



DKV Euro Service GmbH + Co.
KG
Dusseldorf, Germany
www.dkv-euroservice.com

Industry:

Travel & Transportation

Annual Revenue:

US\$4.3 billion

Employees:

400

Oracle Products & Services:

Oracle Database Enterprise
Edition
Oracle Spatial

“Oracle Spatial delivers sales-relevant business processes cartographically with reference to geo-data with no investment in proprietary software. We can now make purposeful strategic decisions using geo-analysis, enhancing customer service.”

– Shah Saad Azfar, Project Manager, DKV Euro Service GmbH +Co. KG

DKV Euro Service GmbH + Co. KG Enhances Geodata and Analysis for Better Service

DKV Euro Service GmbH + Co. KG has been Europe’s leading road service provider for more than 70 years. DKV has a comprehensive supply network of more than 30,000 service stations throughout Europe. DKV aims to help its customers avoid getting stuck on the roads and arrive at their destinations safely. In addition, it offers its 80,000 customers extra benefits covering an array of services related to road and bus travel.

Challenges

- Gain the ability to present its major business processes cartographically for better decisions and service
- Build efficient interfaces to its map server with any map system based on open GIS consortium (OGC) standards

Solution

- Implemented Oracle Database Enterprise Edition 10g and Oracle Spatial, providing DKV with new and expanded spatial functions, including a routing engine with analysis option to show routes in context
- Delivered fast, flexible compilations of business data on displays and maps of all of Europe, giving top management the precise geo-analysis they need for more informed decisions
- Provided greater stability, eliminating performance issues and lowering maintenance costs
- Imported external data for evaluation and analysis into a data warehouse for easier visualizing and reporting
- Achieved new efficiencies, which improved service station network management and helped boost sales in its 12 participating countries and four subsidiaries in Germany
- Allowed for customer segmentation by geographical location