



Europcar Reduces Development, Administration, and Maintenance Costs with Informatica Data Integration Platform

“A company that emphasizes service quality and leadership requires good information, comprehensible and readable data, and, above all, time to make good decisions and guide our business. Our Informatica PowerCenter® data warehouse is a key strategic tool, a pillar of our success, and the strategic foundation for consolidating our market leadership position across Europe.”

—Stefan Ostrowski, CIO, Europcar

CUSTOMER

Europcar is one of the leading global car rental companies

INFORMATICA SOLUTION

- Informatica PowerCenter®

BENEFITS

- Improved data quality and analysis
- Enhanced business operations management
- Reduced maintenance, administration, and development costs

NUTS AND BOLTS

- Data Integration: Informatica PowerCenter
- Sources/Targets: Oracle
- Platform: UNIX

Founded in Paris in 1949, Europcar is the leading car rental company in Europe. The company has an international fleet of more than 121,000 vehicles and a network of 2,680 agencies in 123 countries spanning Europe, the Middle East, Africa, Central America, Mexico, South America, the Caribbean, and the Asia-Pacific region. Since 1999, Europcar has belonged to Volkswagen AG, the leading car manufacturer in Europe.

The Challenge

Europcar's 160-person European Interest Group manages the company's information technology operations in Belgium, England, France, Germany, Italy, Portugal, and Spain. An application called Greenway supplies data from this 7-country region to the central data warehouse.

Europcar used two decision-support systems with this data warehouse. One system performed direct searches on a replicated production database. However, this approach was difficult for business users to employ and was unable to take advantage of real-time data. The second system used separate databases for each of the seven countries in which the company had corporate offices, which required IT to subdivide information before sending text files to the individual countries.

After a period of strong growth, Europcar realized that these processes could no longer support the company's strategy and requirements. The company needed effective and rigorous decision-support facilities. Europcar needed a complete data integration solution that provided:

- Real-time data
- Better analysis capabilities
- Greater reliability and availability

The Solution

Europcar chose Informatica PowerCenter as an enterprise data integration platform for its ability to ensure data quality and to scale to support Europcar's operations in seven countries. With future plans to implement PowerCenter's scheduling capabilities, which enable parallel processing, the company will be able to ensure further scalability. Informatica's market leadership, customer references, and quality of its support were also key factors in Europcar's decision.

PowerCenter enables Europcar to use a SQL search every night to extract data from the Greenway database. PowerCenter then transforms, integrates, cleanses, and reconciles the data for loading into the data warehouse. Coded management rules prevent the system from loading data discrepancies. Whenever PowerCenter finds a discrepancy, it stores it in the rejection database and sends a code to alert the appropriate users so they can examine and correct the data. Once the corrections are made, PowerCenter updates the data warehouse.

All of these capabilities allow Europcar to take data originating from the seven geographically-dispersed operational systems, which use different rules for input and use, and consolidate this data into a uniform format for analysis by users, who include Europcar's data centers, sales forces, management controllers, fleet operators, operations, marketing associates, and financial associates.

"Users have been very favorably impressed with Informatica PowerCenter's ability to manage and recycle rejects and enrich key indicators," said Thomas Cointot, the manager of Europcar's decision-making systems. "The number of requests for development around the platform has been far greater than we expected, and indicates business users' true need to analyze the company's business."

The Results

Improved Data Quality and Analysis

The system provides higher-quality data and greater availability than the previous system—with availability levels for data of 99.4 percent. With this data warehouse, Informatica PowerCenter enables Europcar to produce statistics on the sources of car reservations (e.g., tour operators, travel agencies, private individuals, etc.), and to manage rental contracts and invoicing. This allows Europcar's decision makers to better analyze turnover and market share.

Improved Business Operations Management

The Informatica data integration platform has helped Europcar to better manage its fleet of vehicles and their geographical distribution. Europcar uses the data warehouse to determine the number and type of cars it needs to provide to specific locations in accordance with customer preferences. In addition, the company purchases more than 220,000 vehicles every year and uses analysis from its data warehouse to optimize these purchases.

Reduced Maintenance Costs, Improved Administrator and Developer Productivity

Europcar has achieved immediate savings in administration and maintenance costs and has empowered developers to be more efficient and productive by maximizing reuse of data.



Worldwide Headquarters, 100 Cardinal Way, Redwood City, CA 94063, USA
phone: 650.385.5000 fax: 650.385.5500 toll-free in the US: 1.800.653.3871 www.informatica.com

Informatica Offices Around The Globe: Australia · Belgium · Canada · China · France · Germany · Ireland · Japan · Korea · the Netherlands · Singapore · Switzerland · United Kingdom · USA

© 2008 Informatica Corporation. All rights reserved. Printed in the U.S.A. Informatica, the Informatica logo, and The Data Integration Company are trademarks or registered trademarks of Informatica Corporation in the United States and in jurisdictions throughout the world. All other company and product names may be trade names or trademarks of their respective owners.

First Published: 2004

6612 (09/16/2008)