



Business Intelligence



Collaboration Portals



Application Development



Business Strategy



Executive Dashboards



Project Management Offices

Business Case - LeasePlan

Solution Overview

Microsoft Gold Partner

Blackstone & Cullen, Inc.

Business Scenario

Business Intelligence/ Data Warehousing

Industry

Financial

Company Profile

LeasePlan is one of the world's leading vehicle management companies operating a fleet of more than 1.1 million vehicles. We provide a prestigious international customer base with innovative, flexible leasing and fleet management solutions across the globe.

Situation

LeasePlan had an immediate need to create a single source of the truth for enterprise and customer reporting. Customers were demanding more frequent, more accurate, and direct access to their fleet data. LeasePlan was in a significant competitive environment.

Business Solution

LeasePlan had grown throughout acquisition. As usual they were in need of integrating disparate data sources. LeasePlan chose to work with Blackstone & Cullen on the integration of their back end data sources from some **50+ IBM Series 1 servers**. They chose to integrate the data into a **SQL Server 2005** data warehouse using Microsoft Integration Services. A corporate decision from HQ was to use **Business Objects** as the front end presentation layer.

Technology Deployed

SQL Server 2005

Integration Services

Analysis Services

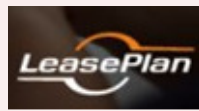
Visual Studio 2005



Business Process and Integration Data Management Solutions Information Worker Solutions

Since 1989, Blackstone & Cullen, Inc. has leveraged information technology to provide business solutions. Principal services include enterprise application integration, data warehousing, program office implementation, and custom application development.

Situation



LeasePlan uses a number of different database systems to collect and store sales and marketing data. The managers in the Field Operations spend a significant amount of time collecting, reconciling, and analyzing the data to get "up-to-date" information to the customers to meet their individual reporting requirements. Each of their customers asks for the custom view of the data they deem important.

The goal of this project was to streamline the

process by designing a reporting and analytics framework for LeasePlan into which current, past and future data can be fed, accumulated, analyzed and leveraged. The goal was to create integrated marketing and sales reports that can be used by the corporate & field teams and the customers for the periodic business review.

The tactical effort involved building interfaces from the LeasePlan core data repositories to the new LeasePlan technology framework.

The initial proof of concept phase of this project was delivered in 7 weeks. Subsequent Phases involved direct customer involvement in the design and development of their fleet management dashboards.

Blackstone & Cullen provided a rapid response business team to LeasePlan to ensure near real time response to executive and customer demands.

To learn more about Blackstone & Cullen's unique rapid response business team – call us and we'll be happy to help you.

Benefits

- Created a filtering model that allowed rapid response to report requirements
- Eliminated manual data gathering and re-processing for reporting needs
- Flexible architecture that minimized the impact of reorganizations and market dynamics on the updating/reworking of sales, marketing, and customer reporting
- On demand access to the LeasePlan customer, sales, and for marketing information
- A single "One Truth" marketing reporting system that can be used for both customer and internal reporting source, insuring consistence of managing the business
- Improved access to consolidated, meaningful, and accurate reports
- Ability for managers to query for better analysis of sales and marketing data
- Ability to query data across all segments
- Consistent data available to all people within the LeasePlan delivery team
 - Time saved/spent working w/ data for reporting and processing today
 - Enable one set of "truth" for our Customer, Corporate and Field Operations teams
 - Develop consistent taxonomy/categorization of accounts and vehicles that can survive annual reorganization of accounts.



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