



SAP Concur CWT Case Study | PUBLIC

Concur® Request | Concur® Travel

A World of Difference:

How SAP Concur Solutions Help **CWT** Deliver Value to a Global Client Base

Quick Facts

Company Name

CWT

Solutions

- Concur® Request
- Concur® Travel
- Corporate travel indirect

Industry

Travel, Corporate Travel, Travel Management Company (TMC), Travel Management, Travel Consulting, Digital Travel Management Company

Company Size

More than 15,000 employees
In around 145 countries

Location

Minnetonka, MN

Why SAP Concur?

CWT's global network is enabled to manage travel and data consistently. SAP Concur solutions help provide CWT clients with a global tool that works across the enterprise, delivering complete data transparency, while adapting to different languages, currencies and tax structures. Using the Online Booking Tool (OBT) with Concur® Travel & Expense provides a complete solution, making it easy for the user to book travel, manage expense and request reimbursement in one, integrated platform.

ABOUT CWT

CWT is a Business-to Business-for-Employees (B2B4E) travel management platform. Companies and governments rely on its expertise to keep their people connected – anywhere, anytime, anyhow – and, across six continents, CWT provides their employees with innovative technology and an efficient, safe and secure travel experience. CWT's clients comprise around a third of S&P 500 and FTSE 100 companies.



A Smarter Approach to Global Travel Management

Tracing its origins back to around the time of the introduction of Europe's first railway sleeping car in the early 1870s, CWT has been at the forefront of every development in the travel industry, consistently evolving and broadening its approach to travel management, melding its deep experience with advanced technology to help anticipate the ever-changing needs of a diverse global client base.

“We have successfully transitioned our global experience as travel management company into a travel technology platform, focused on the needs, benefits and safety of the individual traveler – the E in our B2B4E approach to our business – that gives us the agility to respond to our client's needs on a global scale,” explains Phil Wooster, Vice President of Sales, EMEA, for CWT. “We have a single platform that we offer in more markets worldwide than anyone else. That means what we can do in Singapore, we can do in Finland—and that brings consistency, and visibility to our clients.”

One of CWT's core differentiators is its ability to match each client with the best-in-class partner providers who most closely align with that company's needs. These preferred providers seamlessly link into the CWT platform, creating one comprehensive solution that brings unprecedented value to the client relationship—ensuring visibility, efficiency and an exceptional user experience.

SAP® Concur® solutions have been a part of CWT's digital evolution from the beginning.

GLOBAL CAPABILITIES, LOCAL PRESENCE

Anyone who has worked in a global travel environment recognizes how complex and dynamic it is—and what is required to serve a vast, multi-national landscape.

“CWT and SAP® complement each other. We are two truly global organizations with strong histories and advanced technology that has been proven with thousands of clients worldwide. Together we enable our clients and their employees to focus on what's important to them, make better decisions, and providing a better traveler experience.”

