

[T106] Roundtable Discussion: O=a4 or How to Get A's in Optimising Data

Tuesday, 23 October
12:00 – 13:15

Compliments of:



T&E Data Optimisation-"0=a4+c2"

ACTE Membership Survey Results
October, 2007

AGENDA

- **INTRODUCTION**
- **SURVEY RESULTS**
 - **SETH FRIEDMAN, MASTERCARD**
- **CASE STUDY**
 - **EMMA JENNINGS, ING BANK**
- **DISCUSSION GROUPS**
- **CONCLUSIONS**

Survey Goals

- **Determine areas for and data used for program optimisation**
- **Identify software and systems used**
- **Assess steps required for securing better data**

Purpose for Data Optimisation

4. Indicate the importance of optimizing the types of data below for your travel program:

| | Most important | Important | Less important | Not important | Rating Average | Response Count |
|-------------------------------|----------------|------------|----------------|---------------|----------------|----------------|
| Accounting and reporting | 44.4% (16) | 41.7% (15) | 11.1% (4) | 2.8% (1) | 1.72 | 36 |
| Booking-related | 27.8% (10) | 52.8% (19) | 19.4% (7) | 0.0% (0) | 1.92 | 36 |
| Card reporting | 38.9% (14) | 44.4% (16) | 13.9% (5) | 2.8% (1) | 1.81 | 36 |
| Expense integration | 38.2% (13) | 35.3% (12) | 23.5% (8) | 2.9% (1) | 1.91 | 34 |
| Pre-trip approval information | 7.9% (3) | 28.9% (11) | 31.6% (12) | 31.6% (12) | 2.87 | 38 |
| Booked to expense tracking | 14.3% (5) | 42.9% (15) | 28.6% (10) | 14.3% (5) | 2.43 | 35 |
| Travel reporting analytics | 61.5% (24) | 38.5% (15) | 0.0% (0) | 0.0% (0) | 1.38 | 39 |
| <i>answered question</i> | | | | | | 42 |
| <i>skipped question</i> | | | | | | 1 |

Systems Used for Data Collection

5. Prioritize the following systems you use to collect travel information (1 = top priority, 8 = lowest priority)

| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | Rating Average | Response Count |
|--|------------|------------|-----------|-----------|-----------|-----------|-----------|------------|--------------------------|----------------|
| TMC software applications | 32.5% (13) | 12.5% (5) | 17.5% (7) | 15.0% (6) | 7.5% (3) | 5.0% (2) | 2.5% (1) | 7.5% (3) | 3.15 | 40 |
| ERP systems (e.g., SAP, Oracle) | 10.5% (4) | 13.2% (5) | 5.3% (2) | 15.8% (6) | 13.2% (5) | 10.5% (4) | 10.5% (4) | 21.1% (8) | 4.87 | 38 |
| Expense management applications | 20.5% (8) | 12.8% (5) | 17.9% (7) | 15.4% (6) | 7.7% (3) | 10.3% (4) | 10.3% (4) | 5.1% (2) | 3.74 | 39 |
| Bank reporting application (e.g., Smart Data, SAM, Amex at Work) | 20.0% (8) | 12.5% (5) | 7.5% (3) | 12.5% (5) | 7.5% (3) | 7.5% (3) | 12.5% (5) | 20.0% (8) | 4.48 | 40 |
| Paper reports/invoices | 10.3% (4) | 0.0% (0) | 7.7% (3) | 5.1% (2) | 7.7% (3) | 12.8% (5) | 17.9% (7) | 38.5% (15) | 6.03 | 39 |
| Travel analytic reporting software | 18.4% (7) | 13.2% (5) | 21.1% (8) | 10.5% (4) | 5.3% (2) | 10.5% (4) | 5.3% (2) | 15.8% (6) | 4.03 | 38 |
| Booking tool | 2.8% (1) | 27.8% (10) | 11.1% (4) | 19.4% (7) | 11.1% (4) | 11.1% (4) | 0.0% (0) | 16.7% (6) | 4.25 | 36 |
| TMC reports | 40.5% (17) | 31.0% (13) | 14.3% (6) | 7.1% (3) | 2.4% (1) | 2.4% (1) | 0.0% (0) | 2.4% (1) | 2.19 | 42 |
| | | | | | | | | | <i>answered question</i> | 43 |
| | | | | | | | | | <i>skipped question</i> | 0 |



