



Enterprise Rent-A-Car Company

A major car rental company takes document management from a necessary inconvenience to a strategic asset.

“As a strategic partner, Xerox focuses on our document management so we can focus on serving our customers.”

Gene Roth,
Director of Corporate Purchasing,
Enterprise Rent-A-Car Company



Driving success with smarter, more efficient processes.

With Xerox's help, Enterprise discovers the customer satisfaction and cost-saving benefits of better document management.



Client Profile

From its humble beginnings in the basement of a St. Louis car dealership to its current position as the largest rental car company in North America, the story of Enterprise has been one of unwavering focus on customer satisfaction. Founded as a leasing company, Enterprise's services have grown to meet their customers' needs for car rentals, car sales, and fleet management. It has built its success one neighborhood at a time, operating through an extensive network of local offices. With more than 6,900 offices in the U.S., Canada, the U.K., Ireland, and Germany, Enterprise handles 35 million transactions every year for an annual revenue of more than \$9 billion.



The Challenge

Operating a rental car business with more than 711,000 vehicles worldwide results in a lot of paperwork. Rental agreements, invoices, statements, maintenance records, vehicle registrations, and more all need to be printed, copied, and archived. With Enterprise's neighborhood business model, the complexity of their document management was compounded by thousands of offices spread across five countries.

"At our corporate office, we were incurring monthly expenses at the local copy center, in addition to the costs associated with our own small onsite print center," explained Gene Roth, director of corporate purchasing for Enterprise. With more than 2,000 employees at the St. Louis headquarters, there was also a huge number of printers, copiers, and fax machines producing even more documents. In addition, the nationwide subsidiary administrative offices had growing printing and copying needs—including training materials—that created a high volume of document production.

Rental agreements alone were generated at the rate of 35 million per year. State and Federal requirements mandated that these rental agreements be kept for up to seven years. A huge amount of real estate was tied up in storage, using everything from cardboard boxes to banks of filing cabinets to offsite storage facilities. More than 100 locations each set up their own system, some filing by rental contract number, others by branch office.

“Whenever we had a request for a copy of a rental agreement, someone at the local office would have to physically pull that agreement from storage,” acknowledged Roth. “It was a distinct possibility that the paperwork was misfiled, damaged, or couldn’t be found.”

Paperwork problems cost the company money in terms of clerical wages and storage expenses. It could negatively impact customer satisfaction, as well.

The Solution

To handle its worldwide volume of documents, Enterprise needed a global leader. Their choice was Xerox. The first step was to tackle invoice and statement printing at the corporate office. The success of that effort led to an ongoing strategic relationship that spans Xerox’s services and Enterprise’s needs.

Corporate and Regional Print Centers

At the corporate office in St. Louis, Xerox provided the equipment and staff for an onsite printing operation. The Xerox Global Services team also evaluated the labor-intensive processes used by Enterprise to produce, print, and mail invoices and statements to rental and fleet services customers, and instituted improvements to those processes using Lean Six Sigma methodology. Pleased with the results in St. Louis, Enterprise had Xerox implement similar facilities in Canada, the U.K., and Germany.

“As an added bonus, the corporate copy center and regional Xerox facilities gave us color capabilities,” said Roth. “Now, in addition to invoices and statements, we’re doing more and more work in country at these facilities for our marketing department, including short-run customized materials for our branches and print-on-demand training materials.”

Office Equipment

With the major print centers in place, Enterprise and Xerox turned their attention to managing other document workflows to enhance output and infrastructure. At the corporate offices in St. Louis, there was one output device for every 2.8 people. The Xerox team began assessing needs and consolidating equipment to reduce overall costs. Excess equipment was replaced with networked multifunction devices in workgroup settings. Onsite Xerox personnel were added to handle basic maintenance and resupply.

The corporate offices weren’t the only ones that benefited from equipment changes. In a number of Enterprise’s subsidiary administrative offices—the hub for many document-driven processes—the placement of Xerox multifunction devices helped improve productivity, efficiency, and cost effectiveness.

Digital Imaging and Archiving Services

Since the rental agreement was Enterprise’s business-critical document, a solution that could streamline its

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Enterprise Rent-A-Car Company*

management would have a far-reaching impact. That solution involved scanning, indexing, and storing rental agreements in a digital repository at the rate of 100,000 per day. The digitized documents were then made available via a Web browser.

“Once a week, our locations box up their rental agreements and ship them directly to either the Xerox imaging facility in Hot Springs, Arkansas, Mitcheldean, UK, or Frankfurt, Germany” explained Roth. “In certain instances, the hard copies are stored there for us, while the digital files are sent to a repository hosted and maintained for us by Xerox.”

The solution helps facilitate Enterprise’s ability to search its rental agreements by different data fields. Access is improved because search and retrieval is implemented through their intranet. Security measures control the flow and privacy of information. Once a document is located, it can be printed, or annotated and e-mailed to the authorized individual requesting it.

For information on the advanced solutions and services that Xerox can provide, visit www.xerox.com/globalservices or call 1-800-ASK-XEROX ext. 948.

The Results

Enterprise has realized significant benefits related to cost savings and productivity as a result of its relationship with Xerox.

- Costs associated with misfiled or lost contracts have been eliminated throughout the worldwide organization
- Access to documents is now measured in minutes or seconds instead of hours or days, enhancing customer satisfaction
- Document storage and retrieval costs have been reduced, including real estate, labor, and overhead at all branch offices
- Single-point-of-contact access to contract data has enhanced data mining opportunities
- Most corporate printing and copying services are executed onsite, decreasing offsite expenses by 75%
- Short-run color printing has enabled the production of materials customized for each branch office
- Training materials are now produced on-demand at the corporate office, allowing for more frequent updates, as well as annually saving thousands of dollars in warehousing and material obsolescence
- Output devices have been dramatically reduced at the corporate office from the original 1 to 2.8 ratio toward the target of 1 to 15, saving maintenance, supply, and replacement costs

In addition, Xerox is helping Enterprise achieve its goals related to supplier diversity. In support of Enterprise's commitment to diversity in the marketplace, Xerox procures the paper for the Enterprise corporate production facility and the corporate multifunction devices through a Minority and Women-owned Business Enterprise (MWBE).

Moving Forward

As Enterprise continues to grow its fleet of vehicles and locations to satisfy the ever-increasing needs of customers, its document management needs grow as well. As a result, Enterprise continues to partner with Xerox to seek new and innovative ways to identify, streamline, and reduce the cost of document-intensive processes throughout its organization.

"As we go down the path of upgrading and making our entire process better, we're confident we've laid a strong foundation for success with the help of Xerox as our strategic partner."

*Gene Roth,
Director of Corporate Purchasing,
Enterprise Rent-A-Car Company*

CASE STUDY SNAPSHOT

The Challenges:

- Dependence on costly offsite production facilities
- Labor-intensive invoice and statement printing and distribution processes
- Excessive and inefficient use of document output hardware
- Ineffective and costly long-term storage of business-critical documents
- Limited access to data needed for regulatory, legal, insurance, and chargeback purposes

The Solution:

- Document Outsourcing Services
- Office Assessment Services
- Digital Imaging and Archive Services

The Results:

- Reduced output costs and expanded capabilities
- Streamlined equipment utilization with lower overall costs
- Efficient and cost-effective hard-copy and electronic document storage
- Enhanced and dependable access to data
- Improved employee and customer satisfaction