Using Data: Big Data in rental car
Know more about your renter and your business

CAR RENTAL SHOW
APRIL 7-8, 2014 / RIO ALL-SUITE HOTEL & CASINO / LAS VEGAS

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The elevator pitch

- Analysis of internal data can help your day to day operations.
- Using external and shared industry data provides unique insights that cannot be attained otherwise
- Contributory data can have broad impact across the rental car market – it can take some time to reach “critical mass”, but it’s well worth it
- The technology platform must be able to do all of this in real-time

Using Data:
An Operator's Point of View

Rate Management

- Shop airport and local market rates
- Manage rates

Loss Prevention

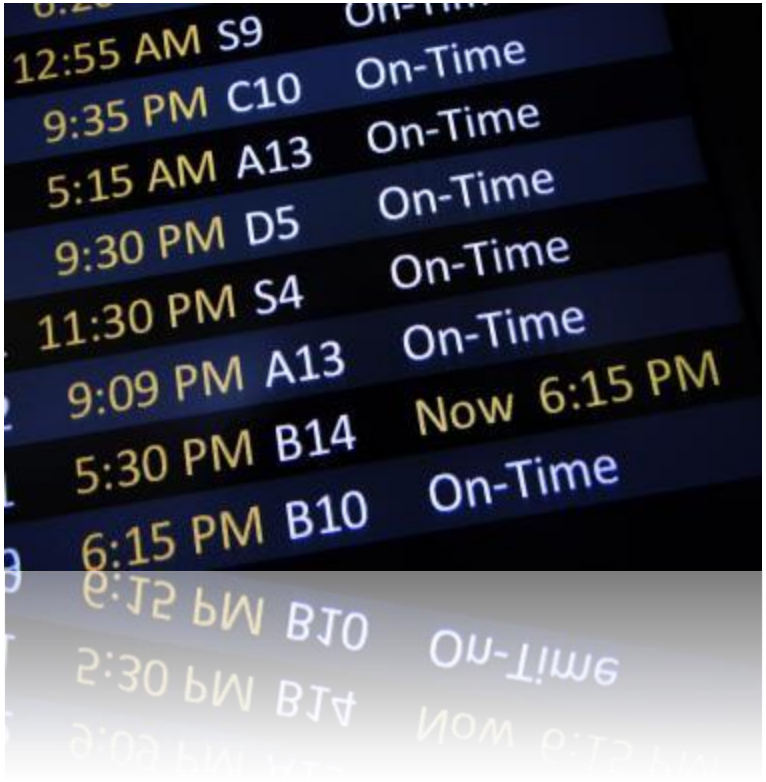
- Utilize LexisNexis' Accurint®
- Cash or debit card rentals process

Fleet Acquisition

- Carfax® or AutoCheck® reports
- Evaluate manufacturer's inventories

Fleet Remarketing

- Evaluate manufacturer's inventories
- Research vAuto
- Research national auction websites



No Shows & Lost Opportunities

- Staff for inclement weather
- Check flight schedules
- Evaluate flight schedules
- Prepaid rentals

Website

- Evaluate Google Analytics
- Evaluate pay-per-click performance
    - Visits
    - Conversions

Customer Satisfaction

- Utilize Reputation.com

Accident Management

- Utilize Vehicle Valuation Services
- Investigate accident report facts

Customer Relationship Management

- Social activity
- Monthly email marketing
- CRM software
- Monthly revenue reports

Wish List

- A national “Do Not Rent” database

Tools For Daily Operations & Data : A Software Vendor's Point of View

Topics

- Accessible Databases
- Data Integrity
- Data Mining

Currently Available Database

- Credit Card Processors (for Authorizations then Settlements)
- Debit Card Detection
- Data Warehouses
- Equifax
- LexisNexis

