

Four Keys to Maximizing the **Strategic Business Value** of Travel Programs



SAP Concur 

THE BEST RUN



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Corporate Travel:

Business Investment or Cost?

Corporate travel is often viewed as just a cost of doing business that enables people to get from point A to point B.

But it plays a vital function that has direct or indirect impact on critical parts of organizations today. Depending on your industry, it keeps your company moving; the sales pipeline flowing; your experts informed and certified; and your people in front of patients, customers, and partners. At the same time, travel brings teams together, strengthening collaboration and innovation inside and outside your organization.

Equally important, travel management processes touch everything from regulatory practices and compliance to budgets, payroll, tax applications, traveler safety, and value-added tax (VAT) reclaim. So it's no surprise that travel management is getting more attention from executives today – especially heads of finance who need to keep budgets focused on growing the business.

For employees, corporate travel is also intensely personal. It takes them away from their homes and can put them into risky locations and contexts. And the quality of their end-to-end travel experience – from making reservations to submitting expense reports – shapes the quality of their experience as an employee. They are keenly aware if their organization's travel program:

- Respects their need for autonomy and freedom to book travel when and how they want
- Accommodates their unique preferences for everything from airlines and seat locations to hotel rooms and restaurants
- Makes them feel safe, connected, and cared for
- Simplifies expense reporting and saves them time

Managing Travel Isn't Easy – and Keeps Getting Harder



Viewed from this perspective, travel expenditures are critical investments in shaping, growing, and driving the success of your business. The question then is, how can your organization maximize the value of travel programs and investments?

This is no small task, as corporate travel spend is only getting harder to manage. Whether people are traveling in the air or on the road, emerging trends are complicating corporate control and oversight. For example:

- **Travelers are taking over, wielding more influence and bringing more demands and expectations than ever.**

Technology innovations have raised the bar and centered the focus on travelers – all while simplifying the travel experience at every point and driving up adoption, compliance, and safety.¹

- **New distribution channels have ushered in a new normal, fragmenting data on bookings and costs.** Suppliers now reach out directly to business travelers through e-mail, text, and Web channels, offering enticing incentives to drive sales and retention. This is challenging traditional, centralized booking models and the transparency businesses need to monitor travel, track costs, and stay in compliance.
- **New tax laws and compliance and traveler safety requirements are placing a greater focus on travel.** New major taxation policies will require compliance to be embedded directly into core processes. At the same time, traveler safety is a moral and legal obligation for companies, and yet most businesses are not fully confident that they can quickly and accurately locate business travelers in an emergency.

1. “Lost in Translation: Changing Landscape, Familiar Challenges,” GBTA, 2018.



34%

Of experienced travel managers spend more time communicating with travelers or addressing their concerns, compared to five years ago.²

77%

Of businesses are not completely confident that their organization can quickly and accurately locate business travelers in an emergency.⁴

Over two-thirds

Of European travelers book outside of corporate channels despite having access to an online booking tool.³

80%

Of travel programs do not use technology to capture bookings made outside of their systems, making it difficult to capture invisible spend.⁵

2. "Lost in Translation: Changing Landscape, Familiar Challenges," GBTA, 2018.

3. "How Technology Impacts Traveller Behaviour and Safety," GBTA 2018.

4. "Connecting the Dots on Travel, Expense, and Invoice Spend," SAP with research by Vanson Bourne, 2017.

5. "Lost in Translation: Changing Landscape, Familiar Challenges," GBTA, 2018.

Travel Managers Play an Overlooked Yet Critical Role

Travel managers play an often overlooked yet critical role in managing through these challenges – and maximizing the value of travel programs.



The business travel they manage impacts multiple business processes and priorities across the company. So the more they can keep employees safe and happy – and travel affordable – the more business leaders can bring the right people together to focus on what's most important.



They don't simply choose booking tools and enforce policies. They open the door to a new world of opportunities for their organizations – from expanding into new markets to innovating with customers, suppliers, and partners around the world.



They are increasingly strategic in how they choose and use new technologies in the travel sector to benefit their business. For example, many are looking for state-of-the-art cloud services that unify fragmented, third-party reservation and cost data; automate compliance; give employees the flexibility they want to book travel how, when, and where they want; and give finance a holistic view of travel-related spend.



Compared to five years ago, experienced travel managers spend more time on key functions today, including:⁶

66% more on data and analysis reporting

66% more on evaluating or implementing new technology

60% more on traveler safety and duty of care

52% more on cross-department meetings or collaboration



6. "Lost in Translation: Changing Landscape, Familiar Challenges," GBTA, 2018.

