



Elastic Path™ Software Enterprise Case Study:

Avis accelerates time to market on ecommerce initiatives

“Our marketing team wanted ultimate flexibility to drive our ecommerce initiatives with fast time to market. Our IT team wanted full control of the data with little disruption to the existing infrastructure. Elastic Path provided us with a flexible ecommerce platform for rapid customization, easy integration, and internal control.”

– John Peebles
Vice President Online Marketing at Avis

Company at a glance:

Name: Avis Rent A Car System, LLC

Industry: Car rentals

Year Founded: 1946

Headquarters: Parsippany, NJ, United States

Annual revenues: \$6 Billion

URL: www.avis.com

Business Goals:

To broaden offerings by taking payments for online reservations

Enterprise Client

Founded in 1946, Avis Rent A Car System, LLC and its subsidiaries operate one of the world's leading car rental brands, providing business and leisure customers with a wide range of services at more than 2,100 locations in the United States, Canada, Australia, New Zealand and the Latin American / Caribbean region. Avis is one of the world's top brands for customer loyalty, as ranked in the 2008 Brand Keys® Customer Loyalty Engagement Index. The company is a wholly owned subsidiary of Avis Budget Group, Inc. (NYSE: CAR).

Business Goals

Avis wanted to stay competitive within their industry by allowing customers to pay for their vehicle reservations online. They wanted to reward these customers who paid in advance. This was a convenience for the customer and also saved Avis a lot of lost revenue in unpaid cancellations.

Ecommerce Solution

The Elastic Path platform could easily integrate with the existing Oracle environment at Avis, and this was a key driver for selecting Elastic Path. The Avis IT environment was complex:

- IBM managed their reservation systems, databases, backups, servers, and network.
- There were multiple databases, firewalls, and proxies.

They had to balance the demands of their marketing team who required rapid customizations with their IT team who required a smooth integration with existing systems. The flexibility of the Elastic Path platform allowed them to accomplish all of their needs. With Elastic Path, the Avis IT team would be able to host their data on their own servers. This control would help the Avis IT team successfully deploy and maintain ecommerce initiatives.

Deployment

Avis wanted to use their IBM system for inventory and use Elastic Path for payment processing, refunds, returns, and exchanges. The Elastic Path solution simply integrated with their current infrastructure. XML files were transferred from the IBM mainframe over to Elastic Path systems. Unlike traditional ecommerce models, the “products” in this case were “reservations”. The Elastic Path platform is flexible enough to help enterprise clients with different business models achieve their business goals.

The development work required four months of effort from a small Elastic Path team. This dedicated account team worked closely with the Avis internal IT team and Avis contractors throughout the project. Having complete transparency to the Elastic Path platform helped both teams troubleshoot and come up with solutions within the complex Avis infrastructure.

The Elastic Path platform comes with many out-of-the-box features. Avis was able to take advantage of the administration tool within Elastic Path, so different departments could use the same administration tool to handle credits or customer service.

Results

The Avis team was very happy with the level of support they received from Elastic Path. With the flexible Elastic Path platform, the Avis team now had the foundation to experiment with different ecommerce initiatives in the future. Elastic Path provided both the cutting edge technology and the world class support to help Avis achieve success.

IT Environment:

- Oracle environment
- Reservation system hosted and managed by IBM
- Multiple databases, firewalls, and proxies in disparate locations

Elastic Path Products & Services:

- Elastic Path Commerce 6.1

Results:

- After four months of development, Avis was able to offer online payment of reservations to their customers. With the flexible Elastic Path platform, Avis is now poised to gain a competitive advantage with future ecommerce initiatives.

About Elastic Path

Elastic Path Software is a leading enterprise ecommerce solutions provider. We offer ecommerce consulting, a Java ecommerce platform, implementation services, and full ecommerce outsourcing for software, media, and telecom enterprises to maximize their ecommerce results. Major global brands such as Symantec, Virgin Media and Sony Ericsson rely on our ecommerce expertise for their long term ecommerce strategy. Elastic Path provides enterprises with the guidance, flexibility, and control to drive online revenue and own the conversation with their customers.

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