

Driving Enterprise Data Excellence for a Global Car Rental Leader

ORGANIZATION

Our client, a global leader in car rental and fleet management, operates an expansive network of over 15,900 locations worldwide. With a fleet exceeding 5 million vehicles, they serve millions of customers annually, offering seamless services to individuals, corporate clients, and insurance companies. As a pioneer in their industry, they license their brand to approximately 60 international franchises and provide 'Insurance Replacement' services to major players like Allstate and State Farm.

To maintain their market leadership and meet growing business demands, the organization embarked on a digital transformation initiative with a significant focus on **Data Governance** and **Enterprise Data Architecture**. With hundreds of applications to integrate and a massive operational footprint, the task demanded a partner capable of both strategic foresight and deep technical expertise.

CHALLENGE

Partnering with XTIVIA, the company identified and addressed several critical challenges as part of its Data Governance initiative. Leveraging XTIVIA's expertise, these challenges were meticulously analyzed to uncover opportunities for impactful transformation:

- **Siloed and Duplicated Data:** Fragmentation and duplication across multiple applications created inefficiencies, complicating governance and hindering data-driven decision-making.
- **Absence of an Enterprise Logical Data Model:** The lack of a unified model for master data entities resulted in inconsistencies and inefficiencies in enterprise-wide data management.
- **Integration Complexities:** Disconnected systems and the absence of standardized protocols made application integration cumbersome, delaying critical operations.
- **Inconsistent Data Security Standards:** Ambiguities in data classification and protection underscored the need for enterprise-wide security protocols to safeguard sensitive information.
- **Undefined Data Lifecycles:** Gaps in lifecycle documentation for subject area data hindered accountability and effective governance.

XTIVIA's in-depth assessment emphasized the necessity of a robust Enterprise Data Architecture to:

- Streamline data exchange between systems and reduce redundancies.
- Standardize integration across applications for improved scalability and performance.
- Establish governance practices that ensure data integrity, security, and accountability.

SOLUTION

Leveraging decades of expertise in Enterprise Information Management, XTIVIA delivered a transformative solution, empowering the client to achieve its data governance goals. This solution included a robust Enterprise Data Architecture and comprehensive advisory services to redefine their data management framework.

Key Deliverables:

- **Enterprise Data Architecture Framework:**
 - Defined foundational principles to guide data governance and architectural practices.
 - Established baseline data models by reverse-engineering existing applications.
- **Logical and Conceptual Data Models:**
 - Designed conceptual data models to capture high-level relationships across subject areas.
 - Developed an enterprise logical data model to standardize data definitions, support integration, and align with business requirements.
- **Governance and Collaboration Tools:**
 - Documented clear business definitions for entities and attributes, fostering alignment between IT and business teams.
 - Established naming conventions to ensure consistency across applications.
 - Created a CRUD matrix mapping applications, data assets, and data stewards for enhanced visibility.
- **Information Catalog and Data Lifecycle Documentation:**
 - Developed an Excel-based information catalog for input into a Data Governance tool, detailing subject areas, data quality rules, and ownership.
 - Provided clarity on data lifecycles, enabling better accountability and governance.
- **Integration and Advisory Support:**
 - Facilitated seamless collaboration by reviewing models with IT and business stakeholders.
 - Delivered tailored advisory services to address immediate and future data governance needs.

BUSINESS RESULT

XTIVIA's solution empowered the client to achieve enterprise-wide transformation in data management and governance. Key outcomes included:

- **Enterprise Data Model Implementation:** Delivered a standardized logical model that served as the foundation for semantic models and enterprise integrations.

- **Streamlined Communication:** Improved collaboration between IT and business teams with consistent definitions and models.
- **Integration Scalability:** Established a canonical model that simplified enterprise integration processes across critical applications.
- **Operational Clarity:** Provided a clear understanding of the data lifecycle for different subject areas, enabling proactive governance.
- **Regulatory Compliance:** Enhanced security standards and data classifications ensured compliance with global regulations.
- **Future-Ready Architecture:** Delivered a scalable framework to support ongoing digital transformation initiatives.

Through XTIVIA's expertise, the company now has a robust Enterprise Data Architecture enabling them to meet their current needs and adapt seamlessly to future business and technological demands.

CUSTOMER QUOTE

"As part of a significant technology transformation initiative, we needed a technology partner that had deep expertise and the capacity to understand our situation as well as the ability to implement the solution. XTIVIA was that partner. As a result, we integrated hundreds of mission-critical applications in a short timeframe." - Global Rental Car Company | Global VP of Architecture

BY THE NUMBERS

- 1,000,000 Active Vehicles
- 400,000 Vehicles Acquired and Sold Annually
- 87% Daily Utilization

SOFTWARE

ER/Studio, MS Office

KEYWORDS

Enterprise Data Architecture, Enterprise Data Modeling, Data Governance Framework, Canonical Data Model, Semantic Models, Data Lifecycle Management, Regulatory Compliance

ABOUT XTIVIA

At XTIVIA, we've provided IT solutions and consulting services for over 30 years. We offer a wide range of services, including technology assessments, IT service and asset management, software development, data analytics, cloud migration, DevSecOps, ERP, and enterprise content management. Our team of experts is dedicated to each discipline, ensuring that our clients receive the best possible service. We've partnered with industry leaders to bring our clients the latest solutions. Through strategic acquisitions, we've acquired talented people who are experts in their industries, passionate about what they do, and committed to providing exceptional service to our clients. Whether you need to improve your IT infrastructure or implement new software solutions, XTIVIA is here to help you achieve your business goals. Contact us today to learn more about our services. XTIVIA has offices in Colorado, New York, New Jersey, Texas, Virginia, and India. www.xtivia.com