

Case Study:  
**Enterprise Rent-A-Car**



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## Overview

Enterprise Rent-A-Car, headquartered in St. Louis, Missouri is the largest rental car organization in North America. With nearly 8,000 offices globally, Enterprise has more than 700,000 vehicles in service. The company prides itself on providing outstanding service and has been rated highest in customer satisfaction by several leading publications. The scope of the company's rental application solution (ECARS™ 2.0) is managed globally with technology in its data center that includes 743 terminal servers and a complex of UNIX application and database servers.

## The Challenge

Enterprise Rent-A-Car needed a reliable, centrally supported desktop solution requiring limited, if any, configuration. As well, Enterprise sought a solution that would lower total cost of ownership and provide the ability to clone devices quickly and efficiently, as well as a secure, cost effective device that was easy to manage and environmentally 'green.'

## The Solution – CLI

Enterprise Rent-A-Car evaluated a number of thin client solutions and PCs. The company selected the Computer Lab International MT1500g thin client, along with terminals from another provider.

Craig Kennedy, Enterprise CIO stated "One of the key choices we made in developing the system was going with thin client terminals. It's a choice that will yield benefits by increasing our energy efficiency and reducing our company's overall environmental footprint." The ability to access the ECARS 2.0 software, as well as Office and Web applications securely and reliably, confirmed that thin clients provided the best solution.

## The Results

The decision to go with the CLI MT1500g has saved Enterprise time and money, as demonstrated by the fact that support calls have dropped significantly. The deployment also enables Enterprise to cut its annual carbon dioxide emissions by 6.5 million pounds compared with the alternative of PCs on desktops.

Enterprise is extremely pleased with the CLI product – to date 45,000 thin client units have been deployed, over half of them provided by CLI.