Data Integrity

- Garbage In – Garbage Out
- Required/Mandatory Fields

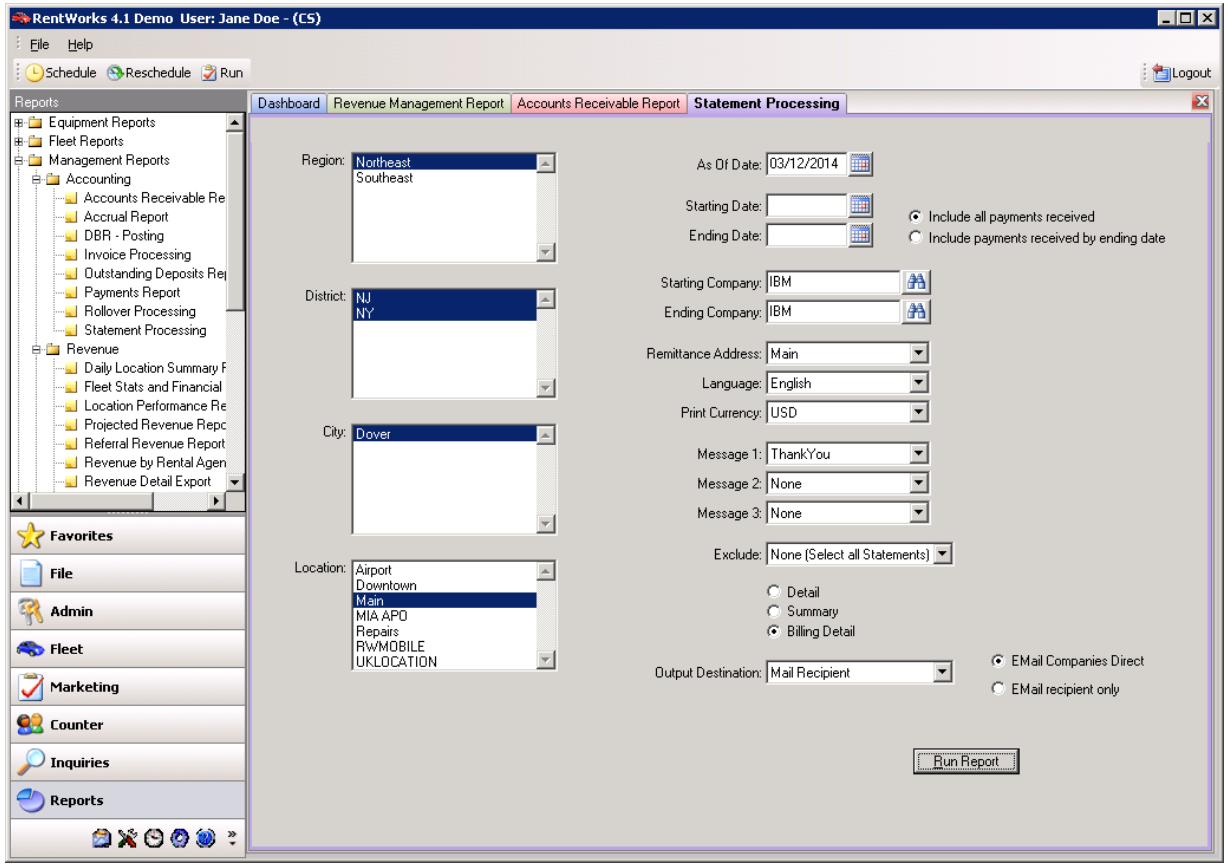
  Email Address

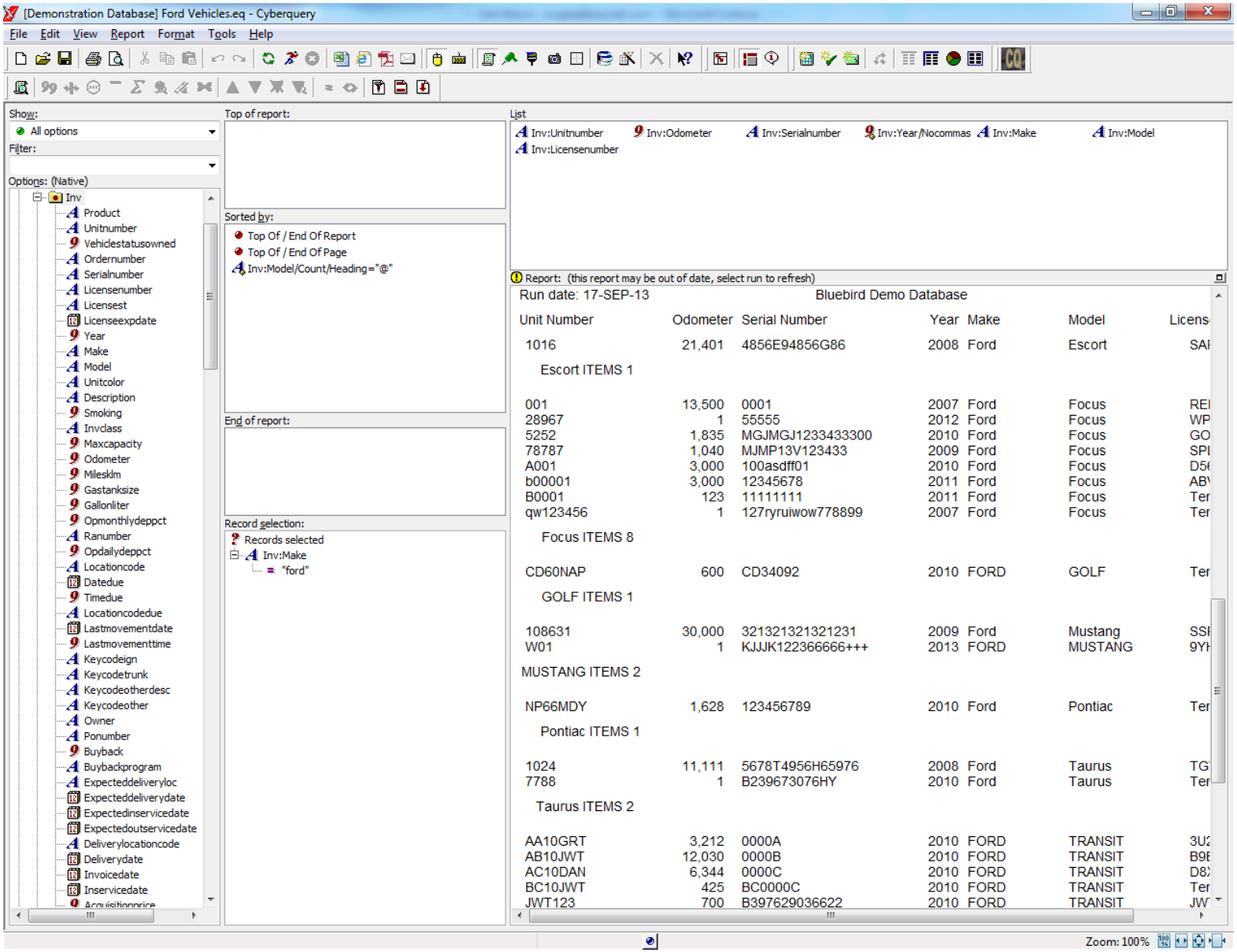
  Source of Business

  Insurance Company/Policy#/Expiration Date

Data Mining

- Canned Reports
- Custom Report Writers

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All options
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Gallonliter
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Run date: 17-SEP-13
Bluebird Demo Database
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1016 21,401 4856E94856G86 2008 Ford Escort SAI
Escort ITEMS 1
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28967 1 55555 2012 Ford Focus WP
5252 1,835 MGJMGJ1233433300 2010 Ford Focus GO
78787 1,040 MJMP13V123433 2009 Ford Focus SPI
