

T201: Partnering with TMC's – Global vs In-Country Approaches (Buyers Only)

Facilitator:

Steven van der Poel, EMEA Travel Manager, NetApp

Presenter:

Mar Pedroviejo, Travel Manager, Accenture

Global vs. Best-in-Country

Better or Worse?
...or Simply Different?

Globalization: What does it mean to you?



Consolidation

- Concentrating suppliers
- Leveraging global volume
- Reallocating market share

Standardization

- Processes
- Technology
- Tools
- Reporting

Configuration

- Centralized servicing

Service

- Anytime
- Anywhere

Globalization: Why look at opportunity for change?

- Supplier leverage and negotiating power
- Policy control and compliance
 - Speed to change and execution
- Ability to deliver best practices across all markets
- Operational savings through configuration and standardization
- Consistency in service, technology & process
- Traveler benefits ‘anytime, anywhere’

What works best for your Travel Program?

Global

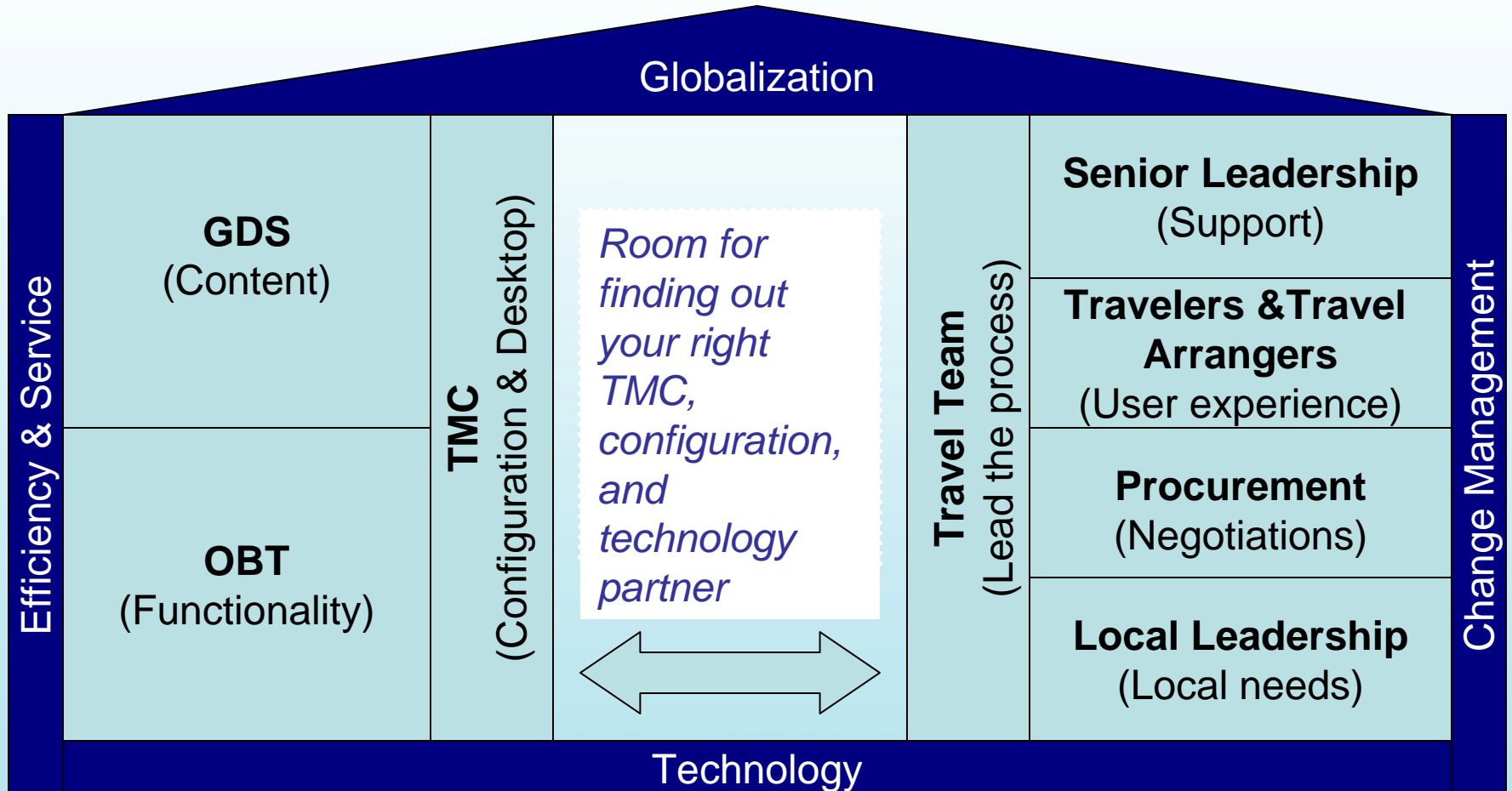
- ✔ Increase efficiencies with technology
- ✔ Economies of scale
- ✔ Consistency
- ✔ Compliance
- ✔ Standardization
- ✗ GDS/OBT: Logical level of content and functionalities

