

CASE STUDY: Avis Autovermietung GmbH & Co. KG

Focus on Core Business – Enabled by matrix42

Empirum from matrix42 helps Avis Germany manage 850 computers in 330 stations.

Introduction

Today, key factors for successful competition include a high level of customer service, competent employees committed to the company, and information technology to ensure fast networking for smooth sales and service operations.

When it comes to corporate IT infrastructures, too many companies adhere to the principle “never touch a running system.” Often, the fear of incalculable risks related to the implementation of a new IT solution is too great. Avis Germany, however, thinks differently. To optimize the effectiveness of their hardware and software in the country’s 330 stations, Avis Autovermietung GmbH & Co. KG implemented Empirum Lifecycle Management solution by matrix42 to save time, money and manpower.

“The Empirum investment has certainly paid off. The benefits are clear in our daily operations, and proved invaluable when the Avis Autovermietung GmbH & Co. KG subsidiary, Kazenmaier, was acquired in 2007.”

“Thanks to the centralized hardware and software management, our major license partners were easily integrated into the Avis IT network. Empirum helped us to save about 62 man-days of work, compared to traditional installations – a significant savings in time and high costs.”

Stefan Bode
Director Information Technology
Avis Autovermietung GmbH & Co.KG

The Challenge

In 1965, the Avis Autovermietung GmbH & Co. KG was founded in Germany. Today, the company is part of Avis Europe plc, which operates the Avis brand in Europe, the Middle East, Africa and Asia. The average number of vehicles at Avis Germany is 23,000. Managing this huge fleet of cars is a logistical tour de force, which can only be mastered with a perfectly aligned IT infrastructure. To do this successfully, Avis Germany needs state-of-the-art systems. To stay ahead of the competition, Stefan Bode, Director Information Technology, Avis Germany, and his IT team rely on the latest, leading-edge software developments and integrate them into the existing IT infrastructure.

The Solution

Before choosing Empirum PC Lifecycle Management, Stefan Bode and his colleague Jürgen Tümmler, Supervisor Support & Networks, worked with CBC Computer Business Center GmbH to select a suitable solution for centralized IT management. “We had a look at some solutions and also received some recommendations,” says Bode. “Finally, CBC convinced us in just one week that Empirum from matrix42 was the best solution.”

Before a hardware and software management solution was in place, Avis Germany’s IT administrators took care of defective PCs or new installations directly at headquarters

offices in Oberursel. “No matter which Avis station in Germany needed IT support, they had to send their system to our headquarters,” explains Jürgen Tümmler. “Imagine the cost involved – unavailable PC, shipping cost, trouble shooting, repair work or new installation and shipping the system back. These are high expenses indeed, which are now eliminated, thanks to Empirum.”

Implementation

Once Empirum was selected, the implementation project started immediately. The Empirum rollout was completed in all Avis German stations within three weeks, including new hardware and rental business software, as well as standard applications such as Microsoft Office. According to Bode, there were long-range goals for the project. “It was not just to install software. We also set up a standardized infrastructure with new hardware. New systems were leased for all locations and are now well prepared, not only for current needs, but also future expansion. Although it took some time to package individual applications, we are quite satisfied with the matrix42 solution. We can restore PCs or perform minor installations on one of our many systems in Germany extremely fast. That saves us a lot of time – and money.”

The Results

The centralized hardware and software administration in the Oberursel headquarters allows Jürgen Tümmler and his IT team to easily access any one of the Avis Germany computers anywhere in the country. “If, for instance, a system breaks down in the Avis station at Hamburg Airport, Empirum helps us to detect the problem. If it is a hardware defect, the system must be replaced, which can be done very quickly, since it is a leased system. With Empirum Lifecycle Management software, we can set up the new system immediately and automatically. Within 60 to 90 minutes, the new PC is integrated into the network and is ready for use. Incredibly fast, considering the distance of about 300 miles,” says Tümmler.

“We learned in late 2007 that Empirum 2008 would be released, and there was little hesitation in deciding to buy the new solution,” says Bode. “The installation was complete in May 2008. It was a fast and easy migration—we would be happy if other applications were migrated that easily. We were able to work with the new Empirum release in just two days. We now leverage the Empirum Personal Backup module for easy backups to secure the data of our field service staff. No CDs for images are required. In case of data losses or hardware defects, we are able to rapidly respond and restore the backed up data.”

The Future

In a next phase, Avis Germany will implement the Empirum license management functionality from matrix42. Says Bode, “This will let us get a comprehensive overview of purchased licenses and the actual utilization of the software. This is extremely valuable, because it lets us take advantage of the savings that come with enterprise licensing. To ‘harvest savings’ auditing is required to accurately report combined use of a single license. That lets many people use one license and saves money by avoiding unnecessary license purchases.”

Summary

Since matrix42 Empirum has been implemented, Stefan Bode, Jürgen Tümmler and the Avis Germany IT administrators take care of more than 850 systems centrally from the headquarters in Oberursel. “We are happy that we were able to eliminate the so-called ‘sneaker’ administration, running from central offices to locations,” Bode sums up. “The lifecycle management environment provides fast and secure access to any system. Unless there is a serious hardware defect, using Empirum, we can get practically any system up and running again quickly – no matter where in Germany the PC is located.”

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