A001 3,000 100asdff01 2010 Ford Focus D5
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B0001 123 11111111 2011 Ford Focus Ter
qw123456 1 127ryruiwow778899 2007 Ford Focus Ter
Focus ITEMS 8
CD60NAP 600 CD34092 2010 FORD GOLF Ter
GOLF ITEMS 1
108631 30,000 321321321321231 2009 Ford Mustang SSI
W01 1 KJJJK122366666+++ 2013 FORD MUSTANG 9YI
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1024 11,111 5678T4956H65976 2008 Ford Taurus TG
7788 1 B239673076HY 2010 Ford Taurus Ter
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AA10GRT 3,212 0000A 2010 FORD TRANSIT 3U
AB10JWT 12,030 0000B 2010 FORD TRANSIT B9
AC10DAN 6,344 0000C 2010 FORD TRANSIT D8
BC10JWT 425 BC0000C 2010 FORD TRANSIT Ter
JWT123 700 B397629036622 2010 FORD TRANSIT JW
Zoom: 100%

Pulling it all Together:
A Big Data Repository Point of View

– "As the twentieth century draws to a close we find ourselves drowning in a sea of data, all purporting to be information, and to which others may ascribe the label "knowledge". While computers have aided our ability to deal with these data, it seems not an exaggeration to state that for many of us the sea is complex, our confidence in our ability to recognize and make use of value added knowledge is under attack, and our way-finding skills seem lacking."

•*Michael Lissack*

How some people perceive **BIG DATA**

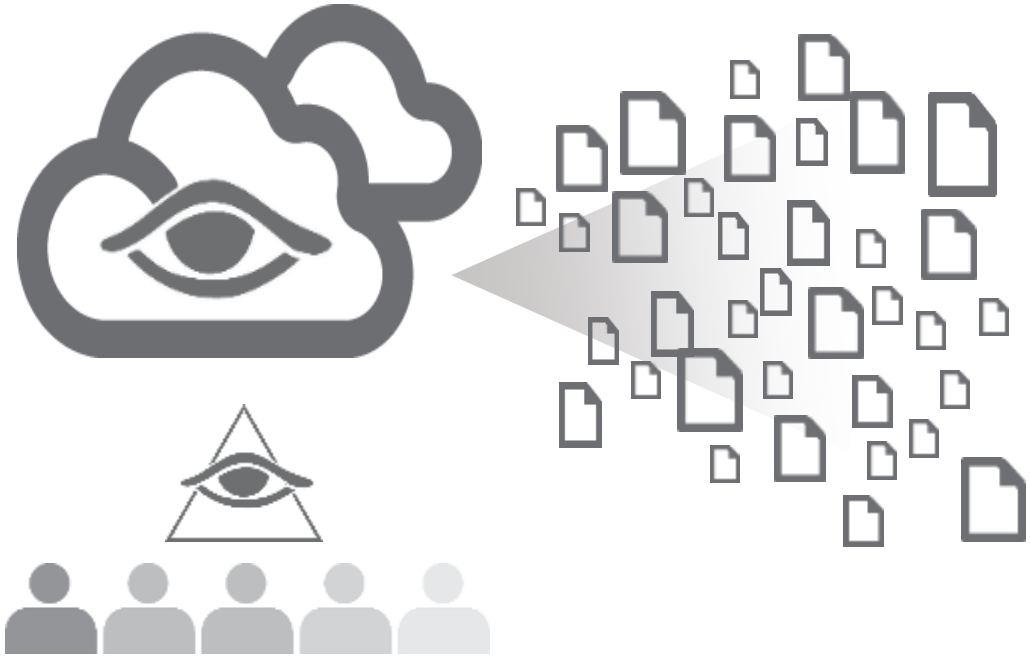
2,500,000,000,000,000,000

Consultants say that
2.5 Quintillion bytes
of Data are created every day!

It comes from **EVERYWHERE**

It knows **ALL!**

According toWikipedia,
its name is **"BIG DATA"**



"BIG DATA" lives in the cloud. **IT** knows what we do!

