



## **AVIS**® Fleet Solutions A Case Study



**Bynx** – Avis, becoming more competitive through technology

Implementation of the **Bynx** solution at **AVIS Fleet Solutions Ireland** has been a key enabler to growth and innovation. It has also made the company more competitive in an increasingly consolidated market.

Growth is one thing, but setting high standards in customer service is part of the company's DNA. It is, after all, a subsidiary of the well respected, family run Denis Mahony Group - a business owned and run by Ireland's Mahony family since the 1950s. Established in 1966, Denis Mahony Contract Rentals was the first dedicated motor leasing business specialising in the contract hire and fleet management of motor vehicles. In 1991 it became **AVIS Fleet Services'** licensee in Ireland.

The name changed to **AVIS Fleet Solutions** in 2015.

**Brian Tobin**, financial accountant and director of **AVIS Fleet Solutions**, explains:

"Prior to the the **Bynx** solution installation, we were losing out to larger competitors in tenders because of the limitations of our existing technology."

### **Market changes and developments in fleet management in Ireland**

The market in Ireland has become more competitive, with less business to be shared among the raft of key players remaining after a decade of consolidation.

Motoring costs (fuel, insurance, tax, service, maintenance and repair) have soared to unprecedented levels. Businesses like **AVIS** are at the forefront of finding ways to reduce the cost of vehicle ownership for clients and the risks associated with it. To do this **AVIS** needs to maintain a slick and well run operation.

### **Limitations of the existing technology**

Technology can either be an enabler or a bottleneck in terms of how it supports business growth and the volume of data and transaction processing. Prior to the implementation of the **Bynx** solution, **AVIS Fleet Solutions** had been running on the same technology platform for ten years. It had never been upgraded nor was it integrated with the company's financial systems. It was based on outdated technology, which was expensive to run and maintain. In terms of functionality and performance, there was room for improvement. Information silos had developed and the whole thing was slowing business down.

### **Introducing the Bynx solution – a unified platform for the whole business**

The **Bynx** solution offered a single, unified system that consists of a database engine, financial reporting platform and suite of integrated modules and applications covering all elements of the business of fleet operation and vehicle leasing.

Applications within the product cover all aspects of fleet management - from prospecting and quotations to maintenance, workshops, terminations and vehicle disposal. All assets can be managed, not just vehicles but drivers and customer contracts and this is important because it enables operators to offer specifically tailored products and services.

### **A solution specifically designed for fleet**

The two founders of **Bynx** (Mark Binks and Owen Goschen) forged their careers in the vehicle leasing and finance industries. They designed the **Bynx** solution from the ground up especially for vehicle asset management. All of the functionality and processes covering every aspect of the business are catered for within it.

### **Live implementation in less than six months**

Due to the way in which technology has moved on, implementation can be quicker and slicker now – but only if it's managed properly. That takes teamwork and a partnership approach. **Bynx** worked hard to make that happen, and as a result, implementation in this case took less than six months.

### **A strategic and staged approach**

**Bynx** and **AVIS** worked together to execute a strategically phased approach. This allowed the new system to be built, all data entered, cleansed and put into the best condition possible before being moved into the **Bynx** solution. Operatives were given real (but not operational) data to play with during the development phases so it could be done without interruption to business.

Details of all **AVIS Fleet Solutions'** 1,800 vehicles (including around 150 different models) were lodged into the system, along with driver, customer and contract particulars, new car prices and all other supporting material.

### **Fully integrated fleet and financial management**

**AVIS** can now manage all assets, including every vehicle in its fleet, plus drivers and customer contracts individually. Fleet take-on is quick as new vehicles are acquired because multiple records (and associated data entry) is not necessary. A single entry now permeates the whole system. Benefits like this enable **AVIS** to be more agile and competitive and not limited by a lack of functionality. The company can now tender more zealously for high value business that will keep it in good shape and enable growth and expansion into the future.

### **Taking AVIS into the online world**

Every fleet business these days needs to be online and **Bynx** has built this capability into the **Bynx** solution with a raft of applications that allow customers do a number of things, such as: provide web portals and online access for customers, drivers and other stakeholders; offer smart applications and a host of other service delivery improvements. Says Tobin:

“We can increase our product portfolio, strengthen service levels and enhance the customer experience while reducing costs. Customers are demanding and indeed expecting to interact with us online and through mobile device applications. They want to be able to access information about their own fleets, vehicles or contracts and that's what we provide.”

### **Comprehensive fleet management service provision**

There's no such thing as a one-size-fits-all approach in business so **AVIS** is now in a position to tailor its offering to match each customer's requirements precisely. Each user or operative, for example, can access information pertinent to them. **AVIS** can set the rules and apply them to drivers or groups of drivers. The system can handle whatever configurations customers and clients need. Users can also access information about individual vehicles or contracts if they need to and set rules so that those with a particular role can view specific data. This flexibility means customers can take elements of the service they want and leave others. This makes it more cost-effective because they only pay for functionality they will use. It's a win/win all round.

## Growing the business for the future

So, in conclusion, Tobin says:

“For us, the challenge of upping our game with the support of technology is well and truly underway. We’re looking forward to helping our customers reduce costs and get the best out of their vehicle assets with timeliness and efficiency.”

From the beginning, **AVIS** set out to grow through positive relationships. Investment in modern technology means the company is doing just that. It not only brings them in line with competitors but puts them firmly ahead in terms of responsiveness, agility and ability to add value for clients.

