



BCD TRAVEL GERMANY

GETTING THERE: WITH BCD TRAVEL AND SAP® TRAVEL MANAGEMENT

QUICK FACTS

Company

- Name: BCD Travel Germany GmbH
- Location: Bremen, Germany
- Industry: Professional services
- Products and services: Corporate travel management, travel management consulting, and meetings, incentives, congresses, and events
- Revenue: €1.8 billion
- Employees: 2,700
- Web site: www.bcdtravel.de
www.advito.com
- Implementation partner: SAP® Managed Services organization

Challenges and Opportunities

- Travel expenditure expected to soar, necessitating investment in optimizing travel management processes
- Cross-sectional travel management processes not sufficiently covered by customer legacy systems

Objectives

- Provide customers with hosted solution for travel management, which enables use of best-in-class software without expenditure for acquisition of expertise
- Cut process costs for use of travel management applications in small businesses and midsize companies
- Enable strategic partnerships with greater cross section of customers

SAP Solution and Services

SAP Travel Management application

Implementation Highlight

Quick introduction of hosted software at customer sites

Why SAP

- Consistent coverage of processes across different sectors
- Best-in-class software for travel management
- Possibility of providing application as a hosted version for lean use by customers
- Unparalleled integration with external reservation and booking systems

Benefits

- Lower total cost of ownership of hosted application for customers through transaction-based payment
- Quick introduction of software into customer software landscape
- Reduction in process costs through customer-side integration of SAP Travel Management with other SAP software
- Access to all travel-related documents across all departments
- Integration with external reservation and booking systems
- Better customer control over booking processes with airlines, hotels, and related travel services
- Expedited travel reimbursement for employees

Existing Environment

SAP ERP application

“We were looking for an integrated end-to-end application. The fact that BCD Travel could offer it as on-demand software was even better. MTU is extremely happy with SAP Travel Management, which provides transparent data from travel planning to travel reimbursement for auditing.”

Norbert Scheinert, Travel Manager,
MTU Friedrichshafen GmbH
(BCD Travel Germany GmbH Customer)



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You can't blame companies for wanting to cut costs on business travel. If current forecasts are correct, more is spent today on business travel than ever before, with expenditure expected to soar in the next decade. With businesses becoming global, employees are expected to spend ever more time on the road. For the successful business, cutting back on travel is not an option. It must keep its people moving, but cap the costs.

The problem facing businesses, especially those in the midmarket, is that they don't have the resources to invest in travel management solutions to optimize their business trip expenditure. German market leader and the world's third-largest travel management company, BCD Travel has long been aware of this challenge. Which is why it has been working together with its own consulting unit, Advito, and the SAP® Managed Services organization to provide business process outsourcing based on the SAP Travel Management application. It's proving to be a win-win situation for everyone: for customers, in controlling their spending on business travel and cutting process costs; for BCD Travel, in being able to serve as a travel service provider; and, finally, for SAP, in introducing its software into a lucrative niche market.

Scheduling Logistic Impossibilities

In today's globalized business world, success depends on how much traveling businesspeople do. Some executives have to be on two continents at once, with companies required to arrange such feats for their employees every week. Enter BCD Travel, which

provides customers with whatever travel-related services they might need.

As a leading provider of global corporate travel management, BCD Travel simplifies and streamlines the business of travel. This benefits organizations on every level: from the bottom line to the business travelers. BCD Travel operates in more than 90 countries on 5 continents. Total sales come to US\$12 billion, and its combined workforce worldwide exceeds 12,000. In Germany, where it commands a third of the market, the Bremen, Germany-based company is represented by 2,700 employees in 150 locations and boasts revenues of €1.8 billion.

All from One Provider

What's the secret of BCD Travel's success? The diversity of services it offers could be one factor. The company's core business is to manage all travel-related activities for companies, from planning, processing, and booking to settlement. The consulting unit, Advito, offers advisory, procurement, outsourcing, and process consulting for travel and expense management. Another, BCD Meetings & Incentives, manages

meetings, incentives, congresses, and events. Another factor behind BCD Travel's success is that it offers businesses with restricted resources the same travel management functionality as the big players.

