

# Enterprise-wide travel and meeting solution provides global software leader control and savings

## a Meetings & Events case study

### The challenge

A global leader in business software has a significant travel and meeting spend, with 15,000 travelers attending as many as 8,000 meetings each year. With no global procurement strategy, it relied on third-party event management companies who negotiated on a “one-off” basis. Meetings were operated by individual departments whose staffs focused more on logistics than strategy. The company, experiencing tremendous growth, was uncertain how to prioritize its budget and resources to gain control of the meetings and events process, which was inefficient and negatively impacting the bottom line. The company wanted a consolidated enterprise-wide travel and event solution to leverage its total global spend, provide greater visibility of costs, more control over travelers and meeting planners, increase security, and maximize savings for large and small meetings.

### The solution

Integrated teams from Carlson Wagonlit Travel and its sister company Carlson Marketing (CM) developed a global procurement strategy to deliver a complete travel and events package—air, hotel, conference and ground transportation—through one streamlined process having local impact.

As its global corporate travel provider, CWT leveraged the company’s total travel spend to negotiate air for large events, while ensuring best fares are captured under its pre-negotiated rates for smaller meetings, fewer than 50 people. CWT uses *CWT Portrait* profile database and *CWT Discovery* data consolidation analysis tool to provide centralized reporting and security to travelers and meeting planners.

### The result

CM moved more than 6,000 travelers from 50-plus countries to 13 global incentive programs, by leveraging the client’s total spend with back-to-back programs, using global hotel chains, and providing a global look and feel to their Sales Incentives program. Because of the solid execution of this program, CM is handling the client’s incentive business year-over-year, and plays a key role in other internal and customer events as well.

In addition:

- Consolidated travel and events program under one sourcing strategy has resulted in better leverage of travel spend and cost savings of more than \$2.6 million in 2006.
- The company has gained insight and control of its travel and events process enterprise-wide.
- Security and reporting capabilities are in place.
- Country-based airline ticketing has resulted in better fares and improved service levels.
- Based on the successful execution of the client’s larger group incentive business, CWT/CM adapted the travel and meeting process for smaller meetings with 10 to 50 attendees, where there previously had been no control, visibility, or cost-saving measures in place.

#### FAST FACTS

**Company:** Global leader in business software

**Industry:** Information Technology

**Volume:** \$140M annual U.S. travel spend; \$40M-\$50M meetings spend

#### Results at a glance:

- Consolidated travel and events program
- Savings of more than \$2.6 million in one year
- Greater insight and control of travel and events process
- Improved reporting capabilities and security

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