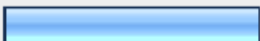


Systems/Source Effectiveness

6. How effective are these sources in meeting your travel information and reporting needs?

| | Most Effective | Very Effective | Somewhat Effective | Not Effective | Rating Average | Response Count |
|--|----------------|----------------|--------------------|---------------|----------------|----------------|
| ERP systems (e.g., SAP, Oracle) | 5.6% (2) | 16.7% (6) | 38.9% (14) | 38.9% (14) | 3.11 | 36 |
| Expense management applications | 15.8% (6) | 23.7% (9) | 44.7% (17) | 15.8% (6) | 2.61 | 38 |
| Bank reporting application (e.g., Smart Data, SAM, Amex at Work) | 12.8% (5) | 28.2% (11) | 30.8% (12) | 28.2% (11) | 2.74 | 39 |
| Paper reports/invoices | 7.9% (3) | 0.0% (0) | 39.5% (15) | 52.6% (20) | 3.37 | 38 |
| Travel analytic reporting software | 27.0% (10) | 43.2% (16) | 21.6% (8) | 8.1% (3) | 2.11 | 37 |
| Self booking tool | 5.9% (2) | 29.4% (10) | 44.1% (15) | 20.6% (7) | 2.79 | 34 |
| TMC reports | 47.5% (19) | 32.5% (13) | 20.0% (8) | 0.0% (0) | 1.73 | 40 |
| <i>answered question</i> | | | | | | 41 |
| <i>skipped question</i> | | | | | | 2 |

Sources of Information

7. What is your primary source of travel information for your organization?

| | Response Percent | Response Count |
|--|--------------------------|----------------|
| TMC  | 64.3% | 27 |
| Travel Suppliers (e.g. Airlines, Hotels)  | 4.8% | 2 |
| Card vendor  | 23.8% | 10 |
| Expense management supplier  | 2.4% | 1 |
| 3rd party data aggregators  | 4.8% | 2 |
| | <i>answered question</i> | 42 |
| | <i>skipped question</i> | 1 |

Data Comprehensive by Provider

10. Rate the data availability and comprehensive aspects of travel information provided by the following vendors (1 = excellent, 4 = poor)

| | 1 | 2 | 3 | 4 | N/A | Rating Average | Response Count |
|-------------------------------------|------------|------------|------------|------------|------------|--------------------------|----------------|
| Airlines | 12.2% (5) | 46.3% (19) | 26.8% (11) | 14.6% (6) | 0.0% (0) | 2.44 | 41 |
| Hotels | 2.4% (1) | 24.4% (10) | 36.6% (15) | 34.1% (14) | 2.4% (1) | 3.05 | 41 |
| Car Rentals | 19.5% (8) | 39.0% (16) | 19.5% (8) | 17.1% (7) | 4.9% (2) | 2.36 | 41 |
| Meetings | 0.0% (0) | 7.1% (3) | 9.5% (4) | 42.9% (18) | 40.5% (17) | 3.60 | 42 |
| Rail | 4.8% (2) | 7.1% (3) | 11.9% (5) | 31.0% (13) | 45.2% (19) | 3.26 | 42 |
| Card Companies | 19.0% (8) | 50.0% (21) | 21.4% (9) | 2.4% (1) | 7.1% (3) | 2.08 | 42 |
| Travel Agencies | 26.2% (11) | 69.0% (29) | 4.8% (2) | 0.0% (0) | 0.0% (0) | 1.79 | 42 |
| Data Consolidators | 7.3% (3) | 34.1% (14) | 14.6% (6) | 2.4% (1) | 41.5% (17) | 2.21 | 41 |
| Expense Management System Providers | 9.8% (4) | 34.1% (14) | 17.1% (7) | 7.3% (3) | 31.7% (13) | 2.32 | 41 |
| | | | | | | <i>answered question</i> | 42 |
| | | | | | | <i>skipped question</i> | 1 |

Data Accuracy/Integrity by Source

11. Rate the accuracy/integrity aspects of travel information provided by the following vendors (1 = excellent, 4 = poor)

