



ARI: Driving Results in Fleet Management on SAP HANA®

For more than 60 years, ARI has managed some of the most complex vehicle fleets on the road. The company does this through deep business insight and a portfolio of industry-leading solutions. With help from the SAP HANA® platform, ARI is delivering new value-add services to its global customers while cutting its own operating costs.

Partner



Executive overview

Company

ARI

Headquarters

Mount Laurel, New Jersey

Industry

Automotive

Products and Services

Fleet management services

Employees

2,400

Revenue

US\$2.6 billion

Web Site

www.arifleet.com

Partner

Hewlett-Packard Company
(HP)



BUSINESS TRANSFORMATION

The company's top objectives

- Maintain high service levels and provide differentiating customer value
- Help customers reduce costs and gain fleet efficiencies
- Improve ARI operations and day-to-day decision making

The resolution

- Evaluated the SAP HANA® platform using ARI data
- Rolled out comprehensive data strategy that includes SAP HANA, SAP® Data Services software, SAP Information Steward software, and SAP BusinessObjects™ business intelligence (BI) solutions
- Looked to Hewlett-Packard Company for hardware platform and installation support

The key benefits

- Increased productivity at customer contact centers with lower cost per transaction
- Ability to provide customers real-time actionable data
- Support for next-generation customer service

Read more ►

“Reducing overhead costs by 5%, while increasing the impact our contact centers have on customers, has been a huge win for us.”

Bob White, Senior Vice President, Client and Fleet Services, ARI

TOP BENEFITS ACHIEVED

5%

Reduction in total overhead costs

21,600x

Faster year-end activity reporting

3 week

Implementation of SAP HANA environment

See more metrics ►

Executive overview

Company objectives

Resolution

Business transformation

Future plans

Providing unrivaled value in fleet management

The vehicles that many companies use every day represent a vital business asset and a major investment that must be managed effectively. That's something ARI – a global fleet management company – knows all about. This family-owned business manages more than 952,000 vehicles in the United States, Puerto Rico, Canada, Mexico, and the United Kingdom, and together with its global partners, more than 2 million vehicles worldwide.

ARI's customers include delivery companies, government agencies, power utilities, even large railroads. "We actually target more complicated markets," says ARI's Bob White, senior vice president of client and fleet services. "And we offer these customers high-value solutions." Certified technicians in ARI's customer contact centers, for example, can diagnose a vehicle breakdown and quickly determine the best way to handle the problem. Other solutions range from complete maintenance services to helping companies gain better fuel economy.

In part, the company maintains its reputation for superior service and value by making the most of its vast data resources. ARI can tap more than 14,000 data points associated with vehicle maintenance alone to help companies answer the question: should I repair this truck or replace it?

"We have a lot of data," notes White. "The challenge was how to leverage that data to differentiate ourselves and increase the quantifiable value we deliver to customers." For ARI, the solution included the SAP HANA platform and a suite of SAP software.

"The transformation of our data environment was as much about enabling innovative new solutions for our customers as it was about bringing existing services into the real-time world."

Tony Candeloro, Vice President, Product Development, ARI



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Partnering for success: ARI, SAP, and HP

With multiple transactional systems, clients located around the world, and data volumes doubling every 14 months, it was clear to ARI leadership that the company needed a comprehensive data management strategy. Further, ARI wanted high-performance analytics capabilities in order to better serve the company's still growing customer base.

"We looked not only at SAP HANA but at the entire stack," says Bill Powell, ARI's director of information systems. Ultimately, ARI decided to use SAP Data Services software to move its transactional data into an SAP HANA environment and SAP Information Steward software to help ensure data quality. For their hardware platform, ARI leaders turned to the Hewlett-Packard Company (HP). With HP AppSystems for SAP HANA, HP handled much of the initial setup even before the system was delivered. "Knowing that HP could install, configure, and test the system really gave us the confidence to move forward with this technology stack," says Powell.

Personnel from ARI, SAP, and HP rolled up their collective sleeves and worked in close partnership to ensure a successful project. The implementation and initial transfer of some three terabytes of data was completed in just three weeks – an accomplishment that White recalls "was very impressive."

Today, this data system, along with SAP BusinessObjects™ business intelligence (BI) solutions, is delivering actionable information to ARI personnel at seven global customer contact centers and decision makers across the company.

"We weren't looking for a technology solution but rather for a business solution. With SAP HANA, ARI now has a platform that can support running, growing, and transforming our business."

Steve Haindl, Senior Vice President and Chief Information Officer, ARI



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Unlocking the power of data

ARI's customer contact centers handle up to 4 million calls a year – and do so with industry-leading service metrics. Today, these centers use real-time information to help ensure that customers receive roadside assistance even faster. ARI can also perform cost analysis and benchmarking in a matter of seconds – enabling customers to reduce their costs and gain greater fleet efficiencies.

a lower cost per transaction. Company officials estimate a 5% reduction in total overhead costs. Other benefits include a 360-degree customer view and the ability to make faster and smarter business decisions. For example, a year-end activities report used for business planning that once took more than 24 hours to run now can be completed in just 3 or 4 seconds. "It is so fast, we second-guessed the numbers at first," notes Powell.

ARI is operating its call centers with greater staff productivity, a higher first-call resolution rate, and

KEY BENEFITS

5%

Reduction in total overhead costs

21,600x

Faster year-end activity reporting

3-week

Implementation of SAP HANA

~1M

Managed vehicles on the road

2.5 billion

Total records managed in the SAP software environment



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Future plans

Driving future improvements

Moving forward, ARI's product road map includes analytical and predictive solutions to enable more proactive strategic consulting. Such in-depth analysis is also expected to help ARI determine customer profitability, spot trends in customer behavior, and target marketing efforts. In addition, ARI intends to make improvements to the self-service portal that gives clients direct access to information about their fleet. The result: real-time data for the customer, lower cost-to-serve for ARI.

Another focus area is telematics and the massive amounts of real-time data that can be fed back by cars and trucks equipped with integrated telecommunications. ARI will be able to combine data such as exact positioning, complete diagnostics, and even the location of the closest specialized service center to provide customers the next-generation of fleet management.

For ARI, it's all part of keeping nearly a million customer vehicles on the road and on the job.



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