

## CASE STUDY:

# Enterprise Rent-A-Car

As the largest rental company in the world, Enterprise Rent-A-Car operates more than 878,000 rental and fleet services vehicles and maintains over 7,000 locations worldwide. The organization's Request Services Department is part of its 1,500 person IT staff charged with efficiently and effectively fulfilling product and services requests from their 65,000+ employees worldwide. The system previously in use allowed employees to submit requests for hardware, software, network installations, system access, data and reports. However, the system was highly manual, and therefore not scalable as request volume increased. Because the existing technology wouldn't support a move towards automation, the company lacked the ability to improve its service request process.

## CHALLENGE

With Enterprise Rent-A-Car's expansive growth, the number of IT requests nearly doubled in eighteen months, pushing the existing system to capacity. Increases in requests required additions to staff throughout the organization. Supporting stakeholder requirements involved increasingly difficult and complex processes, which increased the potential for error.

Enterprise's Request Services Department sought to implement a solution infrastructure that would be efficient, respond to rapid change, and allow for future capacity planning. The solution needed to include and enforce business rules to provide appropriate restrictions and guide the fulfillment of services. Request Services also wanted a tool with sufficient ease of use and adoption to ensure the company could quickly become proficient in leveraging the solution to its fullest capacity. Moreover, the department wanted the ability to extend maintenance and development activities from Software Engineers to Business Analysts and its Support staff.

## APPROACH

Enterprise Rent-A-Car's Request Services Department recognized that a business process management (BPM) solution would consolidate functionality to increase manageability of the request services system, collect process-based data for performance reporting, and create a

platform for rapid change and increased growth.

Enterprise Rent-a-Car facilitated vigorous onsite, multi-day demonstrations, case study implementations and testing with a variety of BPM suites and solutions. Appian's BPM Suite, proved to be the easiest to use – particularly its Web-based process modeler, which simplifies the interaction with and ability to change processes. In addition, the Appian Rules engine would provide a repository for all of Enterprise Rent-A-Car's many standards, methodologies and constants. Finally, Appian was the only BPM suite vendor with a fully internationalized product which could be used worldwide and support local languages.

Beyond the technology, Appian was selected for its people. Enterprise Rent-A-Car recognized it would receive high involvement, expertise and responsiveness from the Appian team. It was very important to Enterprise Rent-A-Car that it partner with a company that could guide knowledge transfer, best practices and training—not just install software or fix a specific problem. Appian was the clear choice.

## SOLUTION

Enterprise Rent-A-Car's Request Services team used Appian to completely re-build its IT request services system called Request Online. The majority of the design and implementation was performed by its own personnel; using existing staff, it established an internal

BPM team of analysts and engineers to drive the design and implementation of its business processes. Enterprise Rent-A-Car developed a modeling approach that mirrored the way service requests were handled previously so that users would have a familiar experience, where additional functionality could be added gradually to enhance the system. With a BPM solution deployed, Enterprise Rent-A-Car would be able to tap into the deep process expertise that Appian provides to improve additional internal operations and maximize its technology investment.

### RESULTS

Today, the Appian BPM-based Request Online system efficiently and effectively fulfills product and service requests for Enterprise's more than 65,000 employees worldwide. Utilizing Appian, Enterprise's Request Services Department has consolidated functionality to increase manageability of the request services system, and has created a common platform to accommodate rapid change and future growth. Intuitive interfaces supporting request submissions have reduced the level of manual input, minimizing errors in the system and supporting more efficient fulfillment of work.

Appian's flexibility has proven crucial in support of Enterprise Rent-A-Car business growth and changes – particularly after its owners acquired the holding company for National Car Rental and Alamo Rent A Car, which necessitated the integration of new users and business units, the collection of new information, and collaboration with new teams for request fulfillment. Appian's "designed for business users" nature has allowed Enterprise Rent-A-Car to move much of the new services development away from Software Engineers and to Business Analysts, reducing the costs of development. The teams actually processing the work are able to modify their processes with limited system changes. Appian has also delivered a greater ability to customize the Request Online user experience based upon attributes of a specific user. This has increased the usability of the system and further reduced the potential for error.

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*Appian not only provides us with a product, but also partners with us to leverage using the product to achieve our business goals*

PAT STEINMANN

*Department Manager, Request Services, Information Technology  
Enterprise Rent-A-Car*

# Appian

Appian provides a low-code automation platform that accelerates the creation of high-impact business applications. Many of the world's largest organizations use Appian solutions to improve customer experience, achieve operational excellence, and simplify global risk management and compliance.

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