MICRO FOCUS | customer success

AVIS®

URL: www.avis-europe.com
Industry: Automotive
Country: United Kingdom

Avis

Micro Focus OnWeb® drives reservations for Avis's distributed agency network

Challenge

Maintaining a complex green screen mainframe application for its reservation systems across its agency network worldwide, and the seasonal training of licensees, was an area of increasing pain and cost that Avis wanted to address.

Solution

- Micro Focus OnWeb®

Avis

Avis Europe PLC runs car rental branches across Western Europe and administers a network of agencies throughout Eastern Europe, the Middle East, Africa, and Asia. Avis's overriding strategic goal is to be represented and provide the full range of systems and services to licensees in as many countries across these regions as possible.

The company uses Micro Focus OnWeb as a core element of its extranet application which, for the first time, gives Avis's licensed car rental agencies across the globe access to the mainframe-based corporate reservation system, together with access to other data sources.

The cost and effort of the green-screen reservation system outstripped return

The problem Avis faced when dealing with licensees in remote, and especially in developing, locations was that the reservation system, shared by Avis Europe and its U.S. counterpart, was a highly-complex green screen mainframe application. "The cost and physical difficulty of installing the network infrastructure and proprietary dumb terminals necessary to install it in these countries would have been phenomenal," explains Mike Moore, Vice President of Information Services with Avis Europe. There was additional expense involved in extensive training for operators before they could use the green screen application. Moore continues, "Although the licensees are profitable, the relatively low economies-of-scale operating in developing countries mean that this kind of outlay could not be justified in terms of ROI."

The issue of training was a major obstacle in a number of countries because of the seasonal nature of their car rental business. In countries where tourism accounts for a significant part of the business, transactions are carried out over a short period of time and the reservation system is used infrequently for the remainder of the year. During this period of inactivity, users could

Highlights

- Improved business functionality
- Expensive employee training costs avoided
- Increased revenues through ability to run a more distributed operation
- Improved customer satisfaction and loyalty

"The project's success is exceeding all our expectations. The users took to the application quickly and are using it more than we had expected. It is handling higher data volumes than we had originally envisaged. Most importantly, it's making a real difference to the way licensees do business."

Mike Moore,
Vice President Information Services, Avis Europe