Local

- ✔ In-depth local knowledge
- ✔ Local culture/language
- ✔ Familiarity with travelers
- ✔ Trust with local leadership
- ✗ Tailored and more expensive service
- ✔ Best in market TMC/GDS/OBT

“Find the right balance for service and savings”

Centralized Servicing: Stakeholders



Centralized Servicing: Keys for success

Local Markets

- Understand local requirements
- Cultural sensitivity
- Local market knowledge
- Local language support

Traveler Experience

- Make the process “offline” as simple as possible
- Leverage OBТ for eligible transactions
- Emulate local service from remote locations
- Support & Service “Anytime, Anywhere”
- Smooth implementation plan

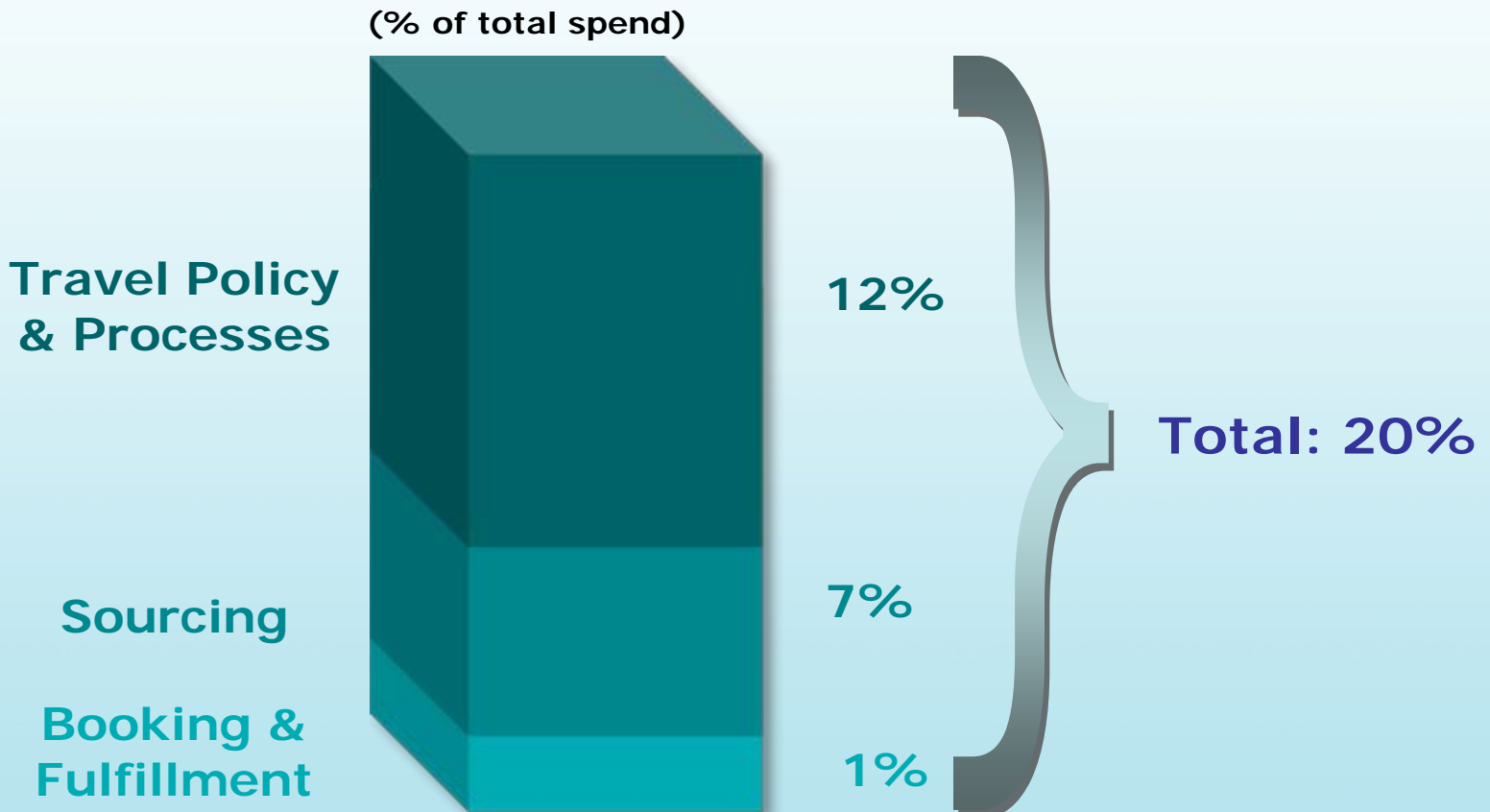
Technology

- Technology solution (OBТ/GDS/TMC)
- Telecom capabilities (TMC)

Change Management

- Collaboration and leadership support
- Communication plan

Globalization: Where do savings come from?



Questions?



Global vs. Local: Open Discussion

1. Buy-in
2. Measuring service
3. Biggest hurdles

Conclusions: Roadmap (1)

- Who
- What
- When
- Where
- How

Conclusions: Roadmap (2)

- Goals
- Assessment
- Buy-in
- Selection
- Implementation
- Measurement

Final Conclusion

Global vs. Best-in-Country:

Not Better or Worse,

just better for one, but worse for another...

Find your own way !

Thank You!