

## Industry

- Travel and Hospitality

## Customer application

- Rate Shop

## Solution

- Catalog & Inventory
- Customer 360

## Use case

- Cache
- Mainframe offload
- Session Store
- Product catalog
- Product/Pricing

## Product

- Couchbase Server

## Key features

- XDCR
- NIQL
- Memory-first architecture
- Full Text Search

## Cloud provider

- AWS

## avis budget group

**Avis Budget Group** is one of the world's largest car rental companies operating in 180 countries

with over 11,000 locations, managing an inventory of over 600,000 vehicles. Managing the dynamically changing inventory through their legacy mainframe system became cumbersome and ineffective. In order to meet the dynamic needs of the new requirements Avis selected Couchbase to transform its legacy platform, Rate Shop. As the company's primary revenue-generating product, Rate Shop needed to be re-architected into a cloud-ready application, providing the flexibility to adjust pricing in real-time to drive optimal demand and meet customer expectations. Couchbase on AWS were selected as together they provide the scalability, high-performance, and global availability required by Avis.

### CHALLENGES

- Reduce operational and licensing costs of legacy applications
- Re-architect a cloud-based application to account for the 25% demand growth annually
- Avis required a seamless cloud migration journey to scale customer engagement and overcome technical debt

### OUTCOMES

- Consolidating and modernizing infrastructure, reduced application cost by 50%
- Cross-data center replication enables 99.99% availability for Rate Shop, which accounts for 70% of Avis's transactions
- Schema flexibility and familiarity of NIQL (SQL++) led 20% faster time to market