



Streamlining Costs in the Cloud: How a Major Rental Car Company Saved over \$4M

by Ken Davis



Challenge Addressed:

A major car rental company needed to cut costs. Several on-premises mainframe applications generated high traffic but low revenue. Moving this traffic to the cloud was the goal, but achieving compliance, flexibility across multiple providers, and a tight 6-month deadline posed significant challenges.

Solution:

The team evaluated solutions and chose the Equinix Cloud Exchange service. They recognized the urgency and meticulously planned to ensure a successful, on-time implementation.

Key Actions:

- **Network Extension:** The company extended its private network to Equinix data centers in Ashburn, VA and, later, Dallas, TX.
- **Seamless Cloud Connectivity:** Equinix's Cloud Exchange fabric provides seamless connections to multiple cloud providers. This eliminated the need for separate connections, simplifying operations and increasing flexibility.
- **Proactive Problem-Solving:** The team anticipated potential roadblocks. They:
 - Expedited Contracts: Existing partnerships with Verizon, their primary WAN outsourcer, were leveraged. Equinix services were swiftly incorporated into the existing contract, avoiding delays in contract negotiations.
 - Fast-Tracked Provisioning: Provisioning of WAN circuits, routers, switches, and firewalls was expedited to minimize lead times and ensure timely project completion.

Results:

- **Dramatic Cost Savings:** The Equinix Cloud Exchange solution yielded annual savings exceeding \$4 million, primarily due to reduced mainframe MIPS usage. "The team recognized the urgency and meticulously planned to ensure a successful, on-time implementation. Senior Manager, IT Services
- **Enhanced Agility:** The company successfully migrated its web presence to the cloud, gaining agility and scalability.
- **On-Time, On-Budget Delivery:** Despite tight deadlines and provisioning challenges, the project was completed on schedule and within budget. Proactive measures and diligent execution were key to overcoming obstacles and delivering results.

The team recognized the urgency and meticulously planned to ensure a successful, on-time implementation.

Senior Manager, IT Services



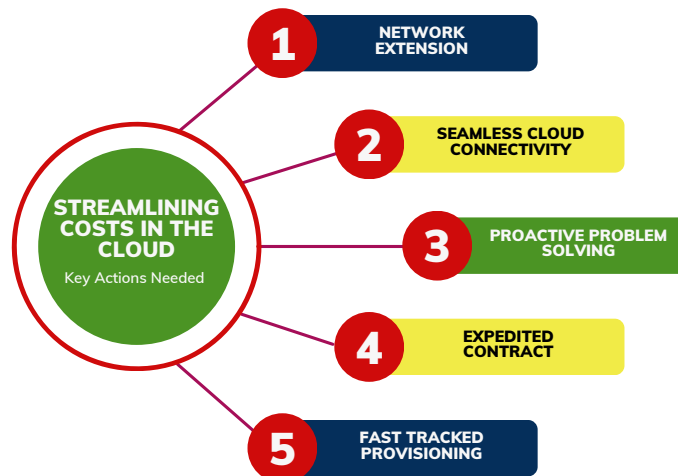
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Conclusion:

This case study demonstrates the power of strategic planning, meticulous execution, and proactive problem-solving in telecom transformation. By leveraging Equinix Cloud Exchange and adopting a diligent approach, the car rental company achieved significant cost savings and built a more agile cloud infrastructure. This project exemplifies the value of collaboration, adaptability, and diligence in driving cost efficiency and operational excellence.

Impressive Results: The results are nothing short of remarkable:

- **Proactive Problem-Solving:** Anticipating potential roadblocks, the team expedited contracts and provisioning to ensure timely project completion.
- **Dramatic Cost Savings:** The move to the cloud resulted in annual savings exceeding \$4 million, primarily through reduced mainframe MIPS usage.
- **Enhanced Agility:** Successfully migrating its web presence to the cloud, the company gained much-needed agility and scalability.
- **On-Time Delivery:** Despite the tight deadline and challenges, the project was completed on schedule and within budget, thanks to proactive planning and execution.



Why This Matters:

When considering a similar transformation, this case study underscores the importance of strategic planning, meticulous execution, and proactive problem-solving in achieving telecom transformation goals.

Learn More: To delve deeper into this telecom transformation journey and discover how MTMG can guide your company to similar success, contact for a free consultation Explore how strategic planning and diligent execution can lead to significant cost savings and operational improvements.

\$4m
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