DriveTime®

Drivetime Cloud-Based Customer Service Portal

DriveTime is the nation's largest dealer helping people with credit issues purchase a great vehicle. Headquartered in Phoenix, Arizona, we operate over 88 dealerships across the country, with thousands of vehicles in stock.

In an effort to redefine the used car buying experience all of our vehicles have OneTrue Price. That means the price you see is the price you pay, including DriveCare, a worry free ownership package with a 36 month/36,000 mile limited warranty, oil changes, and 24-hour roadside assistance. And that's not all. You also receive "Other Good Stuff" including Total Loss Protection, Life Assistance, an AutoCheck Vehicle History Report and the assurance that your vehicle has gone through our multi-point inspection

Industry
• Retail

Products
• Windows Azure
• Microsoft Visual Studio 2010 Ultimate
• Microsoft SQL Azure
• Microsoft SQL Server Management Studio
• Microsoft .NET Framework 4

Challenge
Instead of "push" model employed by its call center, DriveTime wanted to initiate a "pull" model that would give customers options for when, where and how they could communicate with DriveTime. They developed a portal but their infrastructure vendor had problems implementing the solution with the necessary security.

Solution
Neudesic suggested hosting the solution on a cloud-computing platform in Internet-connected data centers managed by a third party. Neudesic worked with the DriveTime development team to port the MyDriveTime. com software code to a web role on Windows Azure

Benefit
• Reduces time-to-market by 75 percent
• Triples ACH adoption rate
• Gains "five 9s" availability
• Defers $300,000 capital expense
• Saves 50 percent of DBA time

> *Customers appreciate [MyDriveTime.com] because it helps to keep them current on their payments and it doesn't cost them anything extra. We appreciate it because we expect it to increase cash flow and reduce the cost of servicing loans.*
>
> *Greg Sax*
> *Managing Director of Loan Servicing,*
> *DriveTime*

Project Highlights

• Instead of the "push" model employed by its call center, DriveTime wanted to initiate a "pull" model to give customers communication options.

• DriveTime created MyDriveTime. com to give customers access to information on their loans and repayment histories.

• The project stalled when the company's infrastructure vendor had problems implementing the fire walls and other technologies needed for portal security.

• Neudesic suggested hosting the solution on a cloud-computing platform in third-party data centers.

• Neudesic worked with DriveTime to port the MyDriveTime.com software code to a web role on Windows Azure.

• The team moved the solution's database from Microsoft SQL Server 2008 R2 data management software to Microsoft SQL Azure.

• The Windows Azure deployment, from concept to completion, took four weeks

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⊗ The Challenge

DriveTime maintains long-term relationships with customers through its retail experience, special services and call centers. For example, collection agents call delinquent customers to help them get back on schedule; however, many customers don't want to be called or don't answer their phones, consequently, they don't improve their payment records. They also are less likely to become repeat customers or provide referrals.

DriveTime offers customers several payment options, such as an automated clearinghouse deposit system, through which customers with bank accounts can schedule automatic payments free of charge, a system few customers use.

As part of a comprehensive plan to improve its customer experience, DriveTime remodeled its dealerships and took sales personnel off commission and put them on salary to eliminate conflicts between generating maximum sales commissions and delivering the maximum value to customers.

The company also re-evaluated its process of ongoing communication with customers throughout the loan repayment period. Instead of the "push" model employed by its call center, DriveTime wanted a initiate a "pull" model that would give customers options for when, where and how they could communicate with DriveTime.

⊕ The Solution

DriveTime created MyDriveTime.com, an Internet portal that gives customers always-available access to information on their loans and repayment histories. The project hit a roadblock when the company's infrastructure vendor had problems implementing the fire walls and other technologies needed to provide proper security for the portal. Replacing the hardware and modifying the software to accommodate a new architecture would take months, and DriveTime didn't want to wait.

The company turned to Neudesic, which suggested hosting the solution on a cloud-computing platform in Internet-connected data centers managed by a third party. DriveTime followed Neudesic's advice and quickly decided on a cloud services vendor.

Neudesic worked with the DriveTime development team to port the MyDriveTime.com software code to a web role on Windows Azure. The team moved the solution's database from Microsoft SQL Server 2008 R2 data management software to Microsoft SQL Azure, the cloud-based data management service. They also created an ETL (extraction, transformation, and loading) package, using SQL Server Integration Services to pull data from DriveTime's financial system into the cloud. The Windows Azure deployment, from concept to completion, took four weeks.

⊿ The Benefit

Neudesic's solution reduced MyDriveTime.com's time to market by 75 percent. Several months after the phased rollout began, the rate with which new customers adopted DriveTime's automated clearinghouse deposit system tripled, and overall complaints to DriveTime's customer service network have dropped significantly.

Built on the Windows Azure platform,

> *The fact that we were using the same development environment that we'd use for any other .NET project certainly contributed to the fast migration to the cloud. A developer who knows .NET development has most of the knowledge he needs to create and deploy a solution to Windows Azure.*
>
> *Greg Sax*
> *Managing Director of Loan Servicing, DriveTime*

MyDriveTime.com has delivered nearly 100 percent reliability and a high level of security characteristic of Microsoft's world-class data centers. The cloud-based portal also saved the company $300,000 in infrastructure and start up costs and reduces its system management and database administration overhead by as much as 50 percent.

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