## Project Overview

### Why Bynx?

People buy people as well as technology. **AVIS Fleet Solutions** Ireland is a savvy company run by smart people. They appreciate the importance of selecting the right technology partner, one with whom they share culture and values because that’s the foundation for a great relationship. Some of the key reasons **AVIS Fleet Solutions** chose **Bynx** are:

<b>Approach</b>	<b>Bynx</b> set out to develop a long-term relationship with <b>AVIS</b> and work in partnership developing a solution, not just installing software.
<b>Understanding</b>	<b>Bynx</b> put time and attention into really understanding the company, their needs, challenges and aims.
<b>Shared values</b>	Respect, honesty, integrity and delivering class-leading customer service are at the top of <b>Bynx</b> ’ list of values just as they are for <b>AVIS</b> .
<b>Technology</b>	The <b>Bynx</b> solution delivers the functionality, usability, reliability and flexibility <b>AVIS</b> needs to support its business aims.
<b>Stability</b>	<b>Bynx</b> has been in business for over 25 years, which demonstrates stability.
<b>Sector knowledge and specialisation</b>	<b>Bynx</b> specialises in the vehicle fleet, leasing and rental sectors and has designed and developed its flagship product, the <b>Bynx</b> solution, specifically for such business operations.
<b>Product</b>	The <b>Bynx</b> solution is a proven product used globally by many of the world’s leading fleet and leasing sector businesses.
<b>Vision</b>	<b>Bynx</b> ’ vision is to be the leading business solutions and software supplier to the global automotive leasing, fleet management and vehicle rental sectors through providing comprehensive and innovative products and services; exceptional customer experience; an inspiring and collaborative team environment and the best possible ROI.

## The key stages of the project - Post Selection

### Phase 2 - Discovery

- This entailed a thorough investigation of **AVIS Fleet Solutions'** business, including: processes (on and off system), workflow, legal and fiscal requirements.
- This involved a detailed analysis of findings, identifying issues and the differences between business and software application processes.
- It highlighted configuration impacts and work around options and this detail was fed back to the client.
- Green Light – **Go**
- Commencement - **2-3 weeks**

### Phase 3 - Definition

- The creation of a realistic and yet safe 'playground' (referred to as a 'sandpit') environment for the client to play with the **Bynx** solution using their own real-world (but not operational) data.
- This phase entailed implementation workshops with key 'super users' and decision-makers. It also involved knowledge sharing, two-way communication.
- Based on findings, **Bynx** then prepared a standard system for **AVIS** to trial some more.
- This phase flagged up differences between how they had been doing things in the past and the best practices the design of the **Bynx** solution is based on. At fleet take-on (FTO), for example, there can often be missing files or tables and this phase flagged this up so those issues could be addressed.
- This phase also included sign-off of the system definition based on findings and an outline of next actions.
- Legal/fiscal gap requirements – no two businesses are the same so in this phase **AVIS Fleet Solutions'** legal and fiscal requirements were identified and tested against the **Bynx** solution to see if there was a 100% match. **Bynx** then prepared a list of activities for the client that enabled them to get their data in good shape and in the right place; items such as getting products set up correctly, payment processes defined and so on. All of this was done before any data was loaded into the new system - **5 weeks**

### Phase 4 - Implementation (1)

- In this phase, the final product was built accordingly.
- Oracle and hardware/hosting: in this phase, **Bynx** worked with **AVIS'** hardware and hosting providers to detail specifications and configuration. It made for a much smoother process and more satisfactory end result, rather than the client having to act as go-between.
- Development legal/fiscal: at this stage **Bynx** developed the system to match the legal and fiscal requirements as outlined in the Definition phase.
- As operational and financial aspects of fleet businesses are tightly coupled in the **Bynx** solution, they impact each other so this phase ensures everything is as it should be.
- On-going data convert/fleet take-on tasks (URL): during this phase, the data continued to be converted over to the new system once it had been thoroughly cleansed. The fleet take-on tasks were completed and proprietary client URLs set up.
- The first phase of user acceptance testing was also carried out - **4 weeks**

### Phase 5 - Implementation (2)

- In-depth training of super-users
- Super user training of other users
- Second phase of user acceptance testing carried out and feedback logged
- Full, final data convert/fleet take-on load uploaded into the **Bynx** solution
- Final latest external data load uploaded
- Go-live - **12 weeks**
- Go-live support - **2 weeks**

## Resourcing (human)

### Super Users (operational)

A group of primary super users (decision-makers) was identified and this group was the focus during the initial stages. They played two roles: helped ensure product configuration was aligned with business need and helped train up other users, which fast tracked progress.

### Super Users (financial)

As with the first group, these were key decision-makers who were able to be involved in implementation at every stage and ensure business and financial integration was as it should be.

### Business area experts (operational)

These were people within operations at **AVIS Fleet Solutions Ireland** (again, key decision-makers) whose job it was to be involved in implementation to ensure they got what they needed in the end. **Bynx** gave these people access to the system so they could change and add things the implementation progressed. Once everything was finalised, they were then able to train other operational staff in how to use the system.

### Client hardware/hosting providers

#### Bynx modules taken

● Prospects	● Drivers	● Short-term Rentals
● Quotations	● Fines	● Terminations
● Leasing and Services Product	● Maintenance	● Disposal
● Vehicle Procurement	● License	● Document Storage and Retrieval
● Third Party Vehicle Funding (disclosed/non-disclosed)	● Incidents	● Financials
● Contracts	● Fuel	● Assets
Online (Phase 1)	Online (Phase 2)	
● Xquotes	● Xprocurement	
● Xclient Customer Portal	● Xincidents	
	● Xfleet	

### Technical components / resources required

The beauty of the **Bynx** solution is that the Oracle technology elements are embedded. **Bynx** is an accredited Oracle ISV (Independent Software Provider) with Oracle Gold Specialized Partner status so no technical knowledge of Oracle (from either a user perspective or development perspective) is required from the customer.

This method of deployment means that **AVIS Fleet Solutions Ireland** does not require any technical skill in managing those aspect of the environment. All such work is carried out by **Bynx**.