Or as Wikipedia defines it –
The whole is greater than the sum of its parts

Big Data: refers to the growing worldwide phenomenon in which data production and collection is exceeding an organization's ability to process it into actionable information in a meaningful and timely fashion via the tools and systems that they have on hand

What:

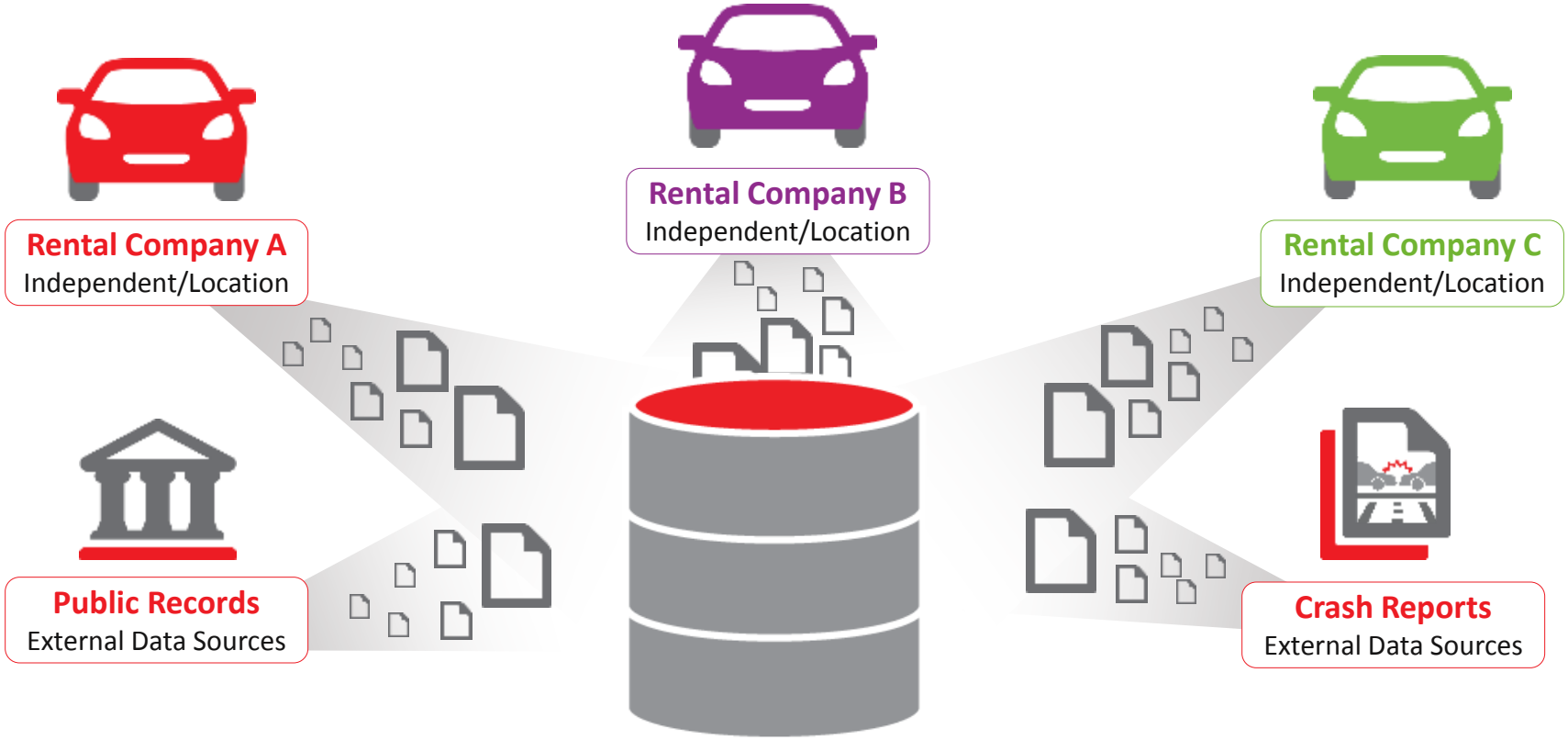
Very large (e.g., tera or petabyte) data sets so large…complex and difficult to process using …traditional data processing; the secure storage facilities created and manipulated by hardware and software tools; and the processes and procedures used to do all of this.

