



CUSTOMER SUCCESS STORIES

Avis Budget Group Achieves Secure, Seamless Database Migration from On- Premises to the Cloud with EDB Postgres[®] AI



CUSTOMER: AVIS

Alfredo Palacios

Director of Application and Platform
Operations for e-Commerce

CHALLENGE: Migrating applications from Oracle to Postgres to achieve flexibility and cost savings.

EDB SOLUTIONS: EDB Postgres Advanced Server for Oracle compatibility, plus professional services to design and expedite deployments, and EDB's Remote DBA team to provide ongoing proactive support for optimal performance.

RESULTS: With EDB's products and services, Avis successfully migrated applications from Oracle, achieving better performance, saving money, and unlocking new capabilities and advantages with Postgres.

OVERVIEW

Seeking to move its e-commerce applications from Oracle to Postgres, Avis needed a capable vendor that could meet its uniquely strict security requirements

The car rental market in the United States is expected to grow from an estimated [\\$31.54B in 2024 to a market volume of \\$38.29B by 2029](#), as the demand for flexibility and convenience in travel and tourism continues to increase. An estimated [48 million people](#) rented cars in the U.S. in 2023, a 19.5% increase from 2022. To handle this increasing demand, and make rentals more accessible and appealing, rental car businesses are continuously integrating technology into their service, with tools like mobile apps for booking and GPS for wayfinding enhancing the consumer experience.



As one of America's leading car rental businesses, Avis Budget Group is always looking to improve its services and offer the best experiences possible. So when the high cost and lagging performance of legacy database technology became an issue in 2018, the company wasted no time in seeking out an alternative solution.

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According to Alfredo Palacios, the company’s director of application and platform operations for e-Commerce, one of the biggest challenges with Avis’ previous on-premises model was an over-reliance on outside administrators to view, access, and manage its own data and applications, a lack of independence made additionally problematic by the rising price of services.

“We were looking to move away from that vendor to another solution,” said Alfredo, “which would need to be more dynamic, flexible, and of course cost-effective.”

However, despite being clear on what was needed in terms of performance and cost, the company still had the task of finding a vendor that could meet a number of other requirements. Avis is known for going above and beyond when it comes to the security of its websites and applications, and any potential candidate would need to ensure 100% compliance with all industry standards as well as the company’s myriad internal policies.

“Our architecture and security teams are very, very strict in terms of what we pick and choose for our business to move forward with,” said Alfredo. “I work with many vendors, and every time I go and talk to them and hear their proposals, I always bring the security group to make sure they have a good security posture and can comply not only with basic PCI and standard security policies but far beyond.”

Even before eventually deciding to leverage PostgreSQL with EDB for the migration, Alfredo maintained a healthy skepticism given his experience with vendors who make attractive claims without delivering on their promises. When it came to the final decision, EDB’s security measures made as big of an impact as its products and capabilities.

“For a vendor to go through such an important component of our e-commerce platform and come out with no issues or concerns was incredible,” he said. “It was a huge accomplishment for us to really say ‘yes, we want to go with this company and we’re confident that they’re going to comply with all our needs and policies.’”

Overcoming migration pains

Of course, virtually all database transitions of this magnitude come with their inevitable challenges. However, Alfredo and his team were pleasantly surprised with the reliability and quality of support they received, both at the start of the project and throughout the migration process.

