

CASE STUDY

Kilhof Vehicle Rental Krnov

From a paper diary to a fully automated reservation system

SECTOR Vehicle Rental	LOCATION Krnov, MSR	PROJECT Web + System	DURATION 2 months	YEAR 2025
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Context and Starting Point

Kilhof Rental and Service is based in Krnov in the Moravian-Silesian Region, offering trailer, van, car transporter and passenger vehicle rentals. The company has a strong local reputation, yet the entire administration was handled manually.

State Before Implementation

Operational Problems

- Reservations recorded in a paper diary
- Invoices issued manually for every booking
- Payment status monitored manually
- No online availability calendar
- Customers had to call to check availability
- Access codes handed over in person
- Contracts signed physically

Consequences

- High time burden on the owner
- Risk of double bookings
- Late detection of unpaid reservations
- Lost customers without online presence
- Impossible to scale without more staff

Project Goals

Datilo analysed the rental operation and defined the following key goals, which became the foundation of the system design:

- Online reservation system with real-time availability per item.
- Full automation of administration — contracts, advance invoices, mailing, access codes.
- Integration with Moneta Money Bank for real-time payment matching without manual intervention.
- Connection to Fakturoid for automated invoice issuance.
- Minimising the owner's personal time spent on running the system.
- Web design respecting the brand and target audience — tradespeople, simple navigation.

Designed and Implemented Solution

Datilo designed the complete system architecture. AP Development built the application from scratch — without a framework — as a custom web application optimised for desktop, tablet and mobile.

Key System Functions

Customer Interface	Administration & Automation
<ul style="list-style-type: none"> Real-time availability calendar per item Reservation form with date selection (min. half day) Automatic PDF contract generation on booking Advance invoice sent by email immediately QR payment code in email and on invoice Discount coupons, gift vouchers, loyalty programme Customer account for managing own reservations 	<ul style="list-style-type: none"> Real-time payment matching with Moneta Money Bank Automatic final invoice issued after payment received Automatic cancellation of unpaid reservations Access code sent at the exact start of reservation Automatic admin notifications for every event Admin panel for reservations and settings Monitoring: Google Analytics, Search Console

Implementation Process

Phase	Name	Description	Team
1	Analysis & Design	Requirements audit, data architecture, reservation system design, integration points (bank, accounting).	Datilo
2	Design & Prototype	Visual design aligned with Kilhof brand — intentionally simple style for the trade audience.	AP Dev
3	Custom Build	Development without a framework — reservation engine, availability management, PDF generation.	AP Dev
4	Integration	Moneta Money Bank API for real-time payment matching, Fakturoid API for invoicing.	AP Dev / Datilo
5	Automation	Automated tasks: mailing, payment checks, contract generation, access code delivery.	AP Dev
6	Testing & Launch	Full flow testing, hosting setup, Google Analytics, SEO configuration.	AP Dev

Technologies Used

The system was built as a custom web application without a framework, ensuring maximum control over performance, security and future development.

Custom build	REST API	Automated tasks	Moneta Money Bank API	Fakturoid API	Private hosting
Google Analytics	Search Console	PDF generation	Automated mailing	SEO optimisation	Security PETER HOLDING

Design and UX



Design intentionally respects the brand and the audience. We are targeting tradespeople — people who want to rent a trailer do not need modern startup aesthetics. They need clarity, speed and confidence that the system works.

— Adam Peter, AP Development

- Colour scheme and visual identity based on the existing Kilhof brand.
- Intentionally simple retro-style web — clear and trustworthy for the target audience.
- Fully responsive — desktop, tablet and mobile.
- Minimalist navigation — customers reach the reservation in three steps.

Results After Launch

The system launched and the following results were achieved during the first three months of operation:

120

completed reservations in 3 months

≈ 0 %

cancellations — nearly negligible

Minimal

owner's personal time spent on operations

Qualitative Benefits

- The owner does not need to manage the reservation system — it runs autonomously 24/7.
- Customers see real-time availability and book without calling.
- Administration — contracts, invoices, payment matching — runs fully automatically.
- Access codes are delivered exactly at the start of each valid reservation.
- A rental in a small town achieved 120 bookings in 3 months — without hiring any extra staff.

Key Architectural Decision



We did not use any off-the-shelf reservation system or framework. The system is purpose-built so that every automated rule — cancelling a reservation, sending a code, matching a payment — is unambiguous, auditable and easy to extend. This is the foundation that enables unmanned operation.

— Datilo — system architecture

Hosting and Security

Project hosting is provided by the private infrastructure of PETER HOLDING s.r.o. — with no dependency on third-party cloud services. Security is addressed comprehensively at network, application and data level.

- Private server infrastructure — PETER HOLDING s.r.o.
- Secured access to the administration interface.
- Encrypted communication and customer data protection.
- Availability and performance monitoring.

Investment and Return

<p>TOTAL INVESTMENT</p> <p>90,000 CZK</p> <p><i>incl. VAT · one-time payment</i></p>	<p>WHAT IS INCLUDED</p> <ul style="list-style-type: none">• Analysis, architecture & design• Custom web application development• Integrations: Moneta Money Bank + Fakturoid• Full process automation• Visual design, hosting, SEO, security
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The system replaces work that would otherwise require a part-time administrative employee. The investment paid for itself within the first quarter of operation.

Client Response

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I had been storing ideas for automating the rental in my head for a long time — without losing time and patience with constant phone calls, driving around and having my weekends disrupted. I received several recommendations for websites, but nothing ever worked out because most of the ideas "weren't possible". At the first meeting with Mr. Peter from Datilo, however, I discovered that everything was realistic and feasible. Once the system was fully live, I was pleasantly surprised how well it serves customers in the evenings, at night, on weekends, or in those situations where they need it right now but I am away from Krnov. Communication with Mr. Peter has been perfect from the start — a person who knows what he is doing and makes every effort to accommodate anything. Thanks to Mr. Peter I no longer spend so much time on necessary administration and can focus on other important things. Many thanks once again, and I look forward to further cooperation.

— Josef Kilhof, owner of Kilhof Vehicle Rental Krnov

Datilo · AP Development · PETER HOLDING s.r.o.

We design architecture. We build systems. We automate operations.

datilo.tech | info@datilo.tech | +420 724 323 716