Source: http://en.Wikipedia.org/wiki/Big_Data

Why:

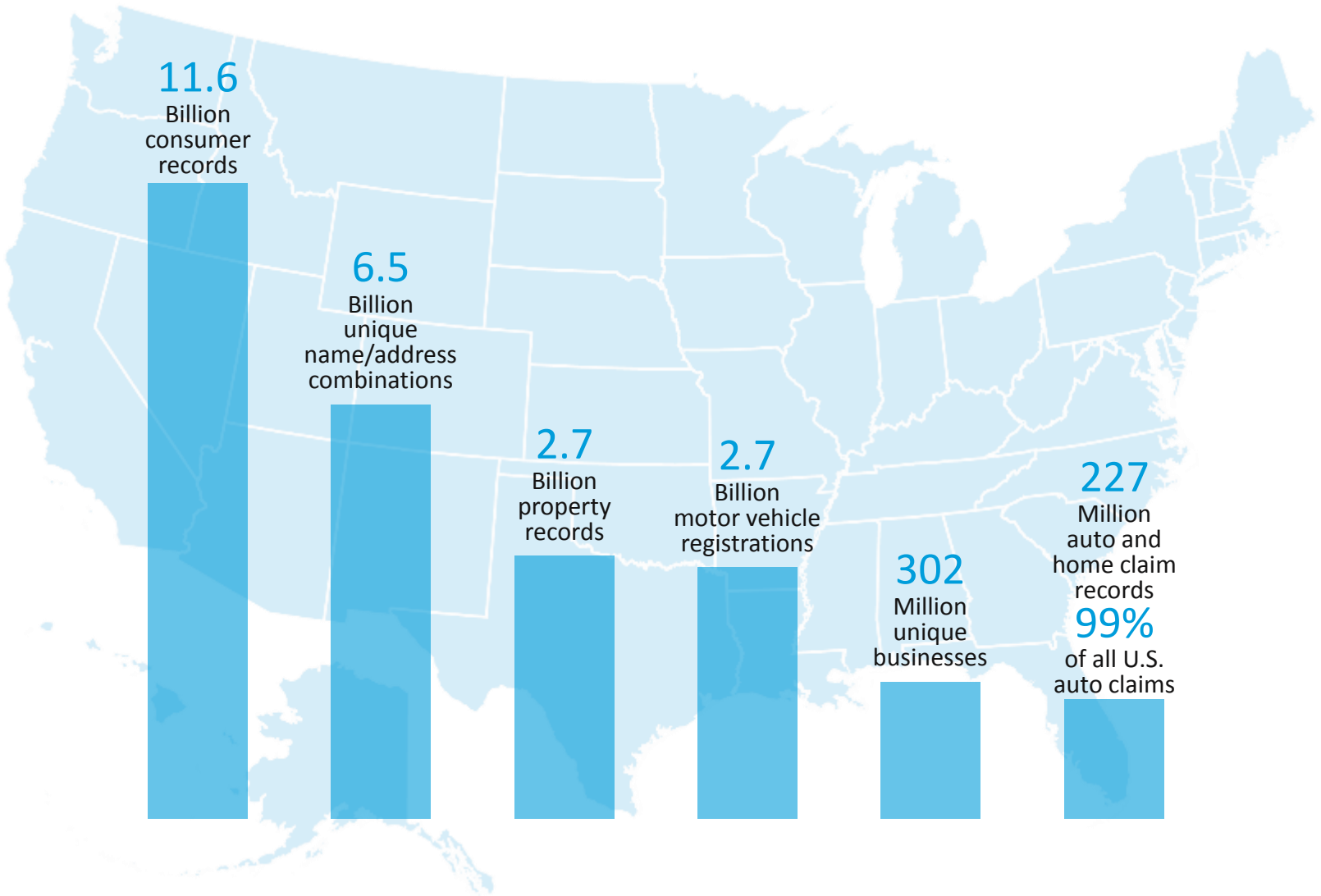
"…the information derivable from the analysis of a single large set of related data…compared to separate smaller sets… allowing correlations to be found to "spot business trends…prevent diseases… combat crime, and determine real-time roadway traffic conditions."

