



RENTAL CAR LEADER TRACKS SUMMIT ATTENDANCE WITH RFID

DOLLAR THRIFTY AUTOMOTIVE GROUP (DTG)

/// CASE STUDY



For its annual employee summit, DTG wanted an automated solution to efficiently track attendees. EDS quickly adapted a supply chain management technology for this new application. DTG used the solution to determine the summit's most popular events and make the next summit more efficient.

CLIENT PROFILE

www.dtag.com

Dollar Thrifty Automotive Group, Inc. is a Fortune 1000 Company. The Company's brands, Dollar Rent A Car and Thrifty Car Rental, serve value-conscious travelers in approximately 70 countries.

Industry: Transportation

Locations: More than 1,475

Revenues: \$1.7 billion (2006)

Business Needs Addressed:

Innovation

Productivity

Dollar Thrifty appreciates the hard work and dedication EDS demonstrated in preparing for this year's summit. EDS stepped up to the plate and hit a home run! Its teamwork and professionalism made for a seamless and significant contribution.

Greg Lukeman
IT Director
Dollar Thrifty Automotive Group

DTG wanted automatic, exhibit-by-exhibit attendance tracking

Driven by the mission "Value Every Time," Dollar Thrifty Automotive Group achieved a record 10.2 percent growth in revenues for 2006 as a result of its commitment to customer service, steady growth and a tight cost control. DTG leaders felt the time had come to bring the corporate focus on efficiency and service to its annual summit in Las Vegas. Specifically, the leisure rental car leader wanted to use emerging radio frequency identification (RFID) technology to track attendance at the event's trade show booths and exhibition to gauge employee interest and reveal opportunities for making future summits more cost efficient.

Until now, RFID technology had been used primarily in supply chain management. DTG sought a technology leader to help it apply this emerging technology to tracking event attendance. And there was another challenge - time. DTG had only two months to develop and test the solution before its annual summit. The company asked EDS to design and deploy this innovative solution quickly to create a "wow factor" at its upcoming conference.

EDS delivered a high-tech RFID solution without the high cost

Since deploying this solution on a tight deadline was DTG's greatest obstacle, EDS partnered with Sybase, a leader in information management and mobility. EDS leveraged Sybase's RFID Anywhere technology to deliver the most cost-effective, fast and flawless implementation.

Sybase iAnywhere provided a leading-edge RFID software infrastructure that manages everything from business logic to hardware interface. EDS used this technology to configure code, develop and test a comprehensive RFID tracking solution. EDS connected the radio devices for 800 attendees with the business modules customized to DTG's specific attendance information gathering needs.

EDS partnered with Intermec to procure and implement six handheld transceivers and four readers to effectively broadcast and transmit data across the large venue.

HOW RFID WORKS IN A CONVENTION SETTING

RFID tracking uses radio wave signals and receivers to transfer information over short distances. Instead of standard name badges, event attendees receive badges with embedded RFID chips. A transceiver captures radio waves emitted by the RFID tag any time it comes within range. Units can be programmed to read badges from as close as a few inches to as far away as 20 feet. Transceivers can be housed in handheld devices or mounted at door portals.

Services featured

- EDS Mobile Workplace Services

RFID provides a simple, unobtrusive way to track attendee movement and demographics, whether it is seminar attendance or trade show activity. RFID can also eliminate the need for ticketed access to certain events while still maintaining tight security. The reader can identify those who have permission to enter and prevent event-crashing or badge-trading. In addition, RFID can track who picked up CDs or other pre-paid amenities to eliminate duplication. Pre-paid amounts can be "stored" on badges, working like toll-tags.

RFID tracking helps improve traffic flow and control event costs

Because RFID readers can automatically process hundreds of tags simultaneously, show organizers could prevent crowd-flow bottlenecks in and around entrances of sessions. The solution also helped DTG determine which break-out sessions and workshops were most popular as well as gauge how many meals to order, therefore minimizing extraneous costs.

Combined with other types of displays, RFID can be used to deliver customized information or promotional messages. DTG used the RFID system to display attendee names on a 50-inch plasma welcome screen as they entered the event, creating the "wow factor" the rental car leader hoped for. RFID proved so successful for DTG that it is considering applying this technology to other areas of its operations, including fleet management and beyond.

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