

## WORLD LEADING INNOVATION AND UNRIVALLED USE OF I.T TO TRANSFORM A COMPANY

## THE PROBLEM

The new owners of a Campervan Rental company engaged Tanglin to develop its IT infrastructure. The company operated out of four locations in New Zealand. Two in the North Island and two in the South Island. The company had computers in these locations but had no connectivity between the sites. As a result, when a tourist collected a vehicle in one location, their paper based rental agreement would need to be faxed to their drop off location. It was highly inefficient, outdated, and cumbersome. But this is precisely the type of business environment that the intelligent use of IT could significantly transform.

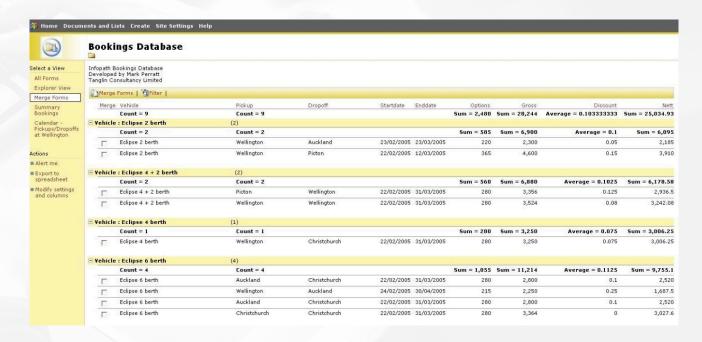
The inefficiencies from administering paper-based documents without any automation were crippling the company. Bookings could only be confirmed by one staff member who scheduled all the bookings using a massive whiteboard. Every new booking received would have the effect of disrupting and throwing into disarray all presently scheduled bookings. The process became a full time responsibility for multiple staff. Mistakes were common, and the vehicle utilisation levels were not even close to optimal levels. In this industry, vehicle utilisation levels are critical.

## THE SOLUTION

Tanglin initially analysed the business to document the company's procedures, systems, and competitive edge. Tanglin prioritised areas for automation and optimisation.

Tanglin initiated various projects for the company, including the following:

- 1. Tanglin deployed a secure network between all the locations. This removed the need for archaic fax machines.
- 2. Tanglin developed an electronic rental agreement. The code that was developed enforced the company's complex business rules within the agreement. The agreements were centrally stored and were analysed to provide real-time information to manage the hires.



3. The rental agreements were filled in by staff and clients on ruggedised Tablets (an innovative first for the industry).



- 4. Tanglin developed a website to handle bookings predominantly originating in Europe in a different time zone to New Zealand. An objective was to provide real-time confirmation of a booking based on scheduled vehicle availability allocated to the booking (another pioneering first for the industry.)
- 5. The biggest challenge the company faced was to confirm a booking. The decision was dependent on the vehicles available but, more importantly, on where they were located. Every new booking accepted impacted the schedule and profitability.

Tanglin worked with a mathematician to develop an algorithm to schedule bookings on vehicles optimally. The use of this algorithm meant bookings could be confirmed without human intervention. Furthermore, the algorithm would determine whether a booking could be accepted or needed to be declined within a fraction of a second. In addition, bookings were optimally allocated to vehicles to minimise relocations and increase capacity for additional bookings. This unique algorithmic functionality exceeded the capabilities of any other Rental Vehicle Firm anywhere in the world.

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## POSITIVE FEEDBACK FROM THE COMPANY

"I will not forget the outstanding job you did in taking our Wellington office only, which was operationally on the brink of failure, with its 'homemade' network populated with a mishmash of PC's and totally transforming it by transitioning it into a New Zealand wide network. This streamlined, efficient and reliable network now provides real-time data and communications to all our locations, anchored around a server group that supports all our functionality. And it was done in a timely way and on budget." Managing Director

"As you will recall the initial purpose of your involvement was to assist us in transforming many of our manual systems and processes into an IT based platform that removed repetitive manual tasks, streamlined processes, automated the very complex booking and fleet administration systems, and linked this to our customer facing web presence, to give us an online real-time booking and fleet management system (iNZtant).

At the outset we knew this would be very difficult and this proved to be correct. That said, I am extremely grateful for the approach you took in truly getting to understand our business and process map. You carefully analysed what we did at that time and developed a graduated plan that brought the transformational elements together in a logical way, while keeping business risk low. What you delivered to us is exceptional and has now enabled us to do business 24/7 with our clients from around the world. The solution you delivered is world class, not only because it delivered on the objectives (actually more, given the scope stretch we created) but it has also created revenue and cost savings beyond what we expected." Clients' Managing Director

