



Greater independence thanks to handily placed information: Sixt AG uses Retarus' Premium SMS Service.

Sixt AG can look back on nearly a hundred years of company tradition with unconventional marketing and always up-to-date technology. This is not only true of its impressive vehicle fleet, but also of all communications processes. Retarus' professionally managed Premium SMS Services play a central role in electronic customer communications. Bookings and reservation confirmations are sent directly to customers' mobile phones on request. The Short Message Service is also used to distribute important internal information.

Even if most people spontaneously associate the name Sixt with the cheeky, unconventional publicity ads which Germany's leading car hire company has used for years to gain attention, Sixt in fact looks back on a long tradition. Martin Sixt founded the firm "Sixt Autofahrten und Selbstfahrer" in Munich back in 1912. The company started out with a "fleet" of seven vehicles, consisting of four Mercedes' and three Luxus-Deutz-Landaulets. The company is now run by CEO Erich Sixt in the third generation of the family.

Sixt places great emphasis on premium vehicles and offers its customers the world's largest fleet of BMW and Mercedes Benz vehicles, and the latest models of other automotive manufacturers. Sixt AG is now represented in more than 90 countries around the world and has more than 2,800 employees. Sixt not only offers its customers a wide range of premium vehicles it also offers excellent service and flexible communication options. Sixt aims to ensure the mobility of its customers, so it is essential that clients can also be reached when they are on the road.

As a result it is not surprising that the Short Message Service (SMS) is a particularly important means of communication for Sixt, making it possible to reach customers and employees quickly and easily at any time and almost anywhere.

Sixt uses SMS messages to confirm bookings and reservations, distribute internal information from the IT department, schedule drivers of the exclusive limousine service and – most recently – to warn car drivers of radar speed traps. To ensure these messages always reach their recipients promptly and reliably Sixt uses Retarus' Managed SMS Services.

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Helmut Haunerding, Netzwerk Manager, Sixt AG

Minimal adjustment requirement

In early 2008 the volume of SMS messages sent started exceeding the capacity of the original SMS solution used. SMS processing times had to be significantly shortened to maintain the proven high quality of service. So Sixt faced the choice of either a costly reworking of its own solution by purchasing new infrastructure components or outsourcing the delivery of SMSs to a competent external provider. Sixt chose the outsourcing route and commissioned Retarus' Managed Service experts.

“The central advantage of the solution proposed by Retarus was that it required only minimal adjustments to our infrastructure”, Helmut Haunerding, Network Manager at Sixt recalls. “In addition, the exemplary technical support and high service quality impressed us from the start of the project.” Basic technologies with customized solutions. Depending on the case and application, Sixt uses two different SMS interfaces provided by Retarus. Part of the SMSs are processed by the service Retarus SMS for Applications. This universal interface enables Sixt to integrate any kind of application securely with the Retarus infrastructure via HTTPS. The service Retarus Mail2SMS is used for scheduling the drivers of the Sixt Limousine Service. For this the messages are forwarded to Retarus by e-mail and then sent directly to the chauffeurs. The powerful Retarus infrastructure ensures that all messages are promptly and flexibly processed.

Flexible volumes thanks to unlimited scalability

After a short test phase several thousands of SMS messages were sent already in the first month, mainly automatically created in the Sixt online booking system or in the call center. The volume sent has risen month by month and can be flexibly increased at any time with no additional investment in hardware, software or peripheral devices by Sixt AG.

Radar warning system via iPhone, G1 or BlackBerry

Since the beginning of 2009, Sixt has been cooperating with the car driver community Carmondo to offer the free speed camera warning system “RadAlert” (www.radalert.de). With this online service car drivers can report information about radar speed traps and cameras to the RadAlert head office via iPhone, G1 or BlackBerry. The GPS modules of these devices locate the radar speed traps automatically and precisely. RadAlert collects the latest information and presents it on a map in the internet. Members of the RadAlert Community are automatically warned via SMS of current speed traps in their vicinity. This service also relies on the Retarus SMS infrastructure.

FastFacts

- Prompt transmission of large volumes
- No additional costs for infrastructure
- Transmission to nearly all mobile networks around the world
- Highly flexible and scalable
- Detailed reporting via EAS portal
- Transparent and performance-related cost structure
- Quick implementation