When Finance Leaders Partner with Travel Managers, **Everyone Wins**

While travel is a significant business function and category of spend, most finance leaders struggle to monitor and control it. And they will continue to do so as long as spend data is fragmented across company applications and supplier systems such as Kayak and Travelocity, airline and hotel Web sites, car rental apps, and sharing economy systems such as Airbnb and Uber. Eighty-six percent of finance leaders agree that their travel, expense, and invoice systems could be better connected for a single view of spend.⁷

As the global economy slows down, finance leaders will need this single, up-to-date view of travel spend more than ever. Experts believe that cost reduction will be the top priority for companies in 2019, and this will put pressure on finance leaders to find ways to improve efficiency across all areas, including travel. To do this well – without hurting the business or curtailing growth – they will need to make data-driven decisions powered by analytics.

86%

Of finance leaders agree that their travel, expense, and invoice systems could be better connected for a single view of spend.⁸



7, 8. "Fueling Business Growth: How UK Finance Leaders Can Drive Strategy and Avoid Risk: A Research Report in Partnership with Vanson Bourne," SAP Concur, 2017.

Like travel managers, forward-thinking CFOs are looking to state-of-the-art cloud solutions that are business ready – meaning they're capable of providing greater business performance and visibility and more user-friendly experiences today, and they will continue to innovate tomorrow.⁹ By collaborating around their shared goal of getting more business value from corporate travel, CFOs and travel managers can choose solutions that serve **both** stakeholders.



9. "SAP Concur Empowers Organizations to Digitally Transform Their Expense, Travel, and Invoicing Processes," IDC, 2018.



Evaluate Your Options Against Four Criteria

As CFOs and travel managers work together to evaluate travel technologies, the focus must shift to how IT innovations can automate and integrate travel and expense management. It also must shift to capture and connect all travel transactions so stakeholders have the visibility and control they need. This will require solutions that help you achieve the following.

- 1 Drive innovation into improving compliance, visibility, and cost control >>
- 2 Reinvent employee experiences ahead of their expectations >>
- 3 Support travelers wherever they are >>
- 4 Integrate travel and expense processes for unified visibility and control >>

Drive Innovation into Improving Compliance, Visibility, and Cost Control

1

2

3

4

Look for solutions that capture and centralize travel spending and itineraries booked using both corporate booking tools and third-party apps. With all travel data connected and integrated in one place, travel managers always know where employees are and finance can get more control over costs. Ideally, choose solutions that use AI, machine learning, natural-language processing, and other innovations

to automatically apply policies and detect fraud; interpret and categorize expenses from paper and electronic receipts; and facilitate compliance at every step. And using advanced analytics, they can turn your travel and expense data into insights into everything from VAT reclaim and mobile spending to industry-specific tax and regulatory requirements.

54%

Average amount of VAT that UK businesses miss out on and are entitled to reclaim on travel and expense costs¹⁰

US\$672,000

Average savings on business travel per organization using SAP® Concur® solutions¹¹

10. "SAP Concur Empowers Organizations to Digitally Transform Their Expense, Travel, and Invoicing Processes," IDC, 2018.

11. "Connecting the Dots on Travel, Expense, and Invoice Spend," SAP with research by Vanson Bourne, 2017.



Reinvent Employee Experiences Ahead of Their Expectations

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2
3
4

Look for solutions that deliver intuitive apps that guide users through every trip, providing a consumer-simple way to request travel and manage itineraries and expense reports even while on the go. This will require solutions with direct, integrated connections with the top travel brands employees love, as well as an ecosystem

of app partners. And by increasing adoption of cloud software that's continuously improving, you'll boost compliance, spend visibility, and the impact of your travel program across your organization while staying ahead of new spending habits and technologies.



60%

Less time to fill out an expense report using the Concur Expense solution¹²

12. "SAP Concur Empowers Organizations to Digitally Transform Their Expense, Travel, and Invoicing Processes," IDC, 2018.

Support Travelers Wherever They Are

Today's innovative cloud solutions help you meet your organization's duty-of-care obligations by triangulating consolidated itinerary and corporate card data with global risk information and specialized assistance resources. Your travel and support teams will proactively identify disruptions due to

everything from medical emergencies, natural disasters, and weather to political unrest or labor disputes, then quickly and accurately communicate with and support travelers around the world – no matter how they booked their trip.



Nearly **three-quarters (73%)** of travelers expect their company to **proactively contact them** within two hours of an emergency or security event.¹³

13. "How Technology Impacts Traveller Behaviour and Safety," GBTA, 2018.

Integrate Travel and Expense Processes for Unified Visibility and Control

1
2
3
4

Look for integrated solutions that can bring more efficiency and control to the entire travel process – from travel requests and booking to reimbursement and every step in between. For example, by deploying the Concur Travel and Concur Expense solutions together, you can give your users one place where they can book every item on their itinerary and

ensure spending policies are automatically applied to every booking. At the same time, you gain complete control over every dollar spent on travel and expenses, as the integration between applications enables transaction data to flow right into employee expense reports, saving time and effort.

93%

Of finance leaders say connecting their expense, travel, and invoice processes will be important to **achieving their growth objectives**.¹⁴



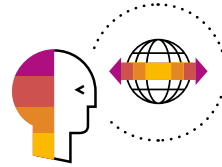
14. "Fueling Business Growth: How UK Finance Leaders Can Drive Strategy and Avoid Risk: A Research Report in Partnership with Vanson Bourne," SAP Concur, 2017.

