



## Application and IT Solutions for the Car Rental Industry

Control costs and optimize efficiencies while leveraging technology to meet fast-changing customer demands.

For businesses in the car rental industry, advances in technology create great opportunities. Increasingly cost-effective, reliable technologies for voice and data exchange drive the growth of web-based sales channels and IP-based call centers, enabling travelers to rent vehicles anytime and from virtually anywhere.

Yet at the same time, cost and competition create significant challenges. Escalating fleet maintenance costs and declining residual values, combined with growing competition, cut profit margins increasingly thin.

For car rental companies, controlling costs and optimizing efficiencies while leveraging technology to meet customer demands are the keys to competitive advantage.

### Maximize returns on technology investments as you drive business performance higher

Dell Services has proven experience and expertise helping organizations worldwide develop, enhance, and manage their applications and IT infrastructure to maximize returns on their IT investments. We can help your business achieve and increase competitive advantage through the creation of flexible, customer-focused, enterprise-wide global information systems. Turn to Dell Services when you need to:

- Transition to web-based reservation systems and IP-based call centers with multilingual support
- Migrate mission-critical applications from legacy mainframe systems to open platforms using contemporary technologies
- Seamlessly integrate business partners and suppliers to successfully deliver products and services
- Strategize, build, and manage multiple distribution channels to ensure around-the-clock services

- Deliver solutions based on technologies including GPS navigation, Chip & PIN, and voice to improve trace and track capabilities and fleet management
- Build, implement, and support fleet management solutions, vehicle scheduling, purchasing and billing, and other back-office applications to achieve business efficiencies
- Integrate databases at various points of sale and field locations to maintain continuity of service delivery in real time
- Perform complex accounting and business analytical functions, lower inventory cycles, and capture revenue in real time through high-end IT applications

### Achieve business-building results

Dell Services has helped leading car rental companies achieve higher levels of operational excellence and increase their customer base while consolidating and enhancing legacy IT systems to maximize return on technology investments. Your business could achieve results like these:

- **Improved fleet operations management through business process optimization.** For a leading rental car company in Europe, we reverse-engineered an existing ICL-based fleet management system and merged 15 different ancillary applications, enabling the customer to significantly lower the cost of ownership of its technology.
- **Improved decision making capabilities by streamlining management information systems.** For a leading rental car company in Europe, we reengineered the management information system, helping the customer control costs while accelerating business processes to reduce time-to-market for new products.

Through a cost-effective, reliable global delivery model, Dell Services can design, develop, and deliver applications and IT solutions to help businesses in the car rental industry control costs, optimize efficiency, increase customer satisfaction, and accelerate growth. Our experience and expertise as a leading technology and systems integrator can help you achieve measurable results — and maximum value — from your applications and IT systems.

### Dell Services Solutions for the Car Rental Industry

Dell Services provides application development, management, migration/reengineering, and testing services plus related IT infrastructure and business process solutions to meet the car rental industry's needs for:

- Online booking engines
- Fleet management solutions
- Revenue accounting solutions
- Vehicle scheduling solutions
- GPS-based navigation / trace and track solutions
- Voice applications and portals
- Self-service kiosks / Chip & PIN point-of-sale solutions
- Purchasing and billing applications
- Web-enabling of applications
- Consulting services
- Infrastructure support

### Benefits

Working with Dell Services, your organization can benefit from:

- Reduced time-to-market for new products and services
- Greater resource availability and scalability supported by a worldwide network of technology professionals
- Cost benefits via our on-shore / offshore global delivery model
- Our proven experience and expertise implementing solutions for the car rental industry
- A customer-focused approach and a long-term relationship based on mutual trust and respect

For more information about any of our service offerings, please contact your Dell representative or visit [dell.com/services](http://dell.com/services).

### At A Glance

Our proven methodologies, adherence to best practices, and stringent quality management systems ensure world-class quality and reliability. And by leveraging our global delivery capabilities, we ensure that solutions are delivered on time and within budget.

We help rental car companies develop, implement, and support mission-critical applications, IT infrastructure, and processes, including:

- Online booking engines
- Front-office automation
- Fleet operations process automation
- Financial and back-office operations
- Trace and track applications
- Distribution channel development
- New technology adoption: Chip & PIN