

ADP Employer Services

Booking and accounting in one combined process

ADP Employer Services to integrate business travel bookings via cytric with its own travel expenses software. World's number one in employer services aims to considerably simplify business travel accounting. 70 per cent of all travel is already booked online at ADP. Change-over proved slow at first.



Automatic Data Processing, Inc.

ADP understands a great deal about beneficial processes in human resourcing. ADP Employer Services with its headquarters in New Jersey/USA sees itself as the world's leading provider of human resource management services and software solutions. 41,000 staff handle activities such as the outsourcing of HR business processes. Turnover is around USD 8 billion. In Germany, one in five payroll accounts are already handled with ADP products and services. From its office in Neu-Isenburg/Germany, ADP looks after 5500 clients including Deutsche Bahn, Porsche, HypoVereinsbank and Edeka. With its "ADP Travel" travel expenses accounting system, ADP provides a product in Germany which modernises workflows, reduces process costs and collects valuable data for travel management.

It is only natural for a company with such an intense interest in process streamlining and improving transparency to see the online booking of business travel as the best approach. At ADP Deutschland, this happened in 2003 when the service provider began to convert its travel management to a different system. Travel Manager Rainer Stiel elaborated new travel guidelines, defined the

travel budget, identified preferred hotels, and launched a corporate credit card (AirPlus). It was clear for ADP right from the start that this new system would also include setting up online booking for the 200 frequent travellers in the company. ADP quickly reached agreement with the travel agency service company BTI to use cytric from