SAP Concur Solutions: Delivering on the Vision Today

At SAP, we are in relentless pursuit of what's possible with business travel because we know how critical travel is to your business and your bottom line. We continually develop new ways to automate and integrate travel and expense management, connect transactions no matter where they happen, and unify travel spend data so travel managers and finance leaders can get the most business value from travel investments.

“With SAP Concur solutions, we have carried out continuous cost-reduction activities and realized a 15% reduction in travel expenses over three years. By combining automation and digital transformation, we **keep travel and expense processing time and cost to a minimum.**”

Ritsuko Nakanishi, Executive Specialist, NEC



Travel managers can:

- Show the CFO and other leaders the impact of travel across the business
- Leverage new ways to automate and integrate travel and expense processes, so you can capture travel transactions and itinerary data from virtually any purchase or travel supplier and bring all travel information together in one place
- Deliver simple, personalized experiences that keep travelers happy and compliant
- Harness intelligent technologies to strengthen your travel program and the return it brings to the business
- Make better decisions with business intelligence tools, reports, and dashboards that provide the actionable insights you need

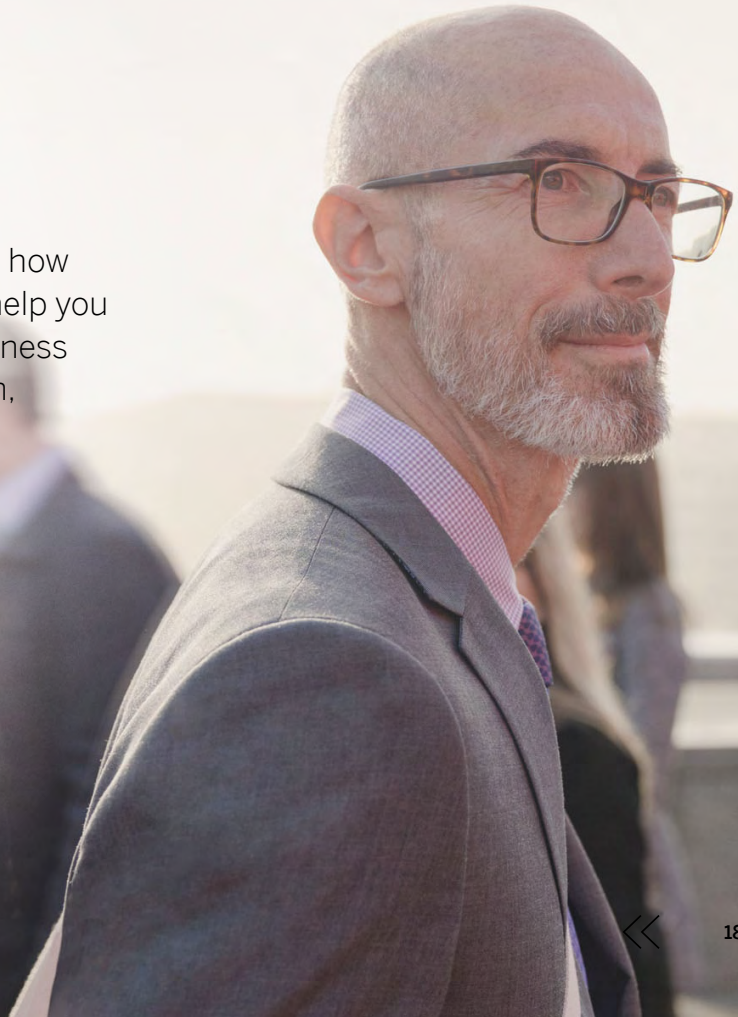


Finance leaders can:

- Use intelligent technology to take advantage of all travel transaction and spend data and turn it into the insights you need
- Bring greater transparency and control to travel spending – for example, with dashboards and reports that help you monitor trends, enforce policies, and simplify your spend management
- Reduce travel risks and increase traveler safety
- Create a simple, contextual, and personalized experience that keeps travelers engaged, productive, and compliant with policies
- Manage everything from regulatory compliance to tax requirements more effectively
- Ensure every bit of travel budget is spent wisely while effectively managing the impact travel has across your business



For more information about how SAP Concur solutions can help you maximize the strategic business value of your travel program, please visit us [online](#).



ABOUT SAP CONCUR SOLUTIONS

SAP Concur solutions simplify expense, travel, and invoice management for greater visibility and control. For more than 20 years, these leading, innovative solutions have kept customers a step ahead by delivering time-saving tools, connected spending data, and a dynamic ecosystem of diverse partners and apps. User-friendly and business ready, SAP Concur solutions unlock powerful insights that help businesses reduce complexity and see spending clearly so they can manage it proactively. For more information, visit concur.com.



Learn more at **concur.com**

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