



#1 Global Travel Management Company

The world's largest business travel provider with over 14,000 employees, managing over \$19B a year in corporate travel spend and serving 37 out of 100 largest travel spenders in the U.S., was looking to protect and increase its market share by differentiating its core services.

Business Opportunity

To increase market share, the company's CEO and executive staff decided to make a strategic investment in creating smart analytics around their travel booking software. With this new analytic product, clients can see the value and cost savings of bookings directly through the system instead of using personal cards.



CHALLENGE -
Demonstrate the value of core offerings with data analytics.

- Use analytics to show customers the true value of the core product
- Offer buyers (head of finance, department managers) insights on employee spend and savings on travel.
- Increase win rates and accelerate sales cycle

RESULTS -



Technical Challenges

- Complex analysis across 945 separate data files from internal and customer systems (e.g. travel records, card transactions and merchant dat warehouses)
- Big Data analysis with 80% of data in Hadoop

Results / Outcomes

- 6 month deployment vs. 8 years to build with a legacy BI product
- Over 115 valuable metrics that allow customers to better manage spend through peer-to-peer benchmarking, travel cost optimization and understanding employee travel behavior
- Alerts and red-flags on out-of-policy activities to maximize savings

Why Birst?

- Speed to value
- Solution fit with Big Data architecture
- Rich analytics combined with ease of use for executive audience