

CLIENT SUCCESS STORY

HUGE PERFORMANCE GAINS FOR CAR RENTAL GIANT



Technology
Partners®

Our client is a household name for frequent travelers, road trippers, and those with a car in the shop. They're a brand that's recognized as a worldwide leader in the car rental industry. They value our employees and customers as much as a member of the family. Today, they continue to drive success through a simple, yet powerful set of beliefs to become a leader in car rental, as well as in sustainability and innovation.

THE CHALLENGE

A major rental car company ranked #1 by JD Power & Associates faced significant lag in transaction times. Additionally, they were struggling through three failed technology conversions. They tried to address the issue internally, but had very little improvement.

“I am convinced Technology Partners and their team were able to save us millions of dollars on hardware upgrades.”

–Client Product Owner
Senior Manager, Database
Management

THE PLAN

Technology Partners introduced performance tactics, from indexing and SQL hints to histograms and stored outlines. The team of specialists also took on the task of mentoring a team of 10 DBAs and over 250 developers. Helping to establish proper tools for database monitoring, defining a benchmarking process, and improving market research tactics would prevent future issues in performance and conversions.

THE RESULTS

With website portal traffic increasing over 60%, leading to increased revenue, optimizing performance matter now more than ever. Vehicle acquisition and car sales were optimized to maximize profit, accommodating more transactions. The rental branches saw better business intelligence from the market research, and each branch was finally converted to the new technology. End-to-end customer transaction time was cut by 95%, resulting in a better customer experience.