What *IS* **BIG DATA** anyway?



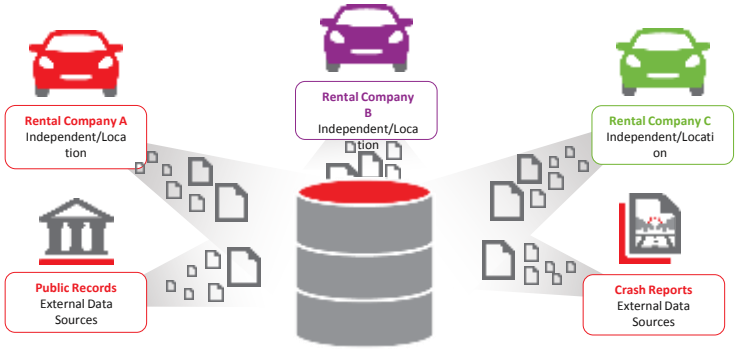
Billions of bytes of information generated

For example, billions of public and proprietary data on individuals and businesses warehoused by LexisNexis



Using contributed data

- It's **BIG DATA** built using information (data) provided to a central repository (the database) by participants (contributors)
- Typically this data cannot be exchanged or combined usefully without an intermediary *(recall the earlier slides reference to numerous small data sets versus one large data set)*
- Together, the parties create the rules: 'the Do's and Don'ts' for the data



Examples:

