CASE STUDY

KEYSTONE by irdeto

Digital key access across a large rental fleet

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WHAT HAPPENS WHEN GROWTH OUTPACES OPERATIONS?

As a major fleet operator rapidly scaled its rental network, strategic priorities shifted from expansion to execution. Ensuring vehicles were available, serviceable and ready for use across multiple locations, partners and unattended sites became a daily operational challenge with direct impact on performance.

To address this, the customer re-evaluated its vehicle access model. By modernizing access workflows and working with Keystone by Irdeto, it replaced manual, key-based processes with a digital solution. This shift improved fleet availability, reduced downtime and increased operational control across a complex, multi-site network.

CUSTOMER PROFILE

Large rental fleet

The customer operates a large, mixed fleet supporting high-volume and time-critical operations. Vehicles are deployed across hundreds of locations, where consistent availability is essential to meeting daily demand, maintaining service levels and responding quickly to changing operational requirements.

Built on technology and automation

Technology plays a central role in the organization's operations. Automation, data-driven decision making and scalable platforms help manage complexity, support rapid growth and improve operational efficiency across the fleet.

Supported by a broad partner network

Fleet operations rely on a broad network of drivers, service providers and outsourced vendors. Maintenance, cleaning and repairs often take place outside standard business hours, frequently at unattended sites. Reliable, controlled vehicle access is essential to keep operations moving and vehicles available for daily use.

60K+
fleet vehicles

A large, diverse fleet supporting high-volume delivery operations

1000+
partners

A broad ecosystem of users requiring secure, controlled vehicle access

NATIONWIDE
operational footprint

Distributed locations, including unattended hubs and remote sites

Access shapes fleet performance

As the fleet expanded, operational inefficiencies became more visible. Physical key management limited when and how vehicles could be accessed, particularly after hours or at remote hub locations where most servicing occurred. Missed service appointments and delayed maintenance kept vehicles offline longer than necessary, increasing costs as the work still had to be completed later and appointments rescheduled.

At the same time, enforcing usage policies across a distributed partner network became increasingly difficult. Vehicles were sometimes held beyond agreed timeframes, reducing availability across the fleet. Lost or misplaced keys further delayed vehicle turnover and increased operational friction.

CHALLENGES

Limited off-hours access

As fleet operations expanded, vehicles often needed servicing outside standard business hours. Without staff on-site and with physical keys unavailable, vendors missed appointments, work was delayed and serviceable vehicles remained offline longer than necessary.

Underutilized fleet capacity

Fleet availability was constrained not by vehicle supply, but by access friction. Delayed maintenance and missed servicing windows reduced utilization, increased downtime and forced the organization to rely on supplemental vehicles during periods of peak demand, resulting in higher operating costs and lost revenue from vehicles remaining unavailable.

Limited control and reassignment

Managing vehicle usage across a large partner ecosystem was challenging with physical keys. Enforcing usage rules, recovering vehicles and reassigning them quickly when partnerships changed required significant manual effort, increased administrative costs and caused unnecessary delays.

SOLUTIONS

To modernize fleet operations at scale, the customer worked with Keystone by Irdeto to rethink how vehicles were accessed and managed across its delivery network. This collaboration enabled a shift away from manual, key-based processes toward secure, digital access. The resulting foundation supported unattended operations, improved fleet utilization and strengthened operational control across a complex, partner-driven environment.

Enabled off-hours and unattended access

Secure digital vehicle access

The customer introduced secure, digital access to replace physical keys, allowing authorized users to access vehicles when needed without on-site staff, including nights and weekends.

Role- and task-based permissions

Vehicle access was configured based on role and task, ensuring drivers and vendors could access only the vehicles required to complete assigned work.

Support for unattended locations

Digital access enabled operations at unattended and low-touch sites, allowing maintenance, cleaning and repairs to be completed reliably outside standard business hours.

Improved fleet utilization and availability

First-visit service completion

By ensuring reliable vehicle access for vendors, the customer reduced missed appointments and enabled maintenance and servicing to be completed on the first visit.

Reduced vehicle downtime

Removing key-related delays shortened the time vehicles spent offline, helping return serviceable vehicles to the fleet more quickly.

Improved fleet availability

Faster turnaround times increased overall fleet utilization, reducing reliance on supplemental vehicles during periods of peak demand.

Strengthened control and reassignment

Centralized access management

The customer implemented centralized control over vehicle access, improving visibility into who accessed vehicles and supporting consistent access governance.

