

## LeasePlan keeps fleet managers happy with e-content management.

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### Overview

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#### ■ **Application**

*ePlan: B2B vehicle leasing Web site with Web self-service and e-content management integration*

#### ■ **Business Benefits**

*Millions of dollars saved annually; 100% payback in 2 1/2 years; credit approval process shortened from 3 days to 1 day; enhanced customer service with greater customer satisfaction; improved employee productivity; ability to grow business with existing staffing levels*

#### ■ **Software**

*IBM Content Manager for AS/400®; IBM Content Manager OnDemand for AS/400; IBM DB2® Universal Database™ for AS/400; IBM WebSphere® Application Server, Advanced Edition; Lotus® Domino™; Java™ technology*

#### ■ **Servers**

*IBM AS/400*

#### ■ **Services**

*IBM Global Services*



*LeasePlan, which grows at a double-digit rate each year, learned early on to rely upon innovative technology solutions to support its business.*

The last thing that companies with mobile workforces want to worry about are the vehicles that take their employees to sales calls, business meetings and delivery stops. So long as their vehicles are in good running condition and aren't a drain on their budgets, they're happy. After all, late arrivals and missed meetings or deliveries can damage the relationships painstakingly built through personal contact. That's why more than 18,000 businesses in 26 countries turn to LeasePlan for dependable, affordable fleet vehicle plans backed by attentive service.

*“Using IBM e-content management solutions along with the very reliable DB2, we’ve never lost a document and, at \$27 per square foot of office space, we’re saving \$324,000 annually on physical storage.”*

*—Dave Bush, CIO, LeasePlan*

## ***e-business—redefining the competitive edge in your favor***



*With its integrated IBM e-content management solution, ePlan has proved to be an attractive selling point to prospective clients and is generating 1,000 orders per month.*

Headquartered in Atlanta, Georgia, LeasePlan U.S.A. manages 532,000 vehicles as the North American division of a fast-growing, worldwide organization of more than 7,000 employees and a managed fleet of over 1.2 million vehicles across the globe. Even though the division's clients represent virtually all industries and have varying vehicle needs, they had one common demand. They wanted more efficiency and control over vehicle-ordering logistics, from viewing copies of leasing documents at-will to changing billing structures in realtime. But the most they could do was call a LeasePlan U.S.A. representative and wait for an answer, a callback or faxed documents.

As customer service-oriented as LeasePlan representatives are, responding to inquiries was still slow, since they had to sort through up to 40 pages of paper for just one leased vehicle. Often, files would be

misplaced or used by someone else just when the client needed them. Having built its business on quality systems and stellar customer service since its founding in 1981, LeasePlan U.S.A. couldn't afford to lose its competitive edge. The company solved part of its problem by working with IBM Global Services to digitize its leasing documents with IBM content management solutions and make this information available to employees over their desktop PCs.

Says Dave Bush, the company's CIO, "Instead of waiting two hours to two days on average, clients would have the digitally faxed document within five minutes of their call to us."

In fact, clients liked the speedier responses so much that they requested direct access to their electronic files. Hearing the buzz about Web self-service and e-content management, the company seized the opportunity to build an e-business infrastructure to overhaul its business processes and generate vast improvements in customer service

***"Our clients are logged onto ePlan all day, conducting continuous transactions. That's why we couldn't accept anything less than the highly scalable, reliable IBM e-business solutions at the core of ePlan."***

*—Chris DeLashmutt, Senior Research Development Analyst, LeasePlan*

and operational efficiencies. Bush called his IBM sales representative for a technical assessment, and IBM recommended that LeasePlan develop a B2B Internet site, integrated with e-content management, to provide client access to vehicle leasing documents and transactions.

LeasePlan U.S.A. is now providing the fast, responsive service its clients demand through ePlan, its online B2B fleet management site enabling corporate fleet managers to place or change their vehicle orders, manage driver needs, view leasing documents and track the status of their orders—all day, every day. ePlan was developed with IBM WebSphere Application Server, Advanced Edition, IBM DB2 Universal Database for AS/400, Lotus Domino and Java technology and is integrated with IBM Content Manager and IBM Content Manager OnDemand.

Says Bush, "Not only are we providing much more responsive customer service, but we are also saving millions of dollars a year because we've been able to handle growth in our leasing volumes without expanding our staff. Once we achieved full payback in two-and-a-half years—one year earlier than expected—we just stopped measuring the savings."



LeasePlan's B2B Web site, ePlan, has made the office a quieter, neater place because employees no longer need to go searching for paper files when responding to client queries.

### Business and technical savvy from IBM Global Services

When IBM recommended that it develop ePlan, LeasePlan recognized it didn't have the necessary skill sets in content management or Web application development. That's when LeasePlan hooked up again with IBM Global Services, which provided consultants who worked closely with the company's IT team to design, develop and implement ePlan.

Says Bush, "The resulting solution had to seamlessly integrate with our IBM AS/400 servers, which run the leasing, budgeting, credit and other operational applications.

And we also wanted it to be simple to navigate and search, secure and highly available. IBM delivered a roadmap designed to meet all of these criteria. Meanwhile, other vendors I contacted wouldn't even come in to do an assessment."

IBM also provided support from a business process standpoint. LeasePlan recognized that empowering clients with Web self-service would mean less reliance on LeasePlan employees. Notes Bush, "IBM Global Services worked with our employees to re-engineer every position so that everyone had new, more value-added responsibilities complementing ePlan."

## Doing business in realtime

Using Content Manager and Content Manager OnDemand, LeasePlan has replaced paper with e-content, storing and managing its information with the products and archiving the data on two IBM 3995 Optical Libraries. Says Bush, "Using IBM e-content management solutions along with the very reliable DB2, we've never lost a document and, at \$27 per square foot of office space, we're saving \$324,000 annually on physical storage."

ePlan integrates seamlessly with Content Manager and Content Manager OnDemand, providing the interface for clients to search for their documents managed by these solutions. The B2B Web site was developed using a three-tier architecture with WebSphere Application Server, Advanced Edition, which runs the Java servlets that manage the business logic and provide dynamic content to the user. When users log on, they submit their queries on forms generated by Lotus Domino, which is integrated with WebSphere Application Server and replicates Java servlets. Java Database Connectivity (JDBC™) resides in the middle tier, moving requests from these forms to DB2 Universal Database for AS/400 at the backend. DB2 manages

customer account and vehicle leasing information. Integration with Content Manager and Content Manager OnDemand enables users to easily select and view the documents they need.

Notes Chris DeLashmutt, senior research development analyst at LeasePlan, "Our clients are logged onto ePlan all day, conducting continuous transactions. That's why we couldn't accept anything less than the highly scalable, reliable IBM e-business solutions at the core of ePlan."

## Get on the Web and back on the road

LeasePlan has also leveraged its IBM content management platform to create an automated credit renewal system and a vendor invoice approval system. As a result, the credit approval process has been cut from three days to one day, and the financial services group is also much more efficient.

"I don't think we would have succeeded to the point we have without these IBM e-business and e-content management solutions," says Bush. "Another great thing about these systems is that, other than upgrades, we haven't had to touch anything because they've run virtually error-free. We're sold on IBM."

## For more information

Please contact your IBM marketing representative or IBM Business Partner.

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