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INDUSTRY

Financial Services

PROFILE

LeasePlan is a global leader in Car-as-a-Service, with approximately 1.8 million vehicles under management in 29 countries. LeasePlan purchases, funds and manages new vehicles for its customers, providing a complete end-to-end service for a typical contract duration of three to four years. With almost 60 years' experience, LeasePlan's mission is to provide what's next in sustainable mobility so our customers can focus on what's next for them.

TECH PARTNERS

> "The logical data fabric built on the Denodo Platform is a critical component of LeasePlan's Global Data Hub to seamlessly build a foundation for data self-service and simplify transparent data migration. It has enabled us to create new business services and best support our drivers on every step of their journey."
>
> **- Sumit Arya,** Director, Enterprise Data & Analytics, LeasePlan Digital

LeasePlan Realizes its Next-Gen Data Strategy with a Logical Data Fabric

LeasePlan, a global leader in Car-as-a-Service (with approximately 1.8 million vehicles under management in 29 countries), is transforming from an analog business model to one that is fully digital. LeasePlan worked with Denodo to create a logical data fabric across all its key data sources – modern, cloud-based, and legacy – with a single point of access. Read further to understand how the logical data fabric provides a foundation for data self-service, simplifies migrations to the cloud, and helps LeasePlan to create transformational new use cases in customer experience and convenience, such as predictive vehicle maintenance programs.

Business Need

As a car-as-service company, LeasePlan collects a large amount of behavioral data, marketing data, traffic information, social media information, and services and maintenance data. All this data needs to be integrated and contextualized for business decision-making and optimizing business services. However, being a globally distributed company, LeasePlan had data spread across a variety of siloed and heterogeneous data sources (SAP, Salesforce, IBM DB2, Snowflake, etc.), making data integration and data delivery challenging for sound business decision-making, optimizing processes, creating new business models, and complying with EU regulations. LeasePlan aspired to become a fully digital car-as-a-service company by expanding its service portfolio and encouraging revenue-generating activities through innovative products and services. Achieving this required the creation of a unified Global Data Hub, to act as a single source of truth of high-quality data for the whole company, and to support proactive and reactive data initiatives. The proactive data initiatives would include the creation of new business models using data-driven technologies–such as artificial intelligence and machine learning, while the reactive initiatives would connect existing data sets for business reporting and advanced analytics.

The Solution

To realize the above objectives, LeasePlan came up with a Next-Gen data strategy with a vision of any data, anywhere, anytime; regardless of the form (structured, semi-structured, and unstructured) to serve the unique needs of the drivers and fleet managers in every country in which it operates. It also intended to include capabilities for metadata management, data quality, and data governance as central components guarding the overall data assets of the corporation to allow trusted access to data across the enterprise. The focus was on creating a platform that can adapt to fast-changing technology in the data space, so the technology agnosticism of the new platform was extremely important. The Denodo Platform checked all of LeasePlan's requirement boxes. It is a technology-agnostic platform capable of establishing a logical data fabric

architecture, one that would enable LeasePlan to connect to a wide variety of new data sources and data-consuming applications. LeasePlan can easily switch technologies, if necessary, without impacting any business operations.

LeasePlan started with building a blueprint of its data ecosystem that included the data sources owned by the company and the external data sources that were required to be integrated for certain processes to enable the creation of new business models. The blueprint made it possible to visualize what data assets can be leveraged for specific purposes and identify missing data assets that should be a part of its data-driven initiatives. With this in mind, LeasePlan created a program based on agile principles. It was a two-year program with iterative development. An executive steering committee was established to report progress on a monthly basis. The project was successfully completed in 2022, and the logical data fabric replaced the legacy data warehouses.

The logical data fabric, powered by the Denodo Platform's data virtualization capabilities, provides an abstraction layer to create a single, secure point of entry to LeasePlan's entire data ecosystem. By providing a centralized framework for data governance, the platform also protects LeasePlan's customers and ensures the highest level of data safety, at the core of the logical data fabric. Besides Denodo, other technologies such as SAP BW/4HANA, Snowflake, Tableau, AWS Kinesis, Apache Airflow, and Collibra make up LeasePlan's Global Data Hub and serve a variety of needs, including data storage, data acquisition, data science, etc., and these are all connected through the logical data fabric, to deliver data to the data-consuming applications.

