



Dollar Thrifty Automotive Group, Inc.
Tulsa, OK
www.dtag.com

Industry:

Travel & Transportation

Annual Revenue:

\$1.5 billion

Employees:

8,300

Oracle Products & Services:

JD Edwards EnterpriseOne
Financial Management
JD Edwards EnterpriseOne Fixed
Asset Accounting
JD Edwards EnterpriseOne
Inventory Management
JD Edwards EnterpriseOne
Purchasing
JD Edwards EnterpriseOne Sales
Order Management
PeopleSoft Enterprise Human
Capital Management
PeopleSoft Enterprise Payroll

Implementor:

Oracle Consulting Services

“We chose JD Edwards EnterpriseOne because of its flexibility. We were able to create two additional applications in EnterpriseOne that integrate/interface well with our existing systems. The result is improved productivity for our end users.” – Charlie Nelson, Executive Director of Financial Systems Support, Dollar Thrifty Automotive Group, Inc.

Dollar Thrifty Automotive Group, Inc. Upgrades and Integrates IT Systems to Reduce Costs and Enhance Flexibility and Reporting Capabilities

Dollar Thrifty Automotive Group, Inc. is a Fortune 1000 Company headquartered in Tulsa, Oklahoma. Driven by the mission of “Value Every Time,” the company’s brands, Dollar Rent A Car and Thrifty Car Rental serve value-conscious travelers in approximately 70 countries. Dollar and Thrifty have more than 800 corporate and franchised locations in the United States and Canada, including operations at most major airports.

Challenges

- Consolidate two operating companies into one, integrating disparate systems to reduce operating costs
- Ensure IT scalability to support continued growth
- Handle foreign currency in the financial system to effectively support global operations

Solution

- Implemented Oracle’s JD Edwards EnterpriseOne Financial Management, Purchasing, Inventory Management and Sales Order Management to create a consolidated and scalable financial and distribution system that reduces operating costs and enhances operational efficiency
- Improved the organization’s application development tool kit to enable more efficient development, customization, and modification
- Enhanced password configurations to further strengthen system security
- Gained the ability to efficiently manage the currency requirement of operations in 70 countries
- Expanded reporting capabilities with JD Edwards EnterpriseOne Financial Management to achieve Sarbanes Oxley compliance
- Improved productivity and responsiveness with enhanced reporting capabilities that enable Dollar Thrifty to run financial reports in minutes instead of hours
- Partnered with Oracle Consulting Services to deliver the new system on time and on budget