

Alpmobil is renting electric cars in some of Switzerland's most popular tourist areas. Travelers can reserve their vehicles through Hotelpac, a leading European reservations system, which is powered by UniVerse from Rocket Software.



Alpmobil was launched in 2010 to provide green transportation options to tourists visiting the scenic Haslital and Goms mountain region of Switzerland.

Visitors who want to rent a car and explore the area can now choose from a fleet of 60 battery-driven "Think" two-seater vehicles that can be charged at any local hotel. Alpmobil cars can be rented through Hotelpac, one of the country's top online reservations systems.

Situation

Alpmobil was created by energieregionGOMS, Kraftwerke Oberhasli AG and Progetto San Gottardo. The project lead was Ernst Basler + Partner, an independent engineering, planning and consulting company with a successful track record dating back to 1981 in Switzerland and abroad. The company focuses on a number of fields, including infrastructure and transportation systems; energy and technology; environment and water; and resources and climate change.

The Haslital and Goms mountain region has shown its green credentials by launching the "Alpmobil" project, promoting electric cars that are available for rent at a number of locations such as train stations, tourist information offices and hotels. Car parks and plugs are available at all locations. Creating Alpmobil required the involvement of numerous partners, including Hotelpac, which provides the interface that allows travelers to reserve their vehicles while at the same time helping the company manage its inventory.

Implementation

Hotelpac is a natural fit for Alpmobil because of its robust hotel and restaurant reservation systems, which are powered by two products from Rocket Software: the UniVerse multivalued database and U2 Web DE. "We provide software and services to more than 120 organizations in Switzerland and Germany," says company owner and founder Bruno Ringeisen. "When the Alpmobil concept came to our attention, we built a reservations engine for them by treating every car as if it were a room. So really what we were able to do was take our proven application that has been very successful for us and modify it to meet the needs of Alpmobil. The U2 solution is a key part of our product, and is really important for helping us manage the large amounts of data that we have."

Benefits

Project leader for Alpmobil Roger Walter says, "We spent several years building the infrastructure to run Alpmobil, and when it was time to create an online 'storefront' for people to reserve the cars, we contacted Hotelpac. We needed to have a system

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Key benefits:

- Took three weeks to build application
- Automates entire reservation process
- Integrates with other travel reservation options, such as hotels and restaurants
- Allowed Alpmobil to be rolled out on time and within budget

CASE STUDY

"It not only works perfectly, but the system went from concept to live in less than a month."

Roger Walther, Alpmobil



that would allow travelers to make reservations, while at the same time helping us manage our fleet of electric cars. Because their existing hotel system was so strong, they were a great partner for us, and we knew that the system would be developed quickly."

One of the major benefits of the Hotelpac-developed system that Alpmobil implemented was the speed of development. "What we didn't know was that it would only take three weeks to build the whole system," Walther says. "It not only works perfectly, but the system went from concept to live in less than a month. The speed was really impressive, but what is equally impressive is how well it works. We have had no problems at all, and from day one it functioned as we had planned."

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