



[www.sunbeltrentals.com](http://www.sunbeltrentals.com)

## INDUSTRY

Construction

## PROFILE

Founded in 1983 and headquartered in South Carolina in the U.S., Sunbelt Rentals is a leader in the equipment rental industry and the second largest rental provider in North America. With over 1,100 rental locations across North America and offering 14,000 types of equipment, from backhoe loaders and skidsteer loaders, to dozers and crawlers, to excavators and excavator accessories, Sunbelt Rentals supports diverse jobs. With over 18,000 hardworking team members, Sunbelt Rentals takes pride in aiding communities in times of need, working alongside organizations like the Red Cross and the Gary Sinise foundation.



## STORY HIGHLIGHTS

### BECOMING #1

Sunbelt Rentals, the #2 equipment rental provider in North America, knew that to become #1, the company needed to first engage in a digital transformation focused on more efficient data management. Faster time to data enabled the Leadership and Sales team to redirect efforts on high-dollar opportunities and identify new sales opportunities.

### LOGICAL DATA FABRIC

A logical data fabric, enabled by the Denodo Platform, enabled Sunbelt business and developer teams to access disparate, trusted data regardless of source, location, or structure. Denodo's Data Catalog empowered end users with answers to their question end users to get Self-service data access and exploration for end users.

### A PRODUCTIVITY BOOST

Sunbelt Rentals boosted productivity by 200% over previous data integration methods, without requiring engineering support. This massive productivity boost saved thousands of engineering dollars as well as time.

# Sunbelt Rentals Leverages the Denodo Platform to accelerate its journey to becoming the #1 equipment rental provider in North America

Heavy equipment rental is a highly competitive business. When customers need an excavator, a crane truck, or even just an additional battery for a specific tool, they need trustworthy equipment on an often tight schedule. If one company fails to deliver, customers will turn to another. Sunbelt Rentals, a leading equipment rental company with a wide geographical footprint, is relied upon by hundreds of customers every day.

## Business Need

As the #2 equipment rental provider in North America, Sunbelt Rentals had a clear goal: to become #1. To achieve that, the company would have to expand its customer base and offerings, which is a multifaceted goal. However, the company knew that a critical starting point was a digital transformation focused on more efficient data management. Different teams within Sunbelt Rentals were using different sets of applications, each supported by different databases that often overlapped and conflicted.

To run targeted marketing campaigns, recommendation engines, and other similar activities, Sunbelt Rentals was relying on extract, transform, and load (ETL) processes to replicate the data from these multiple source systems into a single centralized database. However, this approach was unsustainably costly, time-consuming, and resource intensive. Because ETL processes deliver data in scheduled batches, they cannot support on-demand, real-time use cases, and ETL scripts need to be revised and retested to accommodate new data sources, which takes time and expertise.