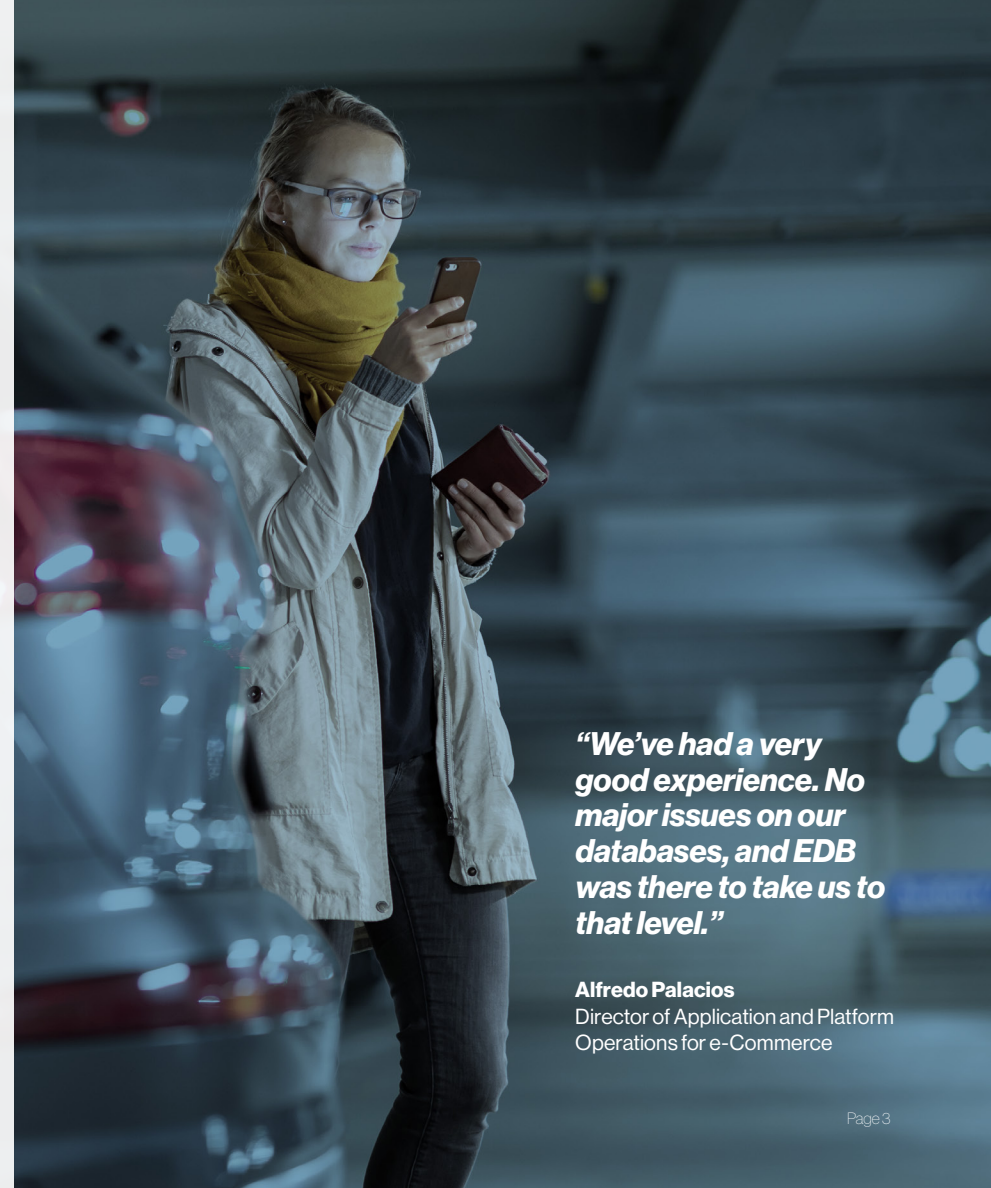
"I was very, very happy to see that there was a good team put together that was able to be helpful and give us the knowledge we needed," he said. "There were a lot of initial questions and concerns. It was very new to us, even though SQL or PostgreSQL is almost the same, the infrastructure and platform is slightly different, and this is what our teams worked together with EDB on."

In addition to leveraging EDB for "hypercare" to streamline onboarding, Avis required further assistance to navigate challenges associated with COVID-19 in 2020, during which they found themselves in the middle of migrating their B2B channels while attempting to mitigate broader disruptions to their business.

As with most major industries, the COVID-19 pandemic had a significant impact on the car rental business. [U.S. car rental revenues declined by about 30% from 2019 to 2020](#). Then, as consumers started traveling again as restrictions lifted, car rental businesses across the country struggled to handle the surge in demand.

Much like many other companies, Avis is still recovering from the worst of the pandemic, and the transition of their indirect applications remains an ongoing process. However, the availability of support has allowed them to carry on without any negative impact to their databases.

"I know all companies went through tough times trying to continue their business and support their customers and clients, and we continue to migrate and cut over our B2B applications and go live," said Alfredo. "But we've had a very good experience. No major issues on our databases, and EDB was there to take us to that level."



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Unlocking new capabilities

As a result of the migration to EDB PostgreSQL, Alfredo and his team have been able to reduce costs and overcome all issues associated with their previous database solution. Plus, they have successfully unlocked a variety of advanced capabilities and operational advantages with Postgres.

For example, one of the primary reasons that Avis decided to transition its databases was the lack of flexibility and a paralyzing dependency of its IT teams on outside administrators. Before, Alfredo's team struggled to work independently, relying on third parties virtually any time they needed to do something as simple as adding a table, creating a new index, or generating a report. Today, Alfredo describes an entirely new paradigm, in which his team has access to expert support when needed, but can otherwise navigate their databases freely and complete business-critical tasks all on their own.

"I learned a lot myself, and we've had a very different experience and exposure as far as maintenance and support, not only related to the platform and infrastructure of our databases, but also the data itself," he said. "We essentially went from a model where we always relied on providers, to having the flexibility and capability to access the data ourselves while still having a team who can help us do that and support us in the event of any issues."

Alfredo has also been particularly happy with how seamless and organized the maintenance process has become, with all tests, patches, and upgrades being proactively scheduled and executed without issue. Moreover, the significantly increased observability, provided in large part by EDB's Sentinel tool, now allows his team to actively monitor and respond to the health of the company's databases in real time.

Going forward, Avis plans to invest in further improvements to its IT infrastructure as needed and in response to relevant technological advancements. This includes, of course, looking into emergent AI-based platforms and solutions, specifically for enhancing usability and the overall customer experience. As for Alfredo, he expressed confidence in the company's ability to continue growing and succeeding into the future, noting the critical and increasing importance of technology to Avis and the broader hospitality sector.

"I think our company will continue to be successful and remain successful, not only based on the needs of our customers and how the industry moves, but also due to our increasing use of and reliance on technology," he said. "And that's why our IT group here is so pivotal to our success and ability to choose the right vendors at the right cost."



EDB provides a data and AI platform that enables organizations to harness the full power of Postgres for transactional, analytical, and AI workloads across any cloud, any time. For more information, visit www.enterprisedb.com.