



AVIS ACHIEVES REDUCED TCO AND INCREASED FLEXIBILITY WITH JBOSS

FAST FACTS

Industry	Consumer
Geography	EMEA
Opportunity	To replace Avis' costly proprietary software with reliable open source solutions to reduce acquisition and ongoing costs for the organization's IT department
Migration Path	Solaris and Weblogic to JBoss Enterprise Application Platform
Software	JBoss Enterprise Application Platform, Hibernate framework
Hardware	Dell hardware, Intel-based dual-CPU, quad-core machines with 8-16Gigs of RAM, Windows Server 2003 32bit and 64bit
Benefits	Experienced significantly reduced TCO of at least 50 percent from reduced maintenance costs, as well as increased licensing flexibility and reconfigurability and decreased server load



BACKGROUND:

Avis Europe is a leading car rental company with a presence in Europe, Middle East, Africa, and Asia. It serves over eight million customers per year via the Avis and Budget brands in over 3,800 locations. Avis holds leading positions in many markets in Western Europe, with approximately 80 percent of its revenues generated in the five major markets of France, Germany, Italy, Spain, and the UK.

OPPORTUNITY:

Avis' revenue management system, undoubtedly the organization's predominant application affecting main business function, is used to conduct forecasting for business areas including future demand for car rental, the best placement of cars for rental services, what types of customers to target, and pricing decisions. Used in over 500 stations across Europe, the system needed to be upgraded and simplified to enable ease of use.

Avis' station application, allowing agents to check in cars via handheld devices, and the company's system for printing rental agreements both also needed to be optimized. The previous processes were conducted in-station using noncompliant, non-customer friendly, and incumbent systems.

In 2006, Avis recognized the need to replace these expensive, incumbent systems based on proprietary software with a reliable and affordable alternative. Though it had little experience with open source solutions, it decided to migrate its proprietary Solaris and combined BEA and Weblogic application server platform based on Sun hardware to the more cost-effective and flexible platform offered by open source solutions.

SOLUTION:

Avis evaluated a number of open source solutions that could offer reduced total cost of ownership (TCO), expanded flexibility, and unmatched scalability. Avis required a J2EE-compliant Application Server on the Windows platform that offered support and a related monitoring and management infrastructure.

Ultimately, Avis selected a Wintel environment combining Dell hardware, Windows Server 2003, and JBoss Enterprise Application Server. The JBoss Enterprise Application Platform also incorporated the use of JBoss Operations Network for monitoring activities.

The solution ecosystem consists of Windows Server 2003 32bit and 64bit, JBoss Enterprise Application Server, and SQL Server 2005. The overall solution includes 10 production servers used for the organizations revenue-management systems. Half of these solutions are based on JBoss Application Server, and all use the Hibernate framework.

The migration involved no integration with the incumbent platform, and was a full-system port. The process operated on a phased, three-year timeline with iterative releases occurring approximately every three months. No system integrators or value-added resellers were leverage during the migration process, as all development was done in-house.

Avis used consultants to aid the smooth implementation of JBoss Operations Network Server monitoring and management. This allowed the company to rapidly incorporate the tool without having to invest heavily in administration and installation internally.

“Avis has absolute trust in JBoss and its mission-critical enterprise applications. We are very satisfied with the results that we’ve achieved since migrating to JBoss solutions.” Jens Utech, Director Revenue and Fleet Applications Avis.

BENEFITS:

Avis selected JBoss solutions for the offering of reduced TCO and increased performance, flexibility, and availability of resources with familiarity in the market.

One of the distinct advantages of the JBoss Enterprise Application Platform is that it enables ease-of-use for development. The solution integrates easily with IntelliJ IDEA, and Avis’ development cycle, and Avis employees are now able to run the JBoss platforms on their personal laptops.

The platform has enabled significant development efficiency and developers are more effective running JBoss in their processes and taking advantage of the full IDE integration and very rapid start-up times. The time required for startup with the new JBoss-based system has been reduced considerably. Now, with JBoss Enterprise Application Platform, Avis can quickly and easily add new servers to its architecture. The new architecture has allowed Avis to buy, deploy, and redeploy additional servers at very competitive prices.

In addition to reduced TCO amounting to savings of at least 50 percent of original costs, Avis also achieved enhanced performance from its newly implemented JBoss platform.

“It’s now definitely easier to scale a number of CPUs up and down in the current model and the system really brings us a lot of value, especially in terms of efficiency and effectiveness in the development process. We have saved at least 50 percent on TCO,” said Jens Utech, Director Revenue and Fleet Applications at Avis. “Thanks to JBoss’ integration with the development tools and the ability for the developer to work in very flexible ways, common development tasks around deploying, re-deploying, and generally working are three to four times faster with JBoss than any of the competitors.”

“Avis has absolute trust in JBoss and its mission-critical enterprise applications. We are very satisfied with the results and we are also impressed with JBoss support. We are provided with very professional, very prompt, and very helpful answers as opposed to the usual vendor nonsense. We use the support portal website as well,” said Utech.

In addition to all of the valuable benefits delivered by JBoss solutions, Avis also found that many of its development staff perceived the use of JBoss and open source solutions in general as very positive. This has led to increased motivation and expanded recruiting for Avis’ internal staff.