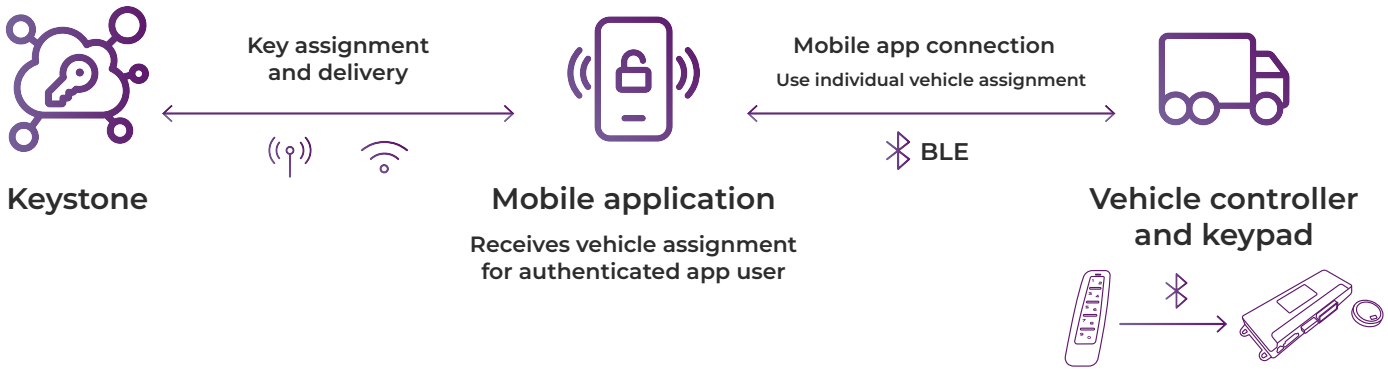
Policy enforcement through access controls

Time-bound and permission-based access helped enforce usage rules and prevent vehicles from being held beyond agreed operating windows.

Faster vehicle reassignment

Reducing dependency on physical keys enabled quicker reassignment and redeployment when operating conditions or partner relationships changed.

Together, these capabilities formed a cohesive access and control foundation across the customer's fleet operations. Secure digital entry, centralized management and role-based permissions worked in concert to support unattended locations, third-party workflows and consistent vehicle availability across a highly distributed environment.



Digital key access

Replaced physical vehicle keys with secure digital access credentials.

24/7 contactless vehicle access

Enabled vehicle pickup and access outside staffed hours, including nights and unattended operations.

Role- and time-based access control

Configured vehicle access based on user role and approved time windows.

Third-party vendor access

Provided secure access for maintenance, cleaning and repair vendors tied to specific service tickets.

Centralized access management

Enabled centralized control and oversight of vehicle access across locations and partners.

Remote vehicle unlock

Supported remote unlocking to resolve driver lockouts during active routes.

Rental window enforcement

Applied access controls to enforce approved rental and usage timeframes and reduce vehicle hoarding.

Keyless vehicle redeployment

Enabled faster reassignment of vehicles without waiting for physical key recovery. Support for unattended sites.

Support for unattended sites

Enabled vehicle access at low-touch and unmanned locations without on-site staff.

Key loss mitigation

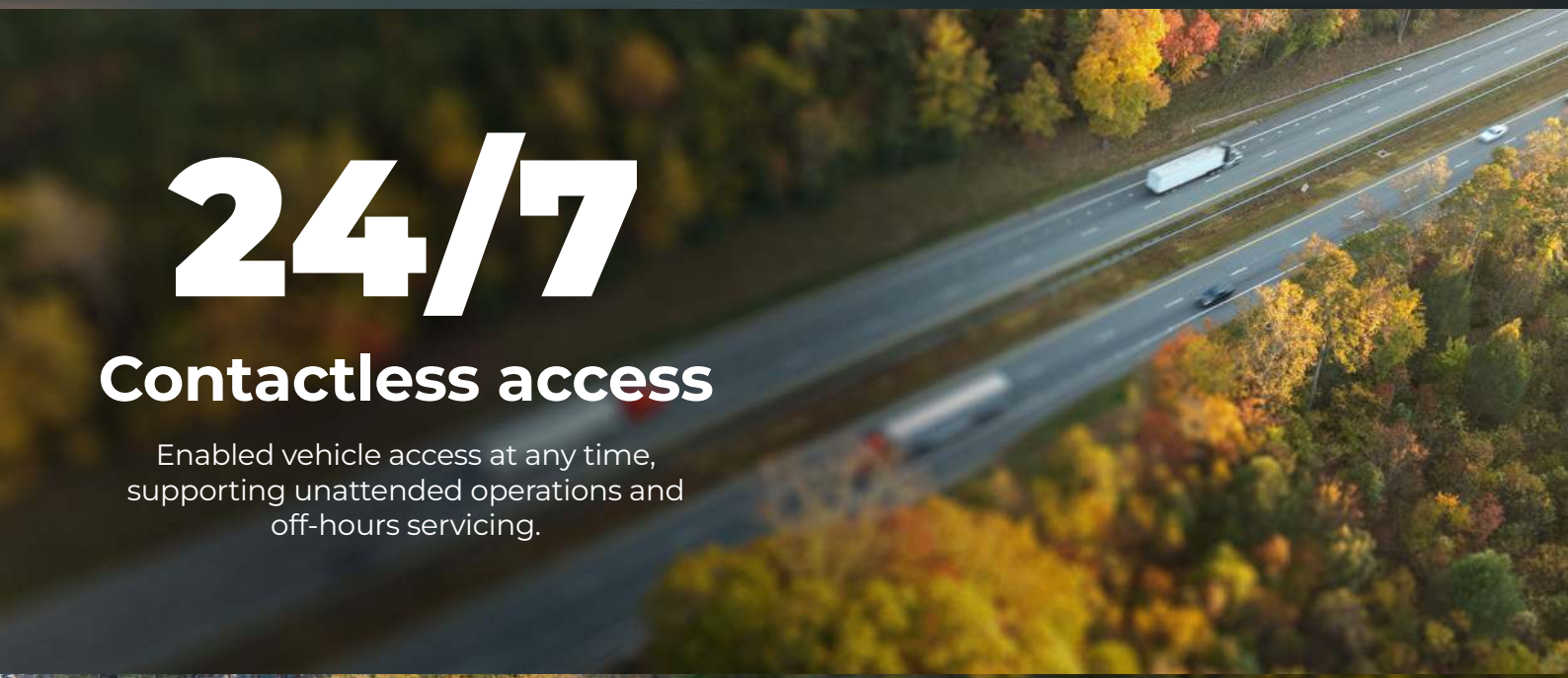
Reduced operational disruption caused by lost, discarded or withheld physical keys.

