
- Population services with built-in data quality improvements.
- Corporate identities and historical views of single customers were created using same-customer records and merge-survivorship routines directed by progressive algorithms.
- Enterprise-grade services processed 250,000 records per hour and daily services to provide stewardship feedback loops to source systems and owners.

RESULTS

Better customer service and business-to-client relations were a product of XTIVIA harmonizing all customer records into a customer master, delivering a complex double-golden record strategy, and facilitating the capability of Customer-360 service.

BY THE NUMBERS

169M Source Customer Records
10,000,000+ Annual Transactions
20,000 CRM Users
5 International Brands

KEY COMPONENTS TECHNOLOGIES USED

Informatica 9.1
 EBX 5
 Microsoft Azure CLOUD
 SQL Server
 Mulesoft AnyPoint Cloud



Azure



MuleSoft



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RESULTS (CONTINUED)

The close partnership between XTIVIA and its professional partners produced attentive and iterative work through-out the project, ultimately leading to various successes:

- Harmonized more than 111 million customer records, such as rental agreements, loyalty programs, customer care services and car sales.
- Increased and identified unique customers for both the loyalty programs and for marketing up-sale by 50 percent.
- Customer-360 service gave consumers the opportunity to have consistent experience across reservations, rentals, customer service, and billing.
- Produced the ability to cross-market between subsidiary loyalty programs.

ABOUT XTIVIA

XTIVIA is a proven technology integration and innovation company known for delivering leading-edge technology solutions to our clients' specific requirements, regardless of project complexity. We bring next-level business operations to reality through Application Development, Business Intelligence, Data Warehousing, Database Support & Management, Enterprise Information Management, Digital Experience Solutions and Enterprise Resource Planning. Our success stems from a demonstrated ability to deliver deep expertise via professional services, empowering clients to leverage their chosen technology successfully, competitively and profitably. XTIVIA has offices in Colorado, New York, New Jersey, Missouri, Texas, Virginia, and India.

www.xtivia.com