Fortune 300: Mastering 54,000 Global Facilities

ORGANIZATION

XTIVIA's client is an international car rental and fleet-management service that serves millions of customers annually with 5,000,000 vehicles across 15,900 global locations over the past five years. To simplify the operational and financial risks associated with managing such a vast network of locations and vehicles, the company licenses its brand to approximately 60 international franchises. Additionally, the client provides "Insurance Replacement" services for major insurance companies, such as Allstate and State Farm, catering to a broad range of corporate customers.

CHALLENGE

With a vision to innovate and revitalize archaic operating systems that inhibited business initiatives, XTIVIA's client embarked on a corporate technology transformation. Specifically, 25-year-old legacy platforms required updates and changes across 18 systems spanning six database vendors. Constrained by inflexible legacy systems and inefficient location operations, the client sought an experienced partner to consolidate location information and improve location management processes. Before partnering with XTIVIA, the client's location management faced significant challenges, including informational delays, unnecessary operational costs, and redundant location data.

TECHNICAL SOLUTION

Using XTIVIA's Enterprise Integration Management (EIM) services—specifically, Data Governance, Master Data Management (MDM), and Data Quality—the client received a centralized global management of locations and a systemized database for nearly 54,000 location records. XTIVIA's team of technical experts strategically organized the client's location data and provided a variety of solutions such as:

- An agreed-upon location master record and technology transformation program.
- Specified business involvement and approval.
- Population services with built-in data quality improvements.
- Trusted and concise versions of location entities to create uniformity across vehicle sales, rental locations, and fleet management locations.
- Authorized delivery of corporate assets to all services.

BUSINESS RESULT

XTIVIA successfully created testable master locations for the new corporate digital experience, ensuring consistency across all locations and reducing data redundancies. With this streamlined location management system, the client's operations avoided previous inconveniences by:

- Eradicating informational delays between clients and third-party aggregators.
- Creating a single source of corporate rental locations.
- Eliminating double entry of customer-facing information by the marketing organization, along with inherent service time lags.
- Maintaining consistent service hours, driving instructions, contact information, and ownership/branding considerations for an improved customer experience.
- Reducing time and costs associated with location closures.
- Ensuring proper tax liability management by location.

BY THE NUMBERS

- 15,900 Customer Facing Locations
- 38,000 Vehicle & Asset Management Locations
- 32,000 Vehicles Added & Sold Monthly
- 37,000 Employees

KEYWORDS

Insurance Replacement Services, Customer Management, Database Vendors, Data Governance, Master Data Management (MDM), Data Quality, Centralized Global Management, Testable Master Locations, Information Aggregators, Contact Information, Customer Experience, and Location Closures

SOFTWARE

EBX 5, Informatica 10.2, SQL Server MuleSoft AnyPoint Cloud, Tableau Microsoft Azure Cloud

ABOUT XTIVIA

At XTIVIA, we've been providing IT solutions and consulting services for over 30 years with a wide range of services, including technology assessments, IT service and asset management, software development, data analytics, cloud migration, DevSecOps, ERP, and enterprise content management. Dedicated to each discipline, ensuring that our clients receive the best possible service. Through strategic acquisitions, we've acquired talented people who are experts in their industries, passionate about what they do, and committed to providing exceptional service to our clients. Whether you need to improve your IT infrastructure or implement new software solutions, XTIVIA is here to help you achieve your business goals. XTIVIA has offices in Colorado, New York, New Jersey, Texas, Virginia, and India. www.xtivia.com