Global Data Hub Reference Data Architecture - Building Blocks

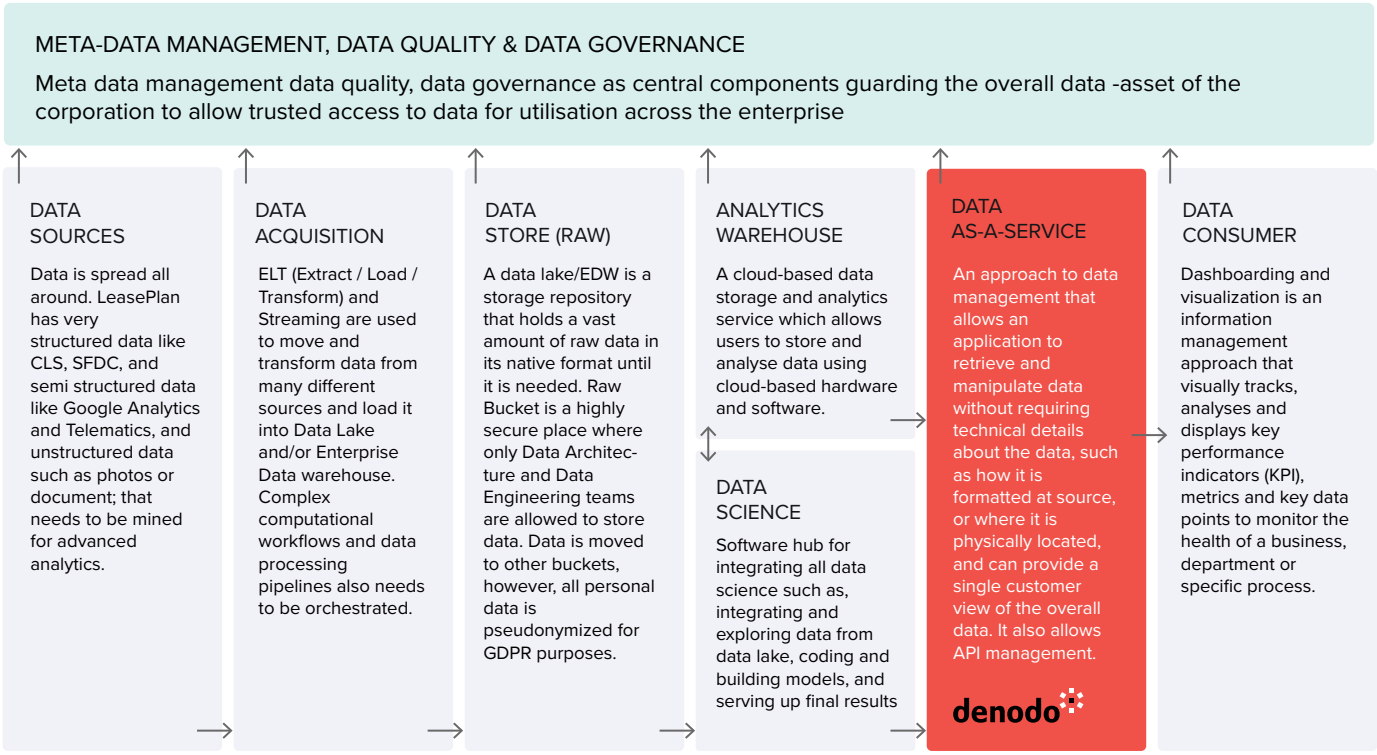

Figure1: A blueprint of the Global Data Hub at LeasePlan, with the Denodo Platform acting as a logical data fabric. The Denodo Platform is fed from analytics warehouses - SAP BW/4HANA and Snowflake Data Warehouse. Denodo's data catalog is used in conjunction with the Collibra data catalog for self-service by the data analysts. Additionally, LeasePlan uses Denodo components such as the Data scheduler (for regulatory reporting), Solution Manager (for managing deployments), and access controls, for a robust logical data fabric solution.

Benefits

With logical data fabric in place, LeasePlan has achieved considerable benefits:

1. **Enhanced customer experiences** - Data delivered through the Denodo Platform has helped LeasePlan to enable better insights for fleet managers
2. **Improved customer convenience** - By merging information from one car with the historical information from other cars, LeasePlan can predict far more accurately when a car may need to be serviced, and accordingly, steer its customers to preferred garages in time. It can even schedule maintenance appointments for customers.
3. **Seamless cloud migrations** - LeasePlan is able to move its on-premises data to the cloud with **zero downtime** for its BI reports. LeasePlan has also effectively offloaded data marts from a legacy data warehouse to the cloud, across various business units in different countries.