C.L.U.E.®

Current Carrier®

Visualization of a suspicious seller network

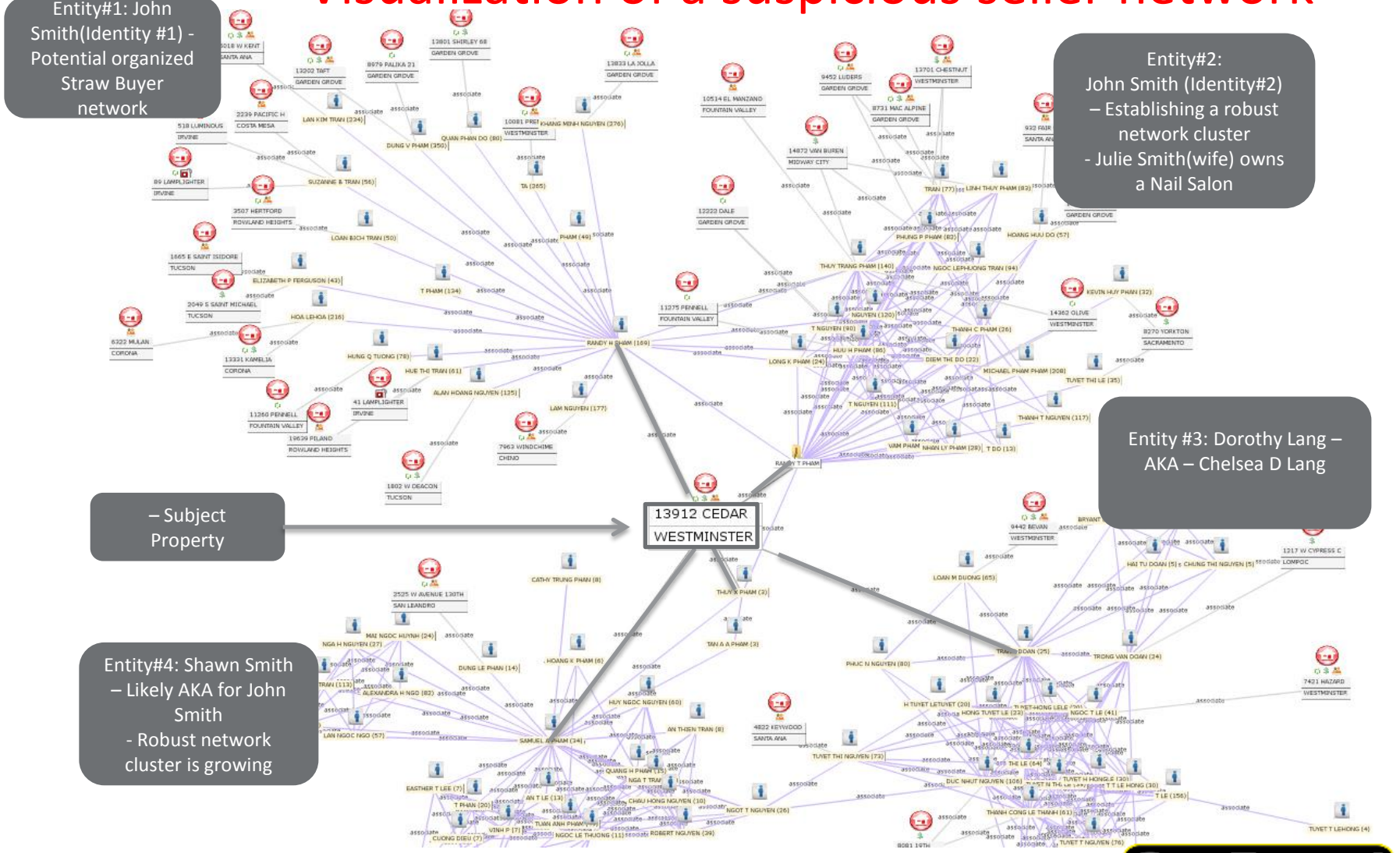
Entity#1: John Smith(Identity #1) - Potential organized Straw Buyer network

Entity#2: John Smith (Identity#2) – Establishing a robust network cluster - Julie Smith(wife) owns a Nail Salon

Entity #3: Dorothy Lang – AKA – Chelsea D Lang

– Subject Property

Entity#4: Shawn Smith – Likely AKA for John Smith - Robust network cluster is growing



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Using **BIG DATA*** in car rental – Identity proofing and risk scoring

- Use external data to **'proof' your renter** – does the renter exist, and is the person presenting the information the rightful owner of that identity?
- More **contract accuracy** – Prefill the agreement with just a few keystrokes.
- **Renter Insight** – Know how likely the renter is to buy optional counter products to help increase your counter sales.
- **Loss Control** – Is the renter was more likely than others to damage your car? Use this to change your vehicle assignment practice or pricing practice.
- **Fleet Utilization** – Know at time of reservation if the renter has a higher than average no-show rate. Use this knowledge to require a guaranteed reservation.
- **Fraud Prevention** – Know if the renter at the counter already has other cars out on rent with you or another company.

*(including contributory data)

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A checklist for a **BIG DATA** solution

Data

- Can it handle all your current and historical data (regardless of where your data sits)?
- What is the data ingestion and data delivery method?

Speed

- Does it scale to extreme workloads quickly and easily?
- Does it increase speed of development leading to faster production/delivery?
- Does it improve developer productivity?

Capacity

- Can it handle massive joins, merges, sorts, transformations or tough N2 problems?
- Will it help you increases business responsiveness or accelerate creation of new services rapidly?
- Will it offer a platform for collaboration and innovation leading to better results?

Cost Savings

- Can it use commodity hardware and can fewer people can do much more in less time?
- Does it leverage IT resources efficiently via sharing and higher system utilization?

Cloud

- Is it accessible from the Cloud? (Public and Private)

Enterprise Ready

- Does it have a complete Production ready environment?

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Thank you!

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