RESULTS

20%

Increased fleet utilization

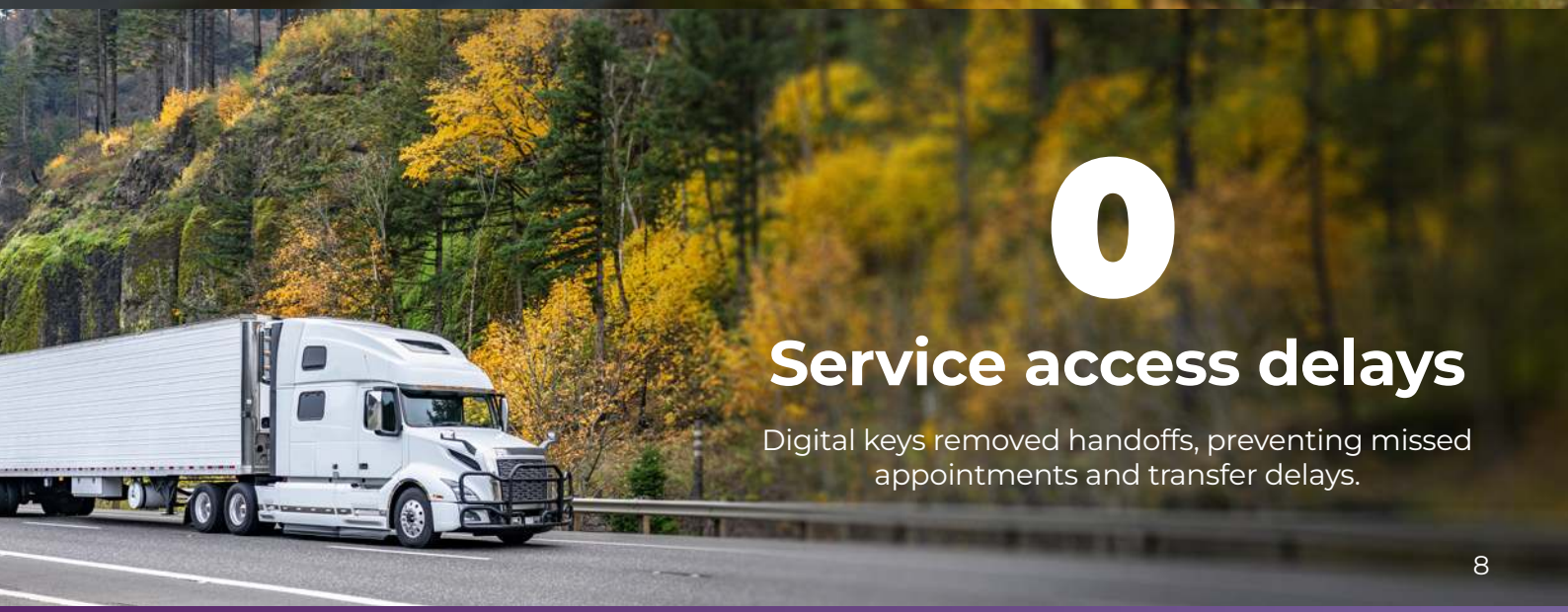
Reduced downtime, returning serviceable vehicles to service faster.



24/7

Contactless access

Enabled vehicle access at any time, supporting unattended operations and off-hours servicing.



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Service access delays

Digital keys removed handoffs, preventing missed appointments and transfer delays.

KEYSTONE

by irdeto

PARTNER WITH US AND UNLOCK YOUR SUCCESS STORY!

LET'S TALK

ABOUT KEYSTONE BY IRDETO

Keystone by Irdeto replaces physical keys with secure digital access for fleets and automotive. It streamlines operations, reduces key-related delays and lowers labor costs through centralized control and real-time visibility. With fast deployment and enterprise-grade security, Keystone by Irdeto enables scalable, accountable fleet access across vehicles, drivers and partners.

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