| | 1 | 2 | 3 | 4 | N/A | Rating Average | Response Count | |
|-------------------------------------|------------|------------|------------|------------|------------|----------------|--------------------------|----|
| Airlines | 9.8% (4) | 58.5% (24) | 22.0% (9) | 9.8% (4) | 0.0% (0) | 2.32 | 41 | |
| Hotels | 0.0% (0) | 28.6% (12) | 35.7% (15) | 33.3% (14) | 2.4% (1) | 3.05 | 42 | |
| Car Rentals | 16.7% (7) | 42.9% (18) | 16.7% (7) | 19.0% (8) | 4.8% (2) | 2.40 | 42 | |
| Meetings | 0.0% (0) | 9.8% (4) | 12.2% (5) | 36.6% (15) | 41.5% (17) | 3.46 | 41 | |
| Rail | 2.4% (1) | 11.9% (5) | 16.7% (7) | 21.4% (9) | 47.6% (20) | 3.09 | 42 | |
| Card Companies | 23.8% (10) | 45.2% (19) | 19.0% (8) | 7.1% (3) | 4.8% (2) | 2.10 | 42 | |
| Travel Agencies | 21.4% (9) | 64.3% (27) | 14.3% (6) | 0.0% (0) | 0.0% (0) | 1.93 | 42 | |
| Data Consolidators | 2.4% (1) | 42.9% (18) | 11.9% (5) | 2.4% (1) | 40.5% (17) | 2.24 | 42 | |
| Expense Management System Providers | 7.1% (3) | 38.1% (16) | 11.9% (5) | 11.9% (5) | 31.0% (13) | 2.41 | 42 | |
| | | | | | | | <i>answered question</i> | 42 |
| | | | | | | | <i>skipped question</i> | 1 |

Areas for Improvement

12. Rate these steps for securing better travel data:

| | Most Important | Very Important | Somewhat Important | Not Important | Rating Average | Response Count |
|---------------------------------|----------------|----------------|--------------------|---------------|----------------|----------------|
| Multi-vendor collaboration | 25.0% (10) | 47.5% (19) | 25.0% (10) | 2.5% (1) | 2.05 | 40 |
| Policy compliance modifications | 25.6% (10) | 35.9% (14) | 30.8% (12) | 7.7% (3) | 2.21 | 39 |
| In house systems development | 7.9% (3) | 28.9% (11) | 31.6% (12) | 31.6% (12) | 2.87 | 38 |
| Outsourced solutions | 15.4% (6) | 38.5% (15) | 30.8% (12) | 15.4% (6) | 2.46 | 39 |
| Global vendor selection | 43.6% (17) | 38.5% (15) | 17.9% (7) | 0.0% (0) | 1.74 | 39 |
| Other(please specify) | 0.0% (0) | 0.0% (0) | 50.0% (1) | 50.0% (1) | 3.50 | 2 |
| <i>answered question</i> | | | | | | 42 |
| <i>skipped question</i> | | | | | | 1 |

Conclusions

- **No single solution exists to address all needs**
- **TMCs continue to be the key provider of buyer data...but not the only valuable source**
- **Global vendor selection and multi-vendor collaboration are crucial to successful data optimization...policy compliance secondary**
- **Integration of financial data, TMC content and travel reporting capabilities appears to be key buyer need**

Reality of Lodge Card Implementation

- **What were ING's requirements?**
- **Issues encountered**
- **Issue resolution**
- **Results**

ING Requirements

- **Electronic load in to e-profit (NL) (internal travel approval and payment system) and PeopleSoft UK)**
- **Variety of enhanced data fields**
- **Consolidate data for flights, rail and TAF for all bookings**
- **High match rate**

Issues post implementation

- **Lower than expected match rate**
- **Difficult manual matching process**
- **Missing information**

How did we resolve these problems

- **Team work and good relationships**
 - **BCD Travel, MasterCard, ING Card Commercial Payment Solutions and ING Facility Management worked together**
 - **Examined each step and found small items that were combining to cause larger issues**
 - **Best practise sharing, with advice, training and support from MasterCard**

4 elements of a successful lodge programme

- **TMC send enhanced data on time, in coordination with financial closing**
- **Each “team member” clearly understands client requirements**
- **Thorough end to end testing**
- **Sustainable process planned in advance, to manage the small percentage of unmatched transactions**

Realise excellent results

- **27 individual programmes in NL, BEL & UK**
- **Approximately 16 million EUR since March 07**
- **Successful electronic loads with required data and consequent approval and cost allocation**
- **Additional reporting via SDOL**

TABLE DISCUSSION

RANK BARRIERS TO BETTER DATA---EASIEST TO SOLVE TO HARDEST

RANK IMPORTANCE FOR IMPROVEMENT---HOW MUCH INVESTMENT FOR HOW MUCH IMPROVEMENT?

MATCH RESULTS AND SUGGEST PLANS FOR IMPROVEMENT FOR TOP TWO BARRIERS TO BETTER DATA.

CONCLUSIONS

- **AND THE ANSWERS ARE:**
 -
 -
 -

THANK YOU FOR PARTICIPATING!

Help us serve you in the future:
Please complete the session evaluation.

Mark Your Calendar For the Following Upcoming Conferences:

