


# BusinessWeek

A photograph of Chris Kroeger, a man with short brown hair, wearing a dark blue suit jacket over a light-colored shirt. He is standing on a modern staircase with a metal railing, smiling slightly. The background is a blurred office or hotel interior.

**Chris Kroeger**  
*General Manager*  
GetThere  
and *Sr. Vice President*  
Sabre Travel Network

## Total Travel Procurement

Companies can leverage procurement best practices to gain business travel efficiencies.

THIS GETTHERE PROMOTIONAL COVER WRAP HAS BEEN PLACED ON A LIMITED NUMBER OF BUSINESSWEEK COPIES THROUGH SPECIAL ARRANGEMENTS WITH THE PUBLISHER. NO ENDORSEMENT IS IMPLIED.

# Companies save millions with sophisticated travel procurement practices

*GetThere introduces total travel procurement model.*



Today's travel departments are faced with some of the most significant challenges seen in recent corporate travel history. Airline cutbacks, oil prices, economic slowdown – all contribute to tightening travel budgets.

But it's not all doom and gloom. Tasked with cutting expenditures while travel costs are on the rise, travel managers are turning to sophisticated procurement practices for guidance.

Overlapping procurement best practices like industry benchmarking and continual performance tracking with the complex world of business travel booking is no easy task. But the undertaking bears results that are saving millions for companies around the globe.

## **Multi-Dimensional Travel Procurement**

Taking travel procurement online is step one. The majority of today's large corporations have long seen value in online adoption for travel booking: negotiated rates, ensured employee compliance with travel policy and reports on performance. The savings are proven. GetThere customers report a collective annual savings of \$600 million in airfare alone.

So what's beyond online adoption? Once travelers are booking online and savings are maximized with high levels of adoption and policy compliance, the next step is to gain even more efficiencies and savings with a pinpoint examination of the total travel procurement process.

## **Travel Demand Management**

Trip decision, shopping, ticketing, traveler experience and trip data are all drivers in the travel demand management process. "At each point in the travel demand chain, GetThere has solutions in place to help corporations persuade traveler behavior as well as track travel demand patterns," said Chris Kroeger, general manager of GetThere and Sr. Vice President, Sabre Travel Network.

For example, GetThere has technology that asks employees to provide the reason for travel. If the trip is for an internal meeting, in-house videoconferencing may be suggested as an alternative to travel.

Pre-trip approval is another feature that helps corporations monitor trip decision. Based on the travel policy and customizable to the individual traveler level, the system can automatically send an email to a traveler's manager requiring approval before a trip is booked.

## **Travel Supply Management**

Travel is the second most controllable area of spend for an organization. So a company's travel policy and the way it's managed significantly impact the bottom line. And it all starts with supplier relationships.

Corporations work with hundreds of suppliers throughout the travel supply chain management process. GetThere brings structure and discipline to the process. "Corporations using GetThere benefit from more efficient processes across the entire business travel transaction chain," said Kroeger.

For example, contract management and reporting applications GetThere is putting in place will help travel managers more easily prepare for contract renewals. Multi-supplier reporting, benchmarking metrics and spend analysis by market all help paint a total travel procurement picture, ensuring a company is better informed and more strongly positioned at the negotiating table.

And functionality like hotel rate audit software enables travel managers to ensure negotiated rates are accurate and accessible. Additional features like negotiated rate loading, online reporting and graphical dashboard interfaces will provide visibility into real-time spend by budget line, by department and of course by each supplier.

When tightly and efficiently managed with the right travel procurement solutions, the travel demand and supply process is a full-circle model. The travel demand chain feeds the travel supply chain with rich travel data. Based on that data, supply management kicks in to refine and strengthen policy, in turn supporting a travel demand process that is a better guard of the bottom line.

# Move simple meeting planning online

GetThere and Worktopia help corporations optimize meeting spend.



The corporate travel industry faces an interesting, albeit not uncommon, dilemma. In an environment where costs seem to only increase – fuel prices, baggage fees, international travel – procurement executives and corporate travel managers have been tasked with the unenviable task of cutting their travel spend.

Fortunately, GetThere provides a wide array of solutions that save money without making your travelers cringe – like flying Coach across the Atlantic or sharing a hotel room on a weeklong retreat. GetThere believes in extending the reach of your travel program, and with valued partners like Worktopia, we help you bring historically unmanaged areas of spend online and into visibility.

While corporations are getting savvier about reining in and tracking large meeting spend, smaller meetings are still booked every day by employees at all levels and in all areas of an organization. From an off-site strategy session for a group of five to a customer recognition event for 30, these gatherings remain largely unmanaged.

GetThere and Worktopia now offer corporations yet another procurement solution to tap into previously unmonitored areas of spend: travelers can now search, compare and book simple meetings online from GetThere's home page.

Worktopia's online shopping capabilities for booking small meeting space are ideal for meeting planners and administrative assistants, giving corporations a new tool to competitively price and track simple meeting expenditures.

"GetThere is committed to uncovering new savings opportunities for companies. Worktopia's service brings transparency to a mostly unknown and untracked area of meeting spend, filling a longtime vacant slot for meeting planners," said Jeremy Stubbs, director of meetings management services for GetThere.

Worktopia offers online small meeting procurement solutions in hotels, conference centers, business centers and airport lounges throughout North America and in 64 additional countries. Through Worktopia's advanced technology, GetThere users can book meeting space, audio visual equipment and catering for simple meetings of up to 100 participants in a single online session. Worktopia provides live, comparable quotes based on specific meeting requirements, allowing planners to book space in venues in more than 150 U.S. cities in as little as three minutes.

"As meeting spend draws more attention in corporate boardrooms, companies that have already successfully deployed GetThere for travel are seeking complementary tools to

manage simple meetings," said Worktopia CEO John Arenas. "Groups with fewer than 50 participants comprise more than 60 percent of corporate meetings. The GetThere-Worktopia offering delivers better visibility and savings throughout the simple meeting procurement process."

## DID YOU KNOW?

A 2007 PhoCusWright report projected the value of the corporate meetings segment to reach \$75.8 billion this year, with 67 percent of meetings involving less than 50 participants.



It's easy to see who uses **GetThere** to procure low-cost travel.

**\$ 1,659.28**

**\$ 4,842.81**

## Is *your* road warrior using **GetThere**?

Travel is the second most controllable area of spend for corporations. As the most relied upon travel procurement solution, more than 3,000 companies — and the majority of the Fortune 200 — use GetThere® to manage and enforce travel policy, streamline supplier management and achieve proven, sustainable savings. When it comes to corporate travel procurement, no other provider can do it all. *No Boundaries. Just GetThere.*

Contact **GetThere** at 1 800 850 3906 or [getthere.com/procurement](http://getthere.com/procurement)

**No Boundaries. Just GetThere.**