



ZIPCAR

Zipcar is the world's leading car sharing service with more than 225,000 members and 5,500 vehicles in urban areas and college campuses throughout North America and London, England

DEPLOYMENT SUMMARY

- Spotfire enterprise analytics automatically integrates a variety of financial and operations data sources for fast analysis
- Visual and interactive environment allows business managers to gain greater insight into fleet utilization and member behavior
- Increased profit margins because of ability to analyze pricing and fleet characteristics and make changes on a monthly basis
- Ability to drill down beyond typical report aggregations into specific vehicle usage maximizes asset utilization

RESULTS

- Vehicle utilization across the fleet is strong and continuing to improve
- Fleet expansion highly successful
- Company beginning to realize significant cost savings

“Spotfire brings our data to life – whether it’s finance, operations or marketing – and enables us to rapidly visualize information, draw insights and take action across our business.”

Ed Goldfinger, Zipcar CFO

Zipcar Shifts into High Gear

Having grown revenues from \$2 million to more than \$100 million in just five years, Zipcar is growing at a record pace. How will it continue to meet aggressive growth targets? Its senior management is focused on operational agility.

Zipcar is the world's largest provider of cars on demand by the hour or day. By locating vehicles near where its members live and work, and offering simple, self-service technology, Zipcar has become an alternative to car ownership for urban residents, and a transportation solution at university and college campuses, throughout North America.

Zipcar's tag-line is “wheels when you want them,” and ensuring that its growing membership base has 24/7 access to its expanding fleet of vehicles, while at the same time maximizing fleet utilization, is a key business challenge. Delivering on this promise in the face of drastically rising fuel costs and steep competition requires an approach as novel and revolutionary as the service Zipcar offers its customers. That's where TIBCO Spotfire[®] comes in.

A Finely-Tuned Engine

To optimize its business performance, Zipcar management places a high degree of importance on data collection and accurate analysis. Company culture encourages employees across the business to analyze all their data regularly and constantly improve business processes.

Everything from financial information to detailed information on each and every vehicle and member is collected, organized and analyzed at multiple levels. Zipcar is committed to frequent and thorough analysis of all the data available so ease of access to information and the speed at which an analyst can answer a novel question were key factors in choosing an analytics platform.

“When you're aggressively growing like we are at Zipcar, the pace of change is extremely quick,” notes company CFO Ed Goldfinger. “We need to dive into data at a moment's notice to find and exploit new opportunities instantly.”

Optimized for Speed

Given the mounds of data created by a high-volume, low-value transaction business, Zipcar management knew that traditional static reports and classical Business Intelligence solutions would not be able to keep up with the company's desired pace. To continuously evaluate and optimize key business processes on a daily basis and maintain its remarkable growth rate, Zipcar needed to become a real-time, analytics machine.

With this in mind, Zipcar CFO Ed Goldfinger brought the TIBCO Spotfire Enterprise Analytics Platform into the Company in 2007. He saw it as a natural fit for the key analytic activities that drive the Company's business.

"Spotfire gives us the ability to do everything all at once. By dramatically streamlining the reporting and analysis process, we're able to visualize our information and immediately draw insights that help us make smart decisions for our dynamic business." Within a few months, Zipcar's IT group integrated Spotfire software into the company's core systems, and employees began to use TIBCO Spotfire enterprise analytics to automatically develop visualizations and interactive queries based on the data. The Spotfire platform allowed a radical new approach.

Finance

Zipcar CFO Ed Goldfinger, began the project by integrating Spotfire enterprise analytics with Zipcar's financial and business systems. This enabled his finance staff to quickly extract

information and put it in an interactive, visual framework, making it easier to look at the data behind key metrics and understand what moves them.

Spotfire enterprise analytics enabled Goldfinger and his team to rapidly gain insight across the entire business, and the ease of use allowed others to quickly get on the insight bandwagon. The finance teams came up to speed in just days, looking at actual vs. planned revenues and costs, and other operating metrics.

Operations

After witnessing the success of Spotfire in the Finance area, as well as employees' ability to quickly learn the software, Zipcar chose to apply Spotfire enterprise analytics to additional business processes. For Zipcar, vehicle utilization is a key metric – vehicles must be available to members on-demand, but cars sitting idle are costly. To maximize utilization across the fleet, Zipcar team members must be in a position to assess the performance of each car and location individually, so they can relocate underperforming vehicles.

Using Spotfire software to rapidly access and visualize such detailed information, the company developed a better understanding of which vehicle models do well in which areas – on a daily basis. Company managers are able to instantly pinpoint under-performing vehicles by location and time, and can track and analyze the results of their actions at a granular level.

"Even though a multi-car location is doing well, there may be a specific vehicle that is underperforming," says Goldfinger. "With Spotfire, we can drill down to a specific vehicle quickly, and make educated decisions about our fleet."

Membership Analysis

As one of its most recent initiatives, Zipcar's marketing group is looking to Spotfire enterprise analytics to track member data in order to improve strategies for acquiring new and retaining existing customers.

Ahead of the Pack

Zipcar is evolving its business model, its metrics and its analysis to quickly grow the business. Spotfire enterprise analytics's interactive reports enable everyone from senior management to regional GMs to use real-time analytics to evaluate performance and set the optimal mix of pricing, membership and fleet characteristics to extract the most value from Zipcar's assets.

Users throughout the organization now have instant access to information and the flexibility to analyze it to address their most pressing questions immediately and without relying on the IT department. Using Spotfire enterprise analytics, Zipcar employees can quickly drill down and create compelling, informative visualizations, which expedites action and improves business results.



TIBCO Software Inc. (NASDAQ: TIBX) is a leading independent business integration software company and a leading enabler of real-time business, helping companies become more cost-effective, more agile and more efficient. TIBCO has delivered the value of real-time business, what TIBCO calls The Power of Now®, to thousands of customers around the world and in a wide variety of industries.

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