

# MBIS401 Information Systems and Strategy

## Individual Case Study Analysis - *Proposal*

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### Business Case: Avis Budget Group

Avis Car Rental is headquartered in the United States of America began its operations over 78 years ago. Throughout the time the company expanded rapidly to all the continents with strong brand presence and is the second-largest operator in their trade industry.

### Information System - *Wizard*

According to (Wikipedia contributors, 2024), Avis Car Rental was the first company in the USA to use a computerized system named ***Wizard*** to track their customers and rental agreements.

With close to a year of being a casual rental sales agent at AVIS Alice Springs, I was able to learn to work and operate the Wizard system to perform daily tasks at the location. As a result, I have identified a list of advantages and shortcoming of this legacy system first hand.

These include following non-exhaustive list of advantages and disadvantages,

#### Advantages

- Precise and accurate
- Able to perform all required tasks such as generate rental agreements, check-ins, rollovers etc.
- Better management reports
- Vehicle maintenance tracking

#### Disadvantages

- Legacy system requires system literacy and expert trainers
- Limited UI capabilities and accessibility
- Prone to human errors
- Unable to predict, present preventative maintenance tasks

Although various sub systems were developed and commissioned to fill the gaps with this legacy system, various factors such as organization resistance & reluctance to move on from the legacy system has put operational limitations on the new systems. In this case study I plan to suggest an alternative approach to overcome these organizational issues.

# Bibliography

Wikipedia contributors. (2024). Avis car rental — Wikipedia, the free encyclopedia [[Online; accessed 29-October-2024]]. [https://en.wikipedia.org/w/index.php?title=Avis\\_Car\\_Rental&oldid=1227199334](https://en.wikipedia.org/w/index.php?title=Avis_Car_Rental&oldid=1227199334)