

Case Study: Siebel Systems

SIEBEL

Siebel Systems uses Travelport to:

- Provide an easy-to-use online booking solution for more than 3,000 employees
- Manage an annual air spend budget of more than \$30 million
- Reduce average ticket price and transaction fees
- Improve travel policy compliance

Solution Implemented:

December 2002

Implementation time:

Fewer than 30 days

Results:

- Adoption within first 6 months - 72 %
- Average ticket price – down by 13%
- First-pass yield – 92%
- Transaction fees – reduced by 38%

➤ The Company

In the high-stakes, fast-paced world of enterprise software, Siebel Systems stands out as a bellwether company. Founded in 1993, Siebel has quickly grown to become the world's largest provider of customer relationship management (CRM) software. From 1995 through 2000, Siebel was the fastest-growing company in the history of the software industry, increasing revenue at a compound annual rate of more than 100 percent.

Today, Siebel counts more than 3,500 companies worldwide among its customers and maintains 110 offices in 29 countries. The company has more than 5,000 employees and recorded \$1.64 billion in revenue in 2002.

Several factors have contributed to Siebel's record of success, not the least of which are technology leadership, unwavering dedication to customer satisfaction, and intense focus on business results. These core values also led Siebel Systems to select Travelport as its corporate travel solution.

"A company as passionate about technology leadership and customer satisfaction as Siebel is very careful in selecting solutions to drive business results," said Linda Bunt, Director – Global Travel.

➤ The Challenge

Siebel entered the CRM market in 1995 at the beginning of an expansive business cycle. The company successfully pursued an aggressive growth strategy until the 2001 economic downturn. In the face of new economic realities, Siebel began to shift from its focus on top-line growth to one of business fundamentals—namely, operating a cash-positive, profitable business.

The company began scrutinizing its cash flow and business processes to identify areas of waste and opportunities for improvement. Like many companies, Siebel found that Travel & Entertainment (T&E) expenses were among the top three controllable line items. At the time, Siebel had no online booking tool and only lightly managed its travel program. The company moved to implement travel best practices and adopt an online corporate travel solution.

➤ The Goals

- ➔ Show near-immediate return on investment through aggressive user adoption
- ➔ Reduce average ticket prices by 10%
- ➔ Reduce transaction fees by 25%
- ➔ Improve process efficiency
- ➔ Improve information integration among IT systems

...and do all of it as quickly as possible.

“Travelport took the time and initiative to truly understand our business goals and work with us to meet our needs. Based on results so far, we obviously made the right choice.”

Linda Bunt, Director – Global Travel, Siebel Systems



⇒ The Solution

As a company that already had existing preferred vendor contracts and a fulfillment agreement with a traditional travel agency, Siebel needed an online booking solution that could seamlessly integrate all existing content and profiles, plus add the ease of online booking and the capability to more closely manage travel expenditures. Siebel chose Travelport to provide these services.

“We selected Travelport above the competition for three key reasons,” explained Linda Bunt, director of Global Travel for Siebel Systems. “First, because Travelport could guarantee that we would meet our extremely aggressive adoption goals. Second, because we needed a solution that could immediately support our operations. Third, because Travelport took the time and initiative to truly understand our business goals and work with us to meet our needs.”

⇒ The Approach

Plan for a successful implementation. Immediately after the contract was signed, Travelport’s expert product delivery and deployment team swung into action, focusing first on the human factors affecting implementation success.

Siebel used Travelport’s proprietary implementation and deployment methodology to communicate timelines and

objectives to all stakeholders, including travel managers, arrangers and the end users themselves. Since the biggest key to success was ensuring that business travelers would actually use the system, the Travelport methodology included communication templates and best practices to help end users understand how to use the system, the benefits of doing so, and where to go for help.

Travelport consultants also solicited and categorized product enhancement requests to ensure critical functionality was implemented as soon as possible and that less-critical functionality would be included in product releases upcoming in the next six to twelve months.

Integrate with back-end systems. Travelport’s ability to integrate seamlessly with back-end solutions was integral to the success of the launch. Siebel’s master travel profile now resides within Travelport, which manages all changes and integration with HR, GDS, expense-reporting and agency databases.

As part of its customized solution, Siebel implemented Travelport’s Single Sign-on technology, integrated with the company-wide Intranet. Single Sign-on enables employees to access the Travelport online booking solution via the Siebel Intranet, eliminating the need to remember additional log-in or password information. With Single Sign-on, the number of employees calling for support (new passwords, etc.) decreases dramatically, and employees are more apt to use the system—which increases adoption and bottom-line business benefits.

Prepare for launch. Travelport and Siebel team members worked side-by-side to extract traveler profiles, test the entire solution in a staging environment, “brand” the solution within the Siebel environment and then roll the solution into live production. Getting the system up and running took fewer than 30 days.

Test the system. Because a flawless company-wide rollout was critical, Travelport tested the system among Siebel’s 300+ “road warriors,” the company’s most active travelers. The response was so overwhelming among this core group and the results so positive that Siebel’s executive steering committee accelerated the company-wide implementation.

⇒ The Results

The results have been impressive, exceeding the ambitious goals set by Siebel. As of June 2003:

- **User adoption is at 72%**
- **Average ticket prices have dropped 13%**
- **Online transaction fees are 38% less than offline transaction fees**
- **The number of traditional travel counselors was reduced by 50% within 2 weeks of the company-wide launch**

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