

### Client



### Company:

AVIS-Europe

### Website:

[www.avis-europe.com](http://www.avis-europe.com)

### Headquarters:

Berkshire, UK

### Industry:

Vehicle Rental

### Size:

Operates across four continents via a network of over 2,900 locations in 109 countries.

### Solution:

Alterian Content Manager

### Results:

1. AVIS-Europe expects to make cost savings of at least £20,000 per year in printing costs alone
2. ACM has all the functionality AVIS-Europe needs, at a reasonable price
3. The AVIS-Europe site went live in just 5 weeks from the point of purchase
4. AVIS-Europe were so happy with ACM they plan to use it for their intranet and extranet projects too.

**“We are really satisfied with Content Manager because it has all the functionality already built-in, thus allowing us to develop our web pages in a simple and straightforward way. We developed our Avis-Europe Website using Content Manager and we launched it on time and within budget. A great part of this success has to be found in the collaboration we got from Alterian in the critical moments of the roll-out”**

AVIS Europe

## Alterian Content Management proves to be a real eye-opener for AVIS

### Overview

Avis Group is a leading car rental company in Europe, Africa, the Middle East and Asia, operating under an exclusive licence via the globally recognised Avis and Budget brands.

The Avis brand operates via a network of over 3,100 locations in 107 countries, through wholly owned subsidiaries in 14 corporate countries complemented by licence arrangements in a further 93 countries.

### Background

AVIS-Europe wanted to give both its external website and Intranet websites not only a new look and feel but also count on a new platform that allowed them to easily add new content and to manage their current information structure.

Considerable investment had been made to improve the company's brand image at various customer touch points, including in the area of online bookings, and the style guides established for this needed to be taken through its online presence generally. Under the previous publishing model different areas of the Avis web presence were contributed to by different parties, primarily using a Frontpage publishing model. Whilst there was some compliance with a standard look and feel, there was a tendency for each publisher to add their own variations – which over time resulted in a lot of inconsistencies in styles and approaches.

An over reliance on the IT function was creating bottlenecks and sucking up valuable resource that could be better spent elsewhere. Their aim was to move a lot of the control and responsibilities for the publishing process from IT to the business users themselves. The challenge here was to ensure that the processes could be handled easily by those with little or no technical expertise.

### Why Alterian?

Each IT provider undergoes a selection process involving both the internal customer within Avis, (which in this case was the Sales and Marketing and Investor Relations departments) and the IT architecture department. They consider not only current features but also if strategically the product will suit the company's needs.

In this case, it was a joint decision by Avis UK and Avis Europe and Alterian's Content Manager product was chosen because it has all the functionality we required

from a Content Management System at a reasonable price.

### Solution

Content Manager was the logical option. Due to the nature of the company's business, the Intranet has a complicated infrastructure with an Intranet and an Extranet closely interlinked with many applications integrated into both websites.

Therefore Avis needed a product flexible enough to meet its requirements in terms of database, applications connectivity, security and user access policy.

### Results

The deployment of Content Manager within Avis has been described as a real 'eye opener', with many people within the business units recognising that they do not need to be beholden to the IT function to administer basic content publishing processes.

In terms of tangible cost savings, Avis reckon they will be saving at least £20,000 per annum in printing costs by making better use of the online channel for disseminating information to key stakeholders such as investors.

In terms of resources, the time of around five IT people was being used in the previous FrontPage publishing model to manage the process of updating and deploying content to the live servers. These technical and administrative functions are now handled by one person within the business unit, with content creation and publishing responsibilities devolved to other business unit people where and when relevant.

This learning is now being applied with similar rapid deployment for the Avis Europe Intranet and Extranet projects. A first phase environment is already in place that follows elements of the styles and templates established for the external site. Following a 'train the trainer' approach that Alterian encourages, regular training is well underway amongst those who have a clear publishing remit. A more ambitious stage involving the creation of a 'single sign on' user personalised environment is planned for launch before the end of this year.

In their own words, Avis-Europe describe their experiences with implementing the Immediacy product:

**“We are really satisfied with Content Manager because it has all the functionality already built-in, thus allowing us to develop our web pages in a simple and**

# Alterian Case Study

## Avis

straightforward way. We developed our Avis-Europe website using Content Manager and we launched it on time and within budget. A great part of this success has to be found in the collaboration we got from Alterian in the critical moments of the roll-out.

We have always experienced really good responses when we have been faced with technical problems but it was especially important with a tight go-live schedule and we counted on a direct support line that worked perfectly.

As a conclusion, after our experience with Avis-Europe, when we had to decide how to move forward with the implementation of our current Intranet / Extranet Solution, we decided to use Alterian again for this larger project and we are very confident this project will be as successful as the former one."

### Implementation

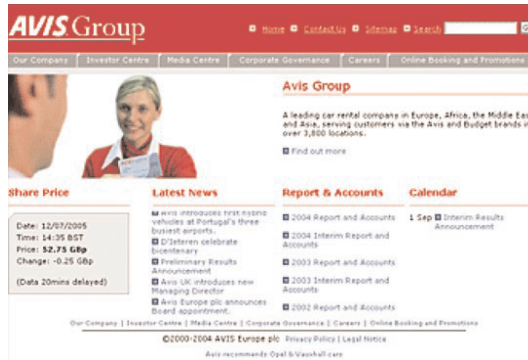
The Avis-Europe site was created and implemented using Content Manager in just five weeks from the point of purchase.

As well as supplying the content management software solution, Alterian provided help with template creation, trained the developers and users and arranged the hosting for the site.

### Features

These are some of the key features activated on the Avis sites:

- News + Archiving of news or other sections
- Page Live and Expiry Dates
- Metadata
- Word/Excel Import
- Form builder
- Calendaring
- Polls and surveys
- External database integration



### Alterian

Alterian (LSE: ALN) empowers marketers with an integrated marketing software platform combining database, online and operational marketing applications on a shared data infrastructure. The Alterian Integrated Marketing Platform makes it practical and cost effective for marketers to use actionable insight to execute an integrated marketing strategy across online and offline channels.

It is the unique integration of analytics, content and execution through our industry leading tools, such as the Alterian Messenger email platform, and the award winning Content Management solutions, which enables marketers to drive a seamless, multi-channel customer experience.

Alterian's analytically-led software is delivered to approximately 1,000 marketing departments, across 26 countries, and an international network of more than 100 business partners, including marketing services providers, agencies and systems integrators. Its partners, such as Accenture, Axiom, Allant Group, Cap Gemini, Carlson Marketing, Experian, Epsilon, InfoUSA, LogicaCMG, Merkle, Ogilvy One and Euro RSCG Worldwide, deliver Alterian software alongside their own domain and services expertise to help market leaders such as Princess Cruises, General Motors, Zurich, Astra Zeneca, HSBC, Limited Too, AEGON, Avis, Worldwide Wrestling Entertainment, Dell, Amnesty International and Vodafone integrate marketing processes and drive competitive advantage. For more information about Alterian, products within the Alterian Integrated Marketing Platform or our Partner Network, please visit [www.alterian.com](http://www.alterian.com).

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