



Thrifty Car Rental Gains Rapid Increase in Productivity with the Informatica Data Integration Platform

“The Informatica data integration platform is a critical piece of our strategy to integrate and analyze critical business information and the software actually worked as advertised. In the software industry, it doesn’t always work that way.”

—Vic Alonzi, VP Technology, Thrifty

Thrifty Car Rental and Dollar Rent a Car are subsidiaries of Dollar Thrifty Automotive Group. Together Dollar and Thrifty have close to 1,000 rental locations.

FAST FACTS

CUSTOMER

Thrifty

BENEFITS

- Greatly improved development productivity
- Cost savings through improved flexibility
- Improved marketing program tracking and effectiveness

INFORMATICA SOLUTION

Informatica PowerCenter®

NUTS AND BOLTS

- Data Integration: Informatica
- Sources: Oracle, VAX systems, SQL Server,
- Clickstream, proprietary mainframe systems
- Target: SQL Server
- Platform: Windows NT

The Challenge

Thrifty needed to simplify and improve the process of integrating sales and customer data from approximately 1,000 locations and three million customers with its national car rental reservation system. This was a strategic focus for Thrifty and was critical because the company needed to gain a deeper understanding of a customer’s full life cycle—from the time a reservation is made to the time a customer picks up a car. Through this initiative, Thrifty was looking to improve its competitive position and increase sales through more effective marketing programs. Integrating both national reservation data with sales and customer data from the company’s franchise locations was difficult because data needed to be integrated across a wide variety of proprietary legacy and relational systems. For example, reservations can be made through the company’s two national call centers in Oklahoma, through its national reservation system—which tracks reservations through external sources such as airlines and travel agents—or through its Internet storefront.

Franchisees, on the other hand, collect sales and customer data on proprietary mainframe systems. These mainframe systems house many different types of data in specialized file systems. And because each of these systems requires different methods for extracting data, manually extracting transaction details from the company’s mainframe systems proved to be very challenging and resource intensive.

Because of these integration challenges, it was extremely difficult for Thrifty to track sales at the franchise level and correlate that data back to where sales actually came from. For example, a marketing manager who wanted to know if a specific marketing program was successful would need to wait up to 30 days to get results.

The Solution

Today, leveraging the Informatica data integration platform's robust performance capabilities, Thrifty is integrating large amounts of data from both its national reservation system and franchise operations into a SQL Server data warehouse to provide over 50 sales and marketing managers with real time sales, marketing, and customer information through one interface. And by using Informatica PowerCenter and its graphical representation of data from source to target databases, the company has been able to eliminate writing custom code to build a more flexible and robust reporting environment.

Indeed, now marketing and sales managers have access to real-time sales data by age, location, car make and model, customer segments, gender, address, mileage and unit number. Thrifty is also able to track the effectiveness of marketing programs by figuring out who is using promotional coupons and taking advantage of discount rates. More importantly, Thrifty is now able to track customers through the entire customer life cycle with its data warehouse.

The Results

Greatly Improved Development Productivity

Through Informatica PowerCenter's objectoriented, graphical user interface, Thrifty has been able to greatly reduce its overall data warehouse maintenance costs. Now, it can integrate all its data—throughout the enterprise—with one tool and avoid writing complex custom code. In the process, Thrifty has been able to reduce the number of people required to manage, maintain, and develop its data warehouse from 10 to three.

Cost Savings Through Improved Flexibility

The legacy systems Thrifty used were difficult to maintain because, like most companies, it did not keep updated and accurate records of how, why, and where data was transferred. If a new competitor entered the market and Thrifty wanted to alter its product mix, service offering, or pricing structures, it needed a skilled developer with intimate knowledge of the project to identify the distinct product or pricing fields. With Informatica, it can now make changes to code through the interface instead of changing code directly. Simple changes described in the scenario above would have cost Thrifty up to \$150,000. Now making these same changes costs as little as \$5,000.

Improved Marketing Program Tracking

By having real-time access to actual rental car sales and customer data across all its franchisees, Thrifty's marketing managers are now able to improve campaign tracking and effectiveness—a strategic focus for the company.

INFORMATICA[®]
The Data Integration Company™

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

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