Revolution in Travel Management

Since 2001 BCD Travel has offered the travel management functionality in SAP software within an application service provider model. This makes it easier for small businesses and midsize companies to take advantage of excellent functionality for optimizing the entire trip life cycle: travel requests, approvals, reservations, global policy compliance, expense management, and analytics. The hosted solution is targeted for companies with tight IT budgets. As Stefan Vorndran, managing director of BCD Travel Germany GmbH, explains, "In-house solutions, where we actually implement the application at a customer site, are more suited to large-scale companies and corporations. For smaller companies, these types of solutions are often over-dimensional. We are the first and only company to offer smaller companies access to SAP software expertise without them having to acquire it first."

Nothing Must Change

Because SAP software is an established standard in many companies, a hosted version of SAP Travel Management integrates perfectly with their departments. As Torsten Kriedt, senior director at Advito, sees it, the challenge is to provide a high level of process



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Stefan Vorndran, Managing Director, BCD Travel Germany GmbH

integration. “The important thing is to depict an integrative process,” remarks Kriedt. “The travel management process affects the entire organization. The main question is how do customers integrate the organizational structure to depict the travel process? How do they ensure that payments run smoothly and correctly over the

have their own very different logic. The crux is how do you connect these different worlds with each other? What we’re doing essentially is connecting the everyday work environment of the travel world with the world of SAP software and translating these travel applications into plain language so that customers can operate them. That

Companies that use BCD Travel’s services gain distinct benefits through online booking. They can advise which hotels or airlines to book with and set upper thresholds, giving them better control over expenses although employees book directly. And since the number of process steps is reduced, costs are lower.

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Stefan Vorndran, Managing Director, BCD Travel Germany GmbH

customer’s financial application?” With most customers already using SAP software for their financials or HR activities, little effort is needed to export data from the hosted version of SAP Travel Management to the SAP ERP Financials solution. This gives each department access to all travel-related documents, such as receipts and invoices for reimbursement. In order to achieve the optimal level of integration and alignment with the travel management strategy, Advito provides skilled experts to lead the project from a business perspective.

Connected with the Best in Travel

With SAP Travel Management, BCD Travel can access external reservation and booking systems, explains Vorndran, for example, Amadeus software, a major reservation system for booking flights, car rentals, hotel rooms, and travel with Deutsche Bahn AG. “Different reservation systems all

works very well with SAP Travel Management,” says Vorndran. In addition, customers benefit from the short time it takes to introduce the hosted solution and from its lower total cost of ownership. BCD Travel charges on a transaction basis.

Better Travel Guidance Through Online Booking

One customer who uses SAP Travel Management as a hosted application is MTU Friedrichshafen GmbH (MTU), an enterprise that develops and manufactures diesel engines and molten carbonate fuel cells. As Norbert Scheinert and Matthias Mueller, travel managers from MTU, explain, “We were looking for an integrated end-to-end application. The fact that BCD Travel could offer it as on-demand software was even better. MTU is extremely happy with SAP Travel Management, which provides transparent data from travel planning to travel reimbursement for auditing.”

BCD Travel Profits As Well

BCD Travel enjoys a high level of trust from its customers. As Vorndran explains, “We work with our clients on a strategic partnership level. The customer gets everything out of one hand from BCD Travel.” Although BCD Travel has earned long-term customer loyalty, it doesn’t mean it is resting on its laurels. It currently plans to upgrade its software landscape to the latest release of the SAP ERP application. BCD Travel wants to be aware of all standardized processes offered in SAP software in order to determine which can be individualized for its purposes. “Let’s have a look at low-cost airlines, for example,” says Vorndran. “To be able to offer our customers an integration method, we are looking at the new release to see how these can be integrated best.”

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