



## Business Need

Xtime delivers leading retention solutions for the retail automotive industry, creating a premium customer experience for vehicle owners to increase retention for OEMs and their dealerships. It features Marketing 7 to increase service demand, Scheduling 7 to capture and book that demand and Check-In 7 to increase the value of that demand. Xtime processes more than 2 million appointments per month, has booked more than 86 million service visits since its inception in 2004 and has converted \$6.8B in service revenue for more than 6,000 dealership customers annually.

Xtime is trusted by 23 major global automotive manufacturers in the United States, Canada and Australia, as well as numerous leading dealership groups. Xtime is based in Silicon Valley and has offices in Australia, Canada, Germany and the United Kingdom.

## About Informatica

Informatica Corporation (Nasdaq:INFA) is the world's number one independent provider of data integration software. Organizations around the world rely on Informatica to realize their information potential and drive top business imperatives. Informatica Vibe, the industry's first and only embeddable virtual data machine (VDM), powers the unique "Map Once. Deploy Anywhere." capabilities of the Informatica Platform. Worldwide, over 5,000 enterprises depend on Informatica to fully leverage their information assets from devices to mobile to social to big data residing on-premise, in the Cloud and across social networks. For more information, call +1 650-385-5000 (1-800-653-3871 in the U.S.), or visit [www.informatica.com](http://www.informatica.com).

## Challenges

- Multiple cloud applications and data sources make it challenging to provide a unified snapshot of information in order for dealerships and manufacturers to make accurate business decisions.
- It can be difficult to provide an enhanced customer experience to retain and capture new customers and increase ROI and capacity.
- Xtime's customers were faced with a number of business challenges:
  - Dealerships were not able to answer questions such as: Am I retaining or capturing new customers? How are my marketing promotions doing? How can I ensure my customers are aware of previously declined services, current pricing, promotions, shop availability, repair history and repair order (RO) status?
  - Manufacturers were not able to answer questions such as: How are the recalls being managed and addressed from dealership to dealership?

## Solution and Results

By leveraging Informatica's data integration services, Xtime delivers powerful functions for the automotive industry.

- A fully integrated point-of-service solution that provides dealers with a 360-degree view of their customers—information ranging from their vehicles' service history and ROs—to analyze and to better respond to the customers' patterns.
- Multi-tenant data warehousing initiative aided the ability for Xtime's customers to perform detailed analysis by grouping manufacturers and dealerships together.
- State of the art star schema for reservations, RO, web activity, customer check-in, customer activity log and dealership configuration.
- With customer information available on-site, vehicle owners have a personalized service experience.
- Targeted marketing campaigns based on vehicle conditions, service history and open recalls.
- Deccan Plateau, an Informatica Partner, and Xtime collaborated to design and implement end-to-end, multi-tenant data warehousing solution using Informatica partition techniques.

## Inside the Solution

- Informatica PowerCenter SE
- Informatica PowerCenter Partitioning
- Informatica PowerExchange