



# AmeriCredit Corporation: Site Server (CRS) Replacement Project

AmeriCredit Corp. is a leading independent automobile finance company that provides financing solutions indirectly through auto dealers and directly to consumers in the United States and Canada. AmeriCredit has more than one million customers and approximately \$16 billion in managed auto receivables. The Company was founded in 1992 and is headquartered in Fort Worth, Texas.

The company embraces the Web as part of its overall corporate strategy offering a full range of online transactions and services for loan customers (loan payments, dealer locator, auto buying and maintenance advice, etc.) auto dealerships and financial partners. Additionally the company's website provides investors, journalists, and other interested parties with valuable corporate information. The Web Marketing Association recognized AmeriCredit for having the "Best Financial Services Investor Relations Web Site" in the 2004 Interactive Investor Relations Awards, based on the site's design, navigation, ease of use, and use of technology to enhance the investor's online experience.

## The Challenge:

### Site Server Replacement for Web Content Publishing

AmeriCredit has a significant online presence and a tremendous volume of online inquiries and transactions so the ability to deploy and update web content rapidly and accurately is of paramount importance. For several years, AmeriCredit's IT Team utilized Microsoft's Site Server 3.0 (CRS) for web content deployment and site management functions. With support for Site Server ending July 2003, AmeriCredit had to identify a new solution for deploying content to its production servers.

Product selection criteria focused on total cost of ownership (TCO), integration cost, production down time, and product integrity. AmeriCredit was seeking a solution with a proven industry track record in demanding production environments.

## The Selection:

### Make or Buy?

With their criteria and time frame set, AmeriCredit investigated several options –develop an in-house scripted solution, Microsoft's Application Center software or other commercial content distribution and replication products.

Staff time and related costs made an internally developed solution prohibitive. Microsoft's Application Center 2000 software had many of the same limitations that Site Server had, required significant integration resources and mainstream support was ending in June

## Benefits

- Content & Code Deployment Automation
- Ease of use Content Rollback feature
- Multiple & Flexible User Interfaces
- Detailed Job Transfer Reporting
- Rapid ROI on Technology Investment

R-1 reduced by over 50% (vs. Site Server) the amount of time AmeriCredit's Web Operations Team spent managing web content updates of production servers.

For more information or to learn more, email [sales@repliweb.com](mailto:sales@repliweb.com) or visit [www.repliweb.com](http://www.repliweb.com).

2006. Additionally, other commercial content distribution products either lacked critical functionality or were far too expensive to implement as a content deployment solution.

The team narrowed their search to RepliWeb R-1 Deployment Platform. It was to the most cost effective and feature rich solution to replace Site Server (CRS). In addition to meeting all of AmeriCredit's technical and feature requirements, installation of the RepliWeb R-1 Deployment Platform required absolutely no "downtime" of AmeriCredit's production servers and website. R-1 Deployment Platform can be installed while Site Server is running, and required no additional hardware investment as it can be installed on existing servers. R-1 Deployment Platform supports virtually any major operating system (Windows, HP/UX, Solaris, Linux, and more).

## The Results:

### R-1 the Flexible, Scalable, Automated and Affordable Solution

R-1 Deployment Platform went live at AmeriCredit in Q4 2003. The transition was seamless and absolutely transparent to the company's customers and website users. The AmeriCredit team stated that they "couldn't be more satisfied" with the R-1 Deployment Platform software and cites the following as some of the system's key benefits and features:

- **Flexibility:** R-1 Deployment Platform gives AmeriCredit's staff the ability to manage both minute Web content changes, as well as complete directory migration.
- **Scalability:** R-1 Deployment Platform has virtually no limitations to the number of servers or amount of data it can manage in the content flow. Furthermore, R-1 Deployment Platform provides fault-tolerant operations and is not plagued by "jobs" hanging due to network interruptions or third party application glitches.
- **Automation and time savings:** R-1 Deployment Platform automates many of the manual update processes required by Site Server and other protocol based solutions. R-1 Deployment Platform's Continuous Update feature provides real-time data replication that guarantees accuracy and enhances the timeliness of content.

This allowed AmeriCredit to re-allocate IT resources towards other revenue generating projects and provided a rapid return on its technology investment.

- **Affordability:** "R-1 is a lot of technology for the money," says Randy Tieszen, Lead Web Content Coordinator, AmeriCredit. "RepliWeb's licensing and pricing structure is flexible and cost-effective. They're eager to work with you and unlike other software vendors, do not force an 'all or nothing' package on you."

### Service and Support

As happy as AmeriCredit is with the R-1 Deployment Platform, they are equally impressed with RepliWeb's commitment to customer service and technical support.

"The hands-on support we received during the R-1 implementation far exceeded our expectations," says Tieszen. "And our entire staff knows that any time they pick up the phone, RepliWeb will respond. We're confident that this is a solution and a company we can count on, now and in the future."

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*Randy Tieszen, Lead Web Content Coordinator, AmeriCredit*

### Network Environment and Applications

- WAN Distributions
- LAN Distributions
- MS Windows

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## About R-1

RepliWeb Deployment Platform (R-1) is a highly scalable, cross platform content deployment platform that ensures web farms are synchronized with the most up-to-date content, code and Metabase in an automated, uninterrupted manner. With R-1 web server administrators can automate the publishing of the complete website – files, web content and IIS6 Metabase, to one, dozens or hundreds of target servers connected via LAN or WAN. Updates occur behind the scenes, with no service interruptions or down-time.

## About RepliWeb

RepliWeb accelerates information availability, offering organizations highly reliable, secure and accelerated file transfer and content deployment solutions. The company's software solutions automate and guarantee the delivery of files throughout local and distributed enterprise-computing environments. Engineered for durability and flexibility, RepliWeb delivers uninterrupted file transfer workflows in the most demanding, content-intensive environments and offers seamless integration with existing IT infrastructure. Hundreds of information driven organizations that place a high value on their digital assets rely on RepliWeb.

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