

Significance of Data Integration in Technology Transformation

ORGANIZATION

XTIVIA's client is a Global Car Rental Company operating over 15,900 corporate and franchise locations across 145 countries on six continents. Over the past five years, the corporation has offered 5,000,000 vehicles to millions of customers. With a presence at every major airport worldwide, the company employs approximately 37,000 individuals and reports billions in annual revenue.

CHALLENGE

Our client had been running their Customer Relationship Management (CRM) on outdated legacy on-premise systems, which resulted in an increased Total Cost of Ownership (TCO) and limited their ability to implement standard business processes across their global operations (with approximately 20,000 users). As part of their digital transformation initiative, the decision was made to migrate their CRM to a cloud-based system. This transition aimed to streamline the process of implementing improvements and increase the efficiency of their operations. Additionally, the client faced operational challenges and complications caused by legacy systems and scattered data:

- The Point-to-Point Real-Time Integrations initially built on outdated software and patterns offered limited flexibility to enhance and improve functionality.
- A lack of documentation and company SMEs around currently used legacy applications.
- Poor data quality, including a high percentage of duplicate data.
- Multiple projects running in parallel, requiring close coordination with numerous vendors and project stakeholders.

To enhance **Data Quality** and ensure seamless **Data Integration**, XTIVIA had two major objectives:

- Ensure a smooth business transition during the transformation journey from legacy on-premise systems to future-ready cloud-based systems.
- Collaborate closely with the business to identify and implement innovative data integration solutions, providing maximum benefit by balancing complexity, timeliness, and cost.

TECHNICAL SOLUTION

XTIVIA began planning and strategizing with the client to implement specific frameworks and patterns that would efficiently support API-led connectivity between applications. We helped the client establish an Integration Factory, serving as an Integration Competency Center (ICC/CoE) that set up processes, templates, skilled resources, and a governance model for the client's data integration initiatives. With the framework and integration software in place, XTIVIA ensured business alignment of data across disparate on-premise and cloud-based systems. This was primarily possible due to:

- Data integration solutions are managed and delivered using a Data Factory approach, adopting best practices.

- Mulesoft Integrations—recognized with the 2018 ‘Tech Innovator Award’ at MuleSoft Connect.

BUSINESS RESULT

XTIVIA utilized its end-to-end planning and EIM strategies to deliver complex data solutions—handling large data volumes and coordinating multiple programs running in parallel—and implemented innovative solutions to migrate and keep data in sync across legacy, new, and external vendor applications. Through a detailed analysis of the existing infrastructure, XTIVIA successfully established operational frameworks, patterns, and supporting tools, providing the conditions to create reusable APIs for faster connectivity. This resulted in:

- A Data Factory Model with a Shared Resource Pool.
- An ESB environment is set up primarily on a cloud platform, reducing the on-premise footprint while meeting the client’s ‘Cloud First’ approach.

Additionally, XTIVIA’s experienced experts provided:

- A smooth transition from legacy on-premise systems to cloud-based infrastructure.
- Real-time access to key business information for users.
- An established Integration Competency Center with faster turnaround times and reduced operational costs.
- An API-led approach to connectivity, enabling the deployment of reusable APIs and microservices. This approach expedites application development and facilitates seamless integration of existing and new systems.

BY THE NUMBERS

- 15,900 International Corporate and Franchise Locations
- 20,000 CRM Users
- 37,000 Employees
- 5,000,000 Fleet Vehicles over 5 years

KEYWORDS

Customer Relationship Management (CRM), Legacy Systems, On-Premise Systems, Cloud-Based Systems, Total Cost of Ownership (TCO), Point-to-Point Real-Time Integrations, Data Integration, Data Quality, API-led connectivity, Integration Factory, Integration Competency Center (ICC/CoE), Governance Model, Data Factory Approach, MuleSoft Integrations, Enterprise Service Bus (ESB), Cloud Platform, Reusable APIs, Microservices, API Development, Data Sync (Synchronization), Operational Frameworks, Infrastructure Analysis, Shared Resource Pool, ‘Cloud First’ Approach, EIM Strategies (Enterprise Information Management), Best Practices Adoption, Data Migration, Real-Time Access, System Integration

SOFTWARE

Informatica PowerCenter (IDQ 10.2) Enterprise Service Bus (ESB) Microsoft Azure SQL Server MuleSoft 3.8/4.0 version(s) Orchestra EBX5 5.4.1

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