

## Case study

# ARI runs business-critical SAP solutions using HP ProLiant Servers



Vehicle fleet services management company relies on SAP and HP partnership to drive innovation and improve services

### Industry

Transportation and logistics

### Objective

Provide a better solution to help create key differentiation in the market by leveraging increasing amounts of data to create better products and services for its fast-growing business

### Approach

Worked with SAP to deploy a proof of concept of SAP HANA systems running on HP servers to replace its custom ETL solution

### IT matters

- Reduce time to run key analyses from more than 24 hours to less than four seconds
- Reduce costs for running custom ETL systems
- Reduce administrative costs by building a standard, reusable framework to move information to SAP HANA
- Ease administration by standardizing SAP solutions on a single platform
- Single point of contact for servicing entire solution for quicker response

### Business matters

- Perform deeper data analysis to help develop new opportunities and find additional savings for customers
- Allow for flexibility and growth as ARI adds new products and services
- Increased overall efficiency in call centers by 5% by providing agents with better information
- Improve first-time call resolution by a minimum of 5% resulting in better customer satisfaction
- Increase the number of customer-service calls without adding staff

**“During the implementation, HP handled a lot of the complexities of integrating with our core systems in advance. That gave us a lot of confidence.”**

– Bill Powell, Director of Information Systems, ARI

### About Automotive Resources International

ARI delivers solutions that improve its fleet customer’s business and bottom line. Founded in 1948 by the Holman Automotive Group, it is the largest privately held vehicle fleet management services company in the world, managing more than 2 million vehicles worldwide.



## A fleeting problem

As consumers, we generally spend little time wondering how products get from point A to point B. For businesses providing those products, transportation and logistics are a major concern. Many companies operate their own vehicle or truck fleets to ensure their products get to sellers in a timely and efficient manner, and managing those fleets can be expensive and difficult.

ARI works closely with businesses to solve complex problems with fleet vehicles and trucks. Founded in 1948 by the Holman Automotive Group, ARI is the largest privately held vehicle fleet management services company in the world. With a workforce of more than 2,400 skilled professionals, in offices throughout the U.S., Canada, Mexico, Puerto Rico, the U.K. and Europe, ARI is known and trusted across the globe. It manages more than 952,000 vehicles in the U.S., Canada, Mexico, Puerto Rico and the U.K., and combined with its global associates, account for more than 2 million fleet vehicles worldwide.

## Driving technology

To help customers manage their fleet vehicles, ARI provides technology to collect, monitor, and analyze immense amounts of vehicle and driver data. ARI's systems have become essential to companies looking for fast, actionable fleet management information to help make decisions that save money, build revenue and improve productivity at the lowest cost possible.

**“We have a 360-degree view of the data with our SAP solution.”**

— Steve Haindl, Senior Vice President and CIO, ARI

For many years ARI relied on an in-house ETL solution to collect and analyze data from the fleets it managed, but in the past few years the amount of collected data has grown exponentially. “We want to provide customers with the best possible solutions to leverage the available data so they can uncover actionable information that helps them operate their fleets more efficiently,” says Bob White, senior vice president of client and fleet services at ARI.

The company also wanted to use the collected data to improve its own customer support. Maintenance management for the entire lifecycle of a vehicle can involve more than 14,000 various data points, including everything from information on minor repairs to regular preventive maintenance information or manufacturer updates and recalls. “We wanted a way to leverage all of this information to help the technicians in our call centers find answers for customers as quickly as possible,” says White. ARI's call centers receive up to four million calls a year from customers who need to know, for instance, if a vehicle should be repaired or replaced. Questions about repairs go right to a customer's bottom line—without vehicles, they cannot deliver services and products.

**“We have some key analyses that we run that used to take more than 24 hours. With this solution, they run in three or four seconds.”**

— Bill Powell, Director of Information Systems, ARI

ARI also wanted a new solution to help it develop the business. Steve Haindl, senior vice president and CIO at ARI, explains, “By implementing a new ETL solution, we not only wanted to provide a strong foundation for the business and improve customer retention, but we also wanted to see how we could use the data to add valuable products and services to help grow the business.”

## Bringing in a fleet of a different kind

To help find a new analytics solution, ARI turned to SAP. The company has used SAP BusinessObjects for business intelligence for more than a decade, so it decided to look at SAP HANA for its analytics solution. “We talked to all the business units to determine what we wanted in an analytics solution, and we gave SAP the information and they provided a proof of concept for SAP HANA that modeled our data and showed us what it would look like,” explains Bill Powell, director of information systems at ARI.

An important factor for ensuring performance of SAP HANA is the hardware on which the solution runs. For ARI, SAP suggested HP,

## Customer at a glance

### Hardware

- HP ProLiant DL580 Servers

### Software

- HP iLO Management
- SAP HANA
- SAP Data Services
- SAP BusinessObjects
- SAP BusinessObjects Mobile
- SAP BusinessObjects Explorer
- SAP Dashboard Builder
- SAP Visual Intelligence

### Operating system

- SUSE Linux Enterprise 11

### Network protocol

- 10 Gigabit Ethernet

### HP services

- HP Factory Express
- HP Deployment
- HP Technology Services

so the company deployed two HP ProLiant DL580 Servers with 20 cores and 256 GB of RAM to run SAP HANA. Powell explains, “We were impressed with the SAP/HP relationship and the level of support they both provided. During the implementation, HP handled a lot of the complexities of integrating with our core systems in advance. That gave us a lot of confidence.”

## Mobilizing performance to improve customer service

With SAP HANA running on HP ProLiant servers, ARI has experienced significantly improved performance for running queries. “We have some key analyses that we run that used to take more than 24 hours,” explains Powell. “With this solution, they run in three or four seconds. The results came back so fast the first time, we thought the numbers were wrong.”

Because query results are returned much faster than before, call center technicians can provide better real-time information to help customers make better decisions. “We have definitely seen an improvement in first-call resolution,” says Haindl.

## Fewer people at the wheel

With the explosion in data and the increase in customer requests, ARI believed it would have to add more employees to help handle the additional workloads. “Traditionally, to do more, you have to add more resources,” says Haindl. “With our SAP solution, we can manage more customer calls without having to increase our workforce, without sacrificing customer service.”

## Transporting customer satisfaction to higher levels

ARI sees great opportunities for developing new products and services that can help its customers save money and operate their vehicle fleets more safely and efficiently. “We have a 360-degree view of the data with our SAP solution,” says Haindl. “We can see what’s working, where the opportunities are, and what customers no longer need. We can also tailor conversations about requirements to the interested party: CEO, fleet manager, or mechanic. All of this helps us to drive revenue, but most important, it helps us to keep our customers happy.”

### Our partners support



Sign up for updates  
[hp.com/go/getupdated](http://hp.com/go/getupdated)



Share with colleagues



Rate this document

