



Global
Car Rental Company

Navigating the Road Ahead:

Global Car Rental Company Grows Revenue
with Master Data Management



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Master Data Leader
Global Car Rental Company

Goals

Drive global, data-driven digital transformation to grow revenue by streamlining vehicle reservations, rentals, sales, and fleet management

Offer convenient and positive rental experiences to more than 100 million consumers and business customers around the world

Improve data quality and governance and leverage data as an asset to improve forecasting models, and reduce costs

Solution

Create a global single source of truth about customers, locations of vehicles, and financials with Informatica Master Data Management

Provide a single view of customers and their interactions across brands, with the ability to identify consumer household and business subsidiary information

Use embedded data integration and data quality to quickly acquire data, make any required corrections, and apply governance processes

Results

Enabled eight figures of revenue growth with a single source of information for customers, financials, and vehicle data

Improves B2B and B2C customer satisfaction, helping the business retain customers, grow loyalty and market share in a highly competitive industry

Empowers the business to use high-quality, governed data to offer new services, reduce risk, and lower operating costs

Business Requirements:

- Implement enterprise-scale, multidomain MDM
- Standardize, govern, and manage reference data
- Avoid extensive customization and in-house development

About Customer

This Informatica customer is a global leader in the car rental industry.



Informatica Success Story: Global Car Rental Company

Renting vehicles on a global scale while growing revenue requires supreme attention to data and detail. This global car rental company operates hundreds of thousands of vehicles at any point in time, distributed across more than ten thousand rental locations. It also serves both consumers and businesses with service centers, car washes, and parking lots. With so many vehicle reservations, car rentals, and auto sales to track, fleet management is a complex challenge for this company.

Over the years, rapid growth, outdated processes, and new complexities from acquisitions presented data management challenges. To help improve operating efficiency and customer satisfaction, the company needed a global, authoritative source of all vehicle and customer data.

Although the company made several previous attempts at master data management (MDM), it was difficult to compile a single source of truth from 30 years of mainframe-based, proprietary databases that were highly customized and not uniformly governed. The company ended up with three customer masters, four location masters, and six vehicle masters, all of which had data that was not easily verified. This made it difficult for the company to manage its fleet efficiently and provide customer-centric service—both of which contributed to delivering on customer preferences.

To help drive growth and operating efficiencies, the company began a global digital transformation. But first, it had to improve data quality and governance, and provide a single source of master data to power reservation, rental, sales, and fleet management systems.

“The overall objective of MDM was to help facilitate a comprehensive business transformation,” says the company’s Master Data Leader. “To be successful, we needed to get down to a single source for our customer data, our vehicle data, the data associated with locations where we do business, and the shared reference data that’s used by the entire corporation.”

Getting rolling with enterprise-scale MDM

The company started with an MDM package from a smaller vendor that appeared to be viable, but soon found that the software needed customization to meet the multidomain MDM needs of a global enterprise. After spending some time with that initial package, the company made the switch to Informatica Master Data Management, working with a global Informatica partner to deploy the solution.

“We found out very quickly that with such a large-scale enterprise, all MDM software suites are not created equal,” says the organization’s Master Data Leader. “We need to be very API centric and be able to



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communicate with multiple systems, either in real time or through a publish/subscribe model. We found that Informatica Multidomain MDM was the only solution that could meet the complexity and demands of our data-driven transformation."

The company used Informatica Master Data Management to acquire data from source systems, deduplicate it, and create "golden records" that establish a single source of truth about customers, vehicle locations, and financial charts of accounts. It also used the Informatica Reference Data Management Accelerator to cleanse and consolidate all reference data centrally. Embedded data quality software performs automated checks and corrections based on predefined rules, allowing the data management team to concentrate on more strategic tasks.

"We want to spend our time on data governance and communicating the benefits of enterprise data management to the business," says the Master Data Leader. "The technology should be the easy part, and it is with Informatica Multidomain MDM."

Improving customer satisfaction and loyalty

Mastering the customer domain brings a host of benefits that help facilitate better customer service, improve satisfaction, and ultimately drive more loyalty and higher sales. By mastering customer data, the company can now easily identify consumers that may be part of the same household, or business customers that are subsidiaries of another customer. This information allows the company to quickly identify who is renting a vehicle and what their vehicle preferences are, accelerating the ability to get customers into their desired vehicles faster.

In addition, the company can offer real-time fleet management to business customers and centralize business customer account management to help them improve their bottom line. "The transformation we're driving with Informatica Multidomain MDM helps us retain customer loyalty and market share by getting to know our B2C and B2B customers: who they are, what they want, and how to fulfill those preferences," says the Master Data Leader.

Creating new fleet management capabilities

With Informatica Multidomain MDM, the business can consistently set global operating policies, offer competitive rates in near real time, and more effectively manage corporate and franchise locations. Having a global, authoritative, real-time source of all vehicle data increases customer upsell opportunities and improves risk management.





Inside The Solution:

- Informatica MDM – Customer 360
- Informatica Multidomain MDM
 - Informatica Reference Data Management Accelerator

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“Mastering our location and vehicle data with Informatica Multidomain MDM helps us make sure we’re buying and selling the right cars and putting them at the right place in the rental cycle,” says the Master Data Leader. “It also allows us to more quickly and accurately track those \$30,000-plus assets in the case of theft, vandalism, or other issues.”

Improving forecasting and risk management

Mastering its charts of accounts allows the business to standardize cost and financial accounting across brands, creating the processes necessary to manage a global chart of accounts. Risk and forecasting models are enhanced via real-time data integrations from the customer, location, and vehicle masters, improved data quality, and the ability to use common reference data throughout the business.

“Mandating the usage of common reference data and using Informatica technology to manage it in a single place was one of the most important things we did in our transformation,” says the Master Data Leader. “We call it data harmonization. We have nine multimillion-dollar programs all going on at the same time, all with very large project teams, and now they can share data back and forth using the exact same language.”

Enabling eight figures of revenue growth

With the ability to use high-quality, governed data to power business initiatives and manage its fleet, the company drove revenue growth. Informatica Multidomain MDM has been a key component of the transformation, empowering the business to enhance customer experiences and reduce operating costs.

“We’ve seen eight figures of revenue growth tied to our data program, either directly or indirectly attributable to Informatica Multidomain MDM,” says the Master Data Leader. “We’re scalable for growth, not only within the domains we have established, but also to bring on other domains that become important to the business as rental transportation evolves.”

Digital transformation is changing our world. As the leader in enterprise cloud data management, we’re prepared to help you intelligently lead the way. To provide you with the foresight to become more agile, realize new growth opportunities or even invent new things. We invite you to explore all that Informatica has to offer—and unleash the power of data to drive your next intelligent disruption. Not just once, but again and again.

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