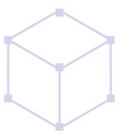
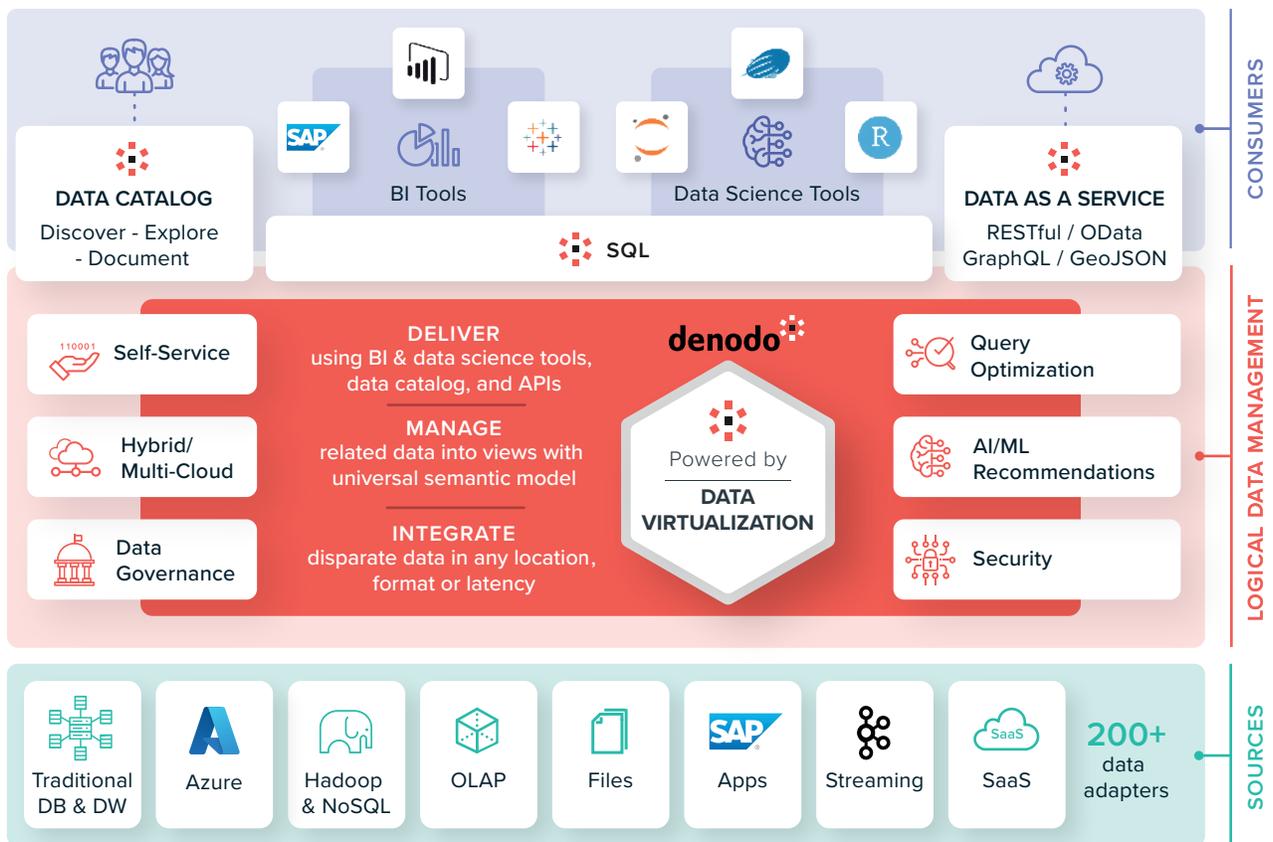
Sunbelt Rentals needed to provide its business and developer teams with a single point from which to access all of their needed data while avoiding all of the limitations of ETL processes and other traditional batch-oriented data integration solutions.

## The Solution

Sunset Rentals turned to the Denodo Platform to implement a logical data fabric over the company’s diverse data sources, which serves as a single access point for all data across the company. The Denodo Platform is powered by data virtualization, a modern approach to data integration and data management. Rather than physically replicating data from multiple source systems into a centralized repository, data virtualization enables real-time views of the integrated data, on demand, leaving the source data in its original locations.

Sunbelt Rentals established the Denodo-enabled logical data fabric as the company’s Enterprise Data Hub, the one central location enabling business and developer teams to access disparate, trusted data regardless of source, location, or structure. Sunbelt Rentals initially leveraged the logical data fabric to unify on-premises data, but as the Denodo Platform works seamlessly with both on-premises and cloud sources that includes IBM PostgreSQL TimescaleDB running in Azure, Microsoft SQL Server, the company soon expanded its Enterprise Data Hub to also include multiple cloud systems.

In addition, Sunbelt Rentals leveraged the Denodo Platform’s data catalog capabilities. The Denodo data catalog is a full-featured, high-performance digital catalog that, enabled by data virtualization, not only lists the available data in a clear, easy-to-read interface but also provides real-time access to the data, right from the catalog itself. The Denodo catalog offers extended features such as commenting on datasets, to contextualize them or add critical information about them.



