

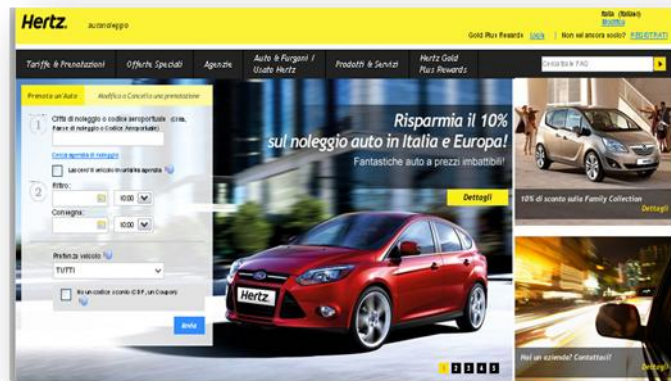


## PROJECT IN SHORT

Content Management, Consultancy, Feedback & Reporting, Quality Control

## PROJECT DESCRIPTION

For global car rental company Hertz, the IST@ease team is responsible for content management and quality control of the websites of Hertz EMEA, Partners and Franchisees effectively dealing with requests spanning 16 languages.



IST@ease creates on a daily basis banners and executes site renovations in products and promotional assets. Next to the execution of day-to-day requests, IST@ease monitors the quality of the sites of Hertz, following IST@ease's zero mistake policy. All requests are delivered according to Hertz' strategy, time and quality parameters.

## MAIN CHALLENGES

As main executor of all requests pertaining to the websites of Hertz EMEA, IST@ease often needs to collect data from each country specifically and bringing them together before pushing everything live at the same time. IST@ease deals with many back offices in many languages at the same time, making this project truly international.



*"We have worked with IST@Ease since February 2010. They have quickly proved themselves invaluable."*

**Katie Mansfield, Hertz Director Channel Marketing EMEA**

As a result of being the central operational force behind Hertz's online presence, IST@ease functions as internal support desk for the local branches of Hertz when it pertains to anything ranging with Hertz' online environment.

A final challenge lies in being ready for urgencies at any time. When in 2011 a volcano erupted in Iceland, this had immediate consequences for Hertz' car rental and thus for IST@ease who ensured all information on the websites of Hertz Europe were up to date with 24 hours support.

