

Avis vs Hertz

1. Avis led with **business processes**, while Hertz led with **technology**
2. Avis focused on the **customer experience**, while Hertz focused on “**building a website**”
3. Avis focused on fundamentally enhancing its overall **business model**, while Hertz tried to **automate** existing processes
4. Conclusion: focus on the **right things** in your digital transformation

IT Value