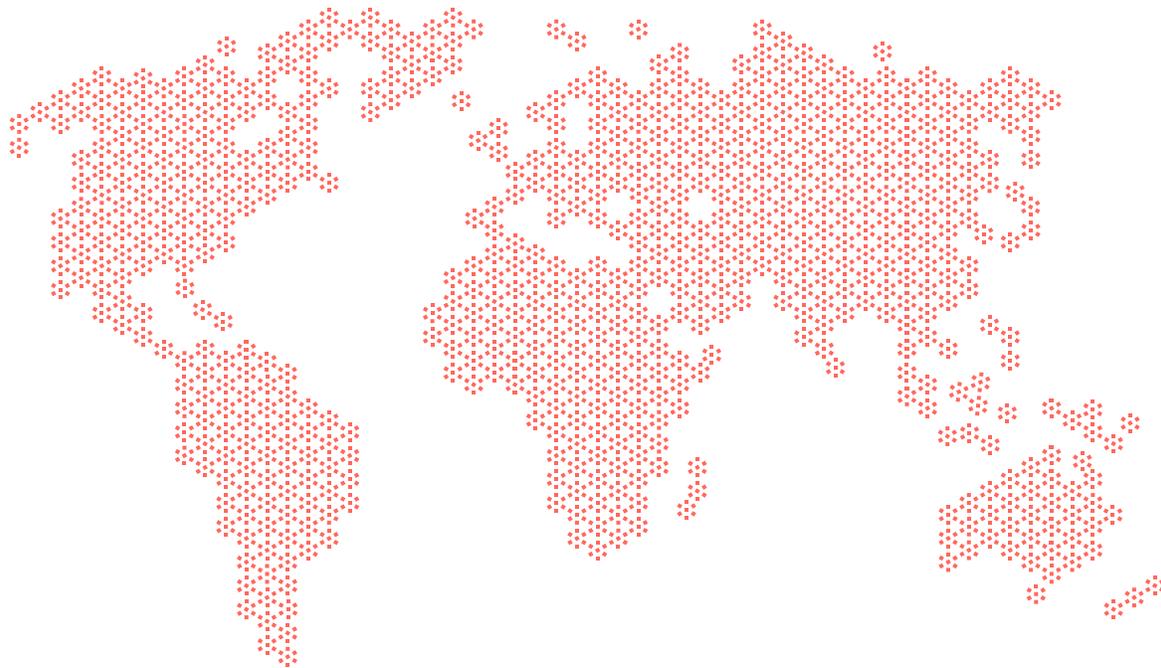
## Benefits

The Denodo Platform met and exceeded Sunbelt Rentals' requirements, creating a unifying fabric that simplified and accelerated data access for business and development teams. The Denodo Platform's data catalog offered immediate, Google-like search capabilities across the company's diverse data assets.

"My background is in robotics, factory automation, and machine vision, so when it comes to technology, I'm very hard to impress, and the Denodo Platform blew my mind," said Jeff Ptak, director of Data Engineering & Analytics at Sunbelt Rentals. "What sets it apart is its ability to enable me to write a single statement that will query multiple data sources, without my having to know or care how to connect to those sources."

The Denodo Platform enabled Sunbelt Rentals to:

- **Accelerate and simplify data access.** The company can now pull over 500 tables from an ERP system in less than 3 minutes, for a 200% productivity improvement over previous data integration methods, without requiring engineering support. Business users can now leverage high-performance reports for better, faster decisions.
- **Seamlessly run targeted marketing campaigns across customer segments.** These range from general contractors building skyscrapers to homeowners needing tools for DIY projects.
- **Improve collaboration and intelligence.** The data engineering team can rapidly produce prototype datasets to work iteratively with business users. Business analysts can, for example, analyze a downturn in rentals in a particular region and correlate it to the weather in that region at that point in time.
- **Quickly and easily add new data sources.** The company can add new, 500-table data sources in 2-3 minutes, rather than the hundreds of hours this would take for an ETL-based infrastructure, and all without engineering support.
- **Easily create logical models on top of the data sources,** renaming technical table names to business-friendly terms, without impacting the data sources themselves. The engineering team saw a 99% boost in efficiency as they were able to make 579 tables available to business users for data consumption in just a matter of minutes.



Denodo is a leader in data management. The award-winning Denodo Platform is the leading data integration, management, and delivery platform using a logical approach to enable self-service BI, data science, hybrid/multi-cloud data integration, and enterprise data services. Realizing more than 400% ROI and millions of dollars in benefits, Denodo's customers across large enterprises and mid-market companies in 30+ industries have received payback in less than 6 months.