Phil Wooster, Vice President of Sales, EMEA, CWT

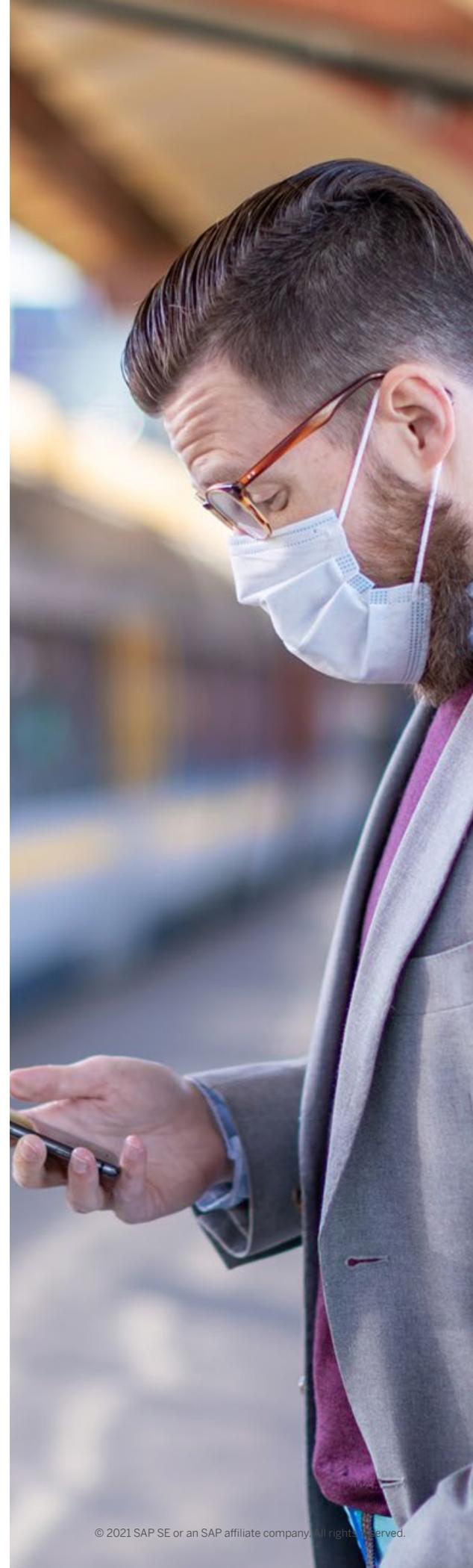
“You’ve got different security rules in Europe, the U.S., Asia, and Australia. Even New Zealand, with only four-and-a-half million people, has its own unique set of regulations,” explains Steve Ash, Director of Technology Partners, Online Booking Tools, APAC Region, for CWT. “You’ve got security requirements, and different currency and languages, and, at the same time, a commitment to a standardized process that is highly personalized, end-to-end, and provides the same experience for all of those travelers.”

Not many travel and expense tools have that capability.

“SAP is a strategic technology partner of ours for a good reason. Their technology stack is up-to-date, reliable and secure. It’s also truly global,” Ash says. “If we have a client who comes in and says, ‘I want to deploy a travel program across 50 countries’, we are confident that SAP is robust, has the right geographic scale, features, and configurability they’ll need to help us deliver with total confidence.”

Every country has a unique culture, cadence and lifestyle, and, while technology that supports those nuances is key, so too is having an intimate understanding of the region and the organizations and travelers being served. That’s another area where CWT and SAP Concur solutions collectively shine. For example, SAP Concur solutions are localized for 33 countries and delivered in 28 languages.

“The ability to be global, yet also think local is important to us both as we have technology that delivers on a global scale, but we integrate it with localized knowledge to ensure success,” Wooster explains. “That combination is another one of our differentiators—and another strength.”



UNLEASHING THE POWER OF DATA

The ability to use one solution across myriad countries brings another critical benefit: comprehensive data.

“CWT and SAP jointly provide our clients with complete transparency, so they can make decisions based on 100 percent of their data—not 70 percent or 80 percent,” explains Wooster. “That’s important because making decisions without looking at all of the data will hurt you.”

Whether they’re managing budgets, looking at trends or determining where to expand or build a facility, CWT with SAP puts that critical information at their clients’ fingertips. SAP Concur solutions can be customized to show spend by employee, accrued credit card transactions, air travel bookings, hotel negotiated rates vs. actual charged, and more.

A BETTER, SAFER TRAVELER EXPERIENCE

CWT takes a business-to-business-for-employees (B2B4E), approach, bringing a consumer-grade experience to a corporate travel world and is continually finding new ways to enhance that employee experience.



“SAP Concur is not just an expense platform, not just an OBТ and not just a reporting tool—it’s an end-to-end solution. Our clients can see what they’re spending, where they’re traveling and forecast based on real-time data.”

Steve Ash, Director of Technology Partners, Online Booking Tools, APAC Region, CWT

“We have to give travelers a tool that provides the same kind of ease-of-use and efficiency as they get when they’re ordering something from an online retailer,” Wooster says. “SAP Concur solutions provide that seamless, mobile experience, while ensuring policy adherence.”

Because the solution supports out-of-channel booking data via Concur® TripLink, the travel manager maintains visibility into every transaction, including those booked through a third party.

“The goal is to make things so user friendly that people have no need to book outside of the global distribution system (GDS). But, that’s not always possible,” Ash explains. “In Indonesia, for example, most domestic air travel is off channel. So, we must work with an aggregator who then has to integrate with the OBТ to keep the experience seamless. SAP Concur solutions give us that option.”

