



CASE STUDY CAR RENTAL

Avis Europe

Database
Customer Service
Accounts Payable
Accounts Receivable
Network Accounting
Treasury Accounts
Tax Department
Information Technology

✱ “Using ImageNow to electronically send invoices between offices rather than sending them through mail takes about a week out of the process. With ImageNow, we share information instantly, which is particularly valuable for month-end processes.”

Chris Soanes
ABC Project Coordinator/ImageNow Project Manager
Avis Europe

Avis Europe plc (FTSE: AVE) is the leading car rental company in Europe, Africa, the Middle East and Asia, operating the Avis and Budget brands in a network of more than 3,600 locations in more than 100 countries. Avis enjoys close commercial ties with Avis Budget Group, Inc., in the U.S. The companies actively cooperate to provide a worldwide seamless service and form one of the largest vehicle rental networks in the world.

As Avis was planning for a new Business Support Center in Budapest, Hungary, the company realized that implementing an enterprise document management, imaging and workflow solution would facilitate rapid information sharing between the new facility and rental and business offices across Europe. After considering several options, Avis selected ImageNow from Perceptive Software.

“A big selling point is ImageNow’s flexibility in connecting with different business applications,” says Chris Soanes, ABC project coordinator/ImageNow project manager at Avis. “It was simple to integrate ImageNow with host systems in multiple departments.”

ImageNow seamlessly integrated with Microsoft Access, FoxPro and more than 10 of Avis’s legacy systems, without programming. This integration eliminates the need to search for documents, as users pull up all associated documents with a single click from the application record. This process contributed to a rapid return on investment in multiple departments.

“Its simplicity and scalability make ImageNow effective in every department,” says Adrian Steventon, ABC project coordinator at Avis. “It allows you to effectively manage documents because you can quickly scan, index, archive and retrieve them.”

ImageNow gives approximately 800 Avis users instant, single-click access to invoices, customer correspondence and all other documents, from hundreds of retail and rental station locations across Europe.

“Without ImageNow, the transition from local operations to the shared service center wouldn’t have been as successful,” says Steventon.

Faster, More Cost Efficient Operations

With ImageNow, Avis employees no longer spend hours manually filing, distributing and retrieving paper documentation. Accounts payable procedures at Avis were once slowed by stacks of paper. Now paper is scanned immediately into the ImageNow repository, linked to the financials application, and routed for processing. ImageNow captures e-mail, then imports the documents into ImageNow. They are automatically routed to the appropriate workflow queue and approved using an electronic stamp.

“Using ImageNow to electronically send invoices between offices rather than sending them through mail takes about a week out of the process,” Soanes says. “With ImageNow, we share information instantly, which is particularly valuable for month-end processes.”

Eliminating postage has led to a reduction in office supply and shipping costs at Avis. ImageNow also helps avoid additional storage costs, as some documents can be shredded after scanning.

“ImageNow has provided time, efficiency and cost savings,” Soanes says. “It is helping us move toward a paperless environment.”

Avis also automates the traffic offense process using ImageNow. When Avis scans traffic fine tickets into ImageNow, data such as ticket number, car registration number and date is automatically captured and then fed into Avis’s traffic offense system. Eliminating manual data entry from the tickets speeds the payment process and increases accuracy.

Boosting Customer Service, Teamwork

Avis uses ImageNow to immediately retrieve documents at the point of need. This enables customer service representatives to answer inquiries immediately from any Avis location, without the need to put people on hold.

“ImageNow is essential to our shared services center because it lets us access information across Europe. Employees don’t waste time putting the customer on hold and calling up another country to investigate because everything’s available immediately in ImageNow,” Soanes says.

“Having paperwork on your desk limits your collaboration options to whose desk you can take it to,” Soanes adds. “With ImageNow, we can distribute information to colleagues in any location with a single click.”

Avis workers have responded positively to the benefits that ImageNow provides. The product’s intuitive interface means new users learn how to operate it quickly, regardless of their level of IT proficiency.

“Employees have taken ImageNow on board quickly because it’s so user-friendly,” says Steventon. “One of the main benefits of ImageNow is ease of use.”

Enabling Management

ImageNow Workflow not only allows for instant routing of documents, but also comes equipped with workflow alarms that Avis uses to alert managers about their staff’s performance. Supervisors easily view documents in each employee’s queue and redistribute work as necessary with just a few clicks in ImageNow.

“A lot of payables and travel and expense documents are time-critical, and using workflow alarms in ImageNow helps us keep SLAs and KPIs in order,” Soanes says.

Supporting Future Expansion

In addition to being satisfied with the time and cost savings ImageNow provides, managers at Avis also enjoy dealing with the Perceptive Software team. The company’s unique, customer-focused approach includes hands-on implementation and training that has empowered Avis to administer ImageNow independently and without the limitations of a long-term maintenance agreement.

“Avis has a great relationship with the Perceptive Software team because we feel they work with us, not for us,” Soanes says. “They’re very professional, knowledgeable and are always willing to help.”

Instant document access from any location, scalability, and the elimination of paper processes make ImageNow the perfect fit for Avis Europe’s document management needs. As the company continues to extend its global reach, ImageNow will help Avis maintain its tradition of offering quality car rental services and unparalleled customer care.

Avis Europe

Quick Stats

- Name: Avis Europe
- Headquarters: Bracknell, England
- Number of ImageNow users: 800
- Integration: Microsoft Access, Microsoft FoxPro, CODA financials, multiple legacy applications
- Products in use: ImageNow, WebNow, ImageNow Mail Agent, ImageNow Content Server, ImageNow DataCapture

The Challenges

- ▶ 12 offices in 11 European countries must efficiently share documents
- ▶ High postage and office supply costs
- ▶ Stacks of paper delay accounting processes
- ▶ Requires host system integration

The Results

- ▶ Instant, single-click document access from any remote location
- ▶ Distributing information electronically reduces overheads
- ▶ ImageNow speeds invoice approval and other procedures
- ▶ Rapid integration with multiple host applications, without programming

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