Having a world view of where travelers are going, and a snapshot of where they are at any given time, is critical to duty of care—a point that’s been underscored by the COVID-19 global pandemic.

myCWT with SAP Concur solutions not only gives organizations that visibility, but Concur® Request provides an excellent platform for managing pre-trip requirements across multiple markets.

THE RIGHT SOLUTION TODAY—AND FOR THE LONG TERM

When CWT evaluates any technology partner, it goes well beyond products as its clients need a proven platform and an eco-system that will continually add value.

“Large, global companies need to know their partners and suppliers are proven, stable and experienced. This is something CWT and SAP can clearly demonstrate around the world,” Ash said. “That makes us a key choice when clients want to reduce risks from the angles of longevity, compliance and security.”

FLEXIBLE DEPLOYMENT, CONSISTENT QUALITY

CWT has a client portfolio that includes some of the largest, and most recognized brand names in the world, but also serve smaller organizations as well, so its partners must be able to adapt to these various needs.

“Our technology partners have to understand how to deliver an implementation for both a large, global client in multiple countries, as well as a client in maybe one or two — giving everyone the same quality experience,” Ash says. “A cookie cutter approach won’t work, so our partners need the flexibility to adapt their implementation process to the specific need.”

ADAPTABILITY IN AN EVER-CHANGING GLOBAL TRAVEL ENVIRONMENT

Deployment is just the first challenge. In the world of global travel, providers need the agility to adapt when things inevitably change.

“In this industry, there’s always something new coming at you—be that a new regulation, a tax change, a change in airfares, passport requirements—or something like COVID-19,” explains Ash. “And CWT has to remain agile enough to manage all these changes, and more.”

“That’s why we only work with technology partners with the adaptability to respond to these changes with us—without impacting performance,” Ash says. “So, when we select SAP, it isn’t just for what it can do for our clients today, it is also about their ability to be nimble enough to continue to meet their needs in the future.”

CWT, IN PARTNERSHIP WITH SAP CONCUR SOLUTIONS, ENABLE CLIENTS TO

- Manage complex global travel requirements
- More effectively manage spend
- Enhance the traveler experience
- Ensure duty of care
- Gain visibility into their data
- Improve efficiency
- Increase policy compliance
- Adjust quickly to changing regulations and needs

A RELATIONSHIP OF INNOVATION, PARTNERSHIP AND TRUST

What began as two innovative companies growing side-by-side has evolved into a symbiotic partnership.

“The CWT/SAP Concur partnership covers many areas of our digital evolution program, where we are both seamless parts of each other’s digital ecosystems.” Ash explains.

A good example is how Custom Hotel Sourcing by SAP Concur enables RoomIt by CWT to provide full hotel content to travelers and keep them engaged with the managed program. “This gives the end user with a personalized hotel shopping experience that is relevant to them,” says Dale Eastlund, Vice President, Supply Chain Partners for CWT. “The platform also enables a more pure managed hotel program and more effective reporting.”

Together, the companies are always innovating. Just being “good” is not enough.

“Expanding technology to enhance the user experience, is key for us both,” says Wooster. “Could we completely move to chat-style messaging, for example? Can I talk to my digital personal assistant and book a flight and a hotel room through the program? We rule nothing out – and that is the sign of a healthy and rewarding partnership that delivers value on a global scale, today, tomorrow, and in the years to come.”

Proven

CWT and SAP Concur are proven, stable and experienced, and have invested resources in meeting global compliance and security standards—areas where disrupters often fall short.

Global

One global CWT solution that includes Concur® Travel & Expense provides user consistency and enables organizations to access all their data for more informed decision-making and exemplary duty of care.

Integrated

The myCWT platform integrates with SAP Concur solutions, which integrates with client’s back-office finance, HR and ERP systems, and third-party providers, for a seamless, end-to-end workflow.

ABOUT SAP CONCUR

SAP® Concur® is the world’s leading brand for integrated travel, expense, and invoice management solutions, driven by a relentless pursuit to simplify and automate these everyday processes. The highly-rated SAP Concur mobile app guides employees through business trips, charges are directly populated into expense reports, and invoice approvals are automated. By integrating near real-time data and using AI to analyze transactions, businesses can see what they’re spending and avoid possible blind spots in the budget. SAP Concur solutions help eliminate yesterday’s tedious tasks, make today’s work easier, and support businesses to run at their best. Learn more at concur.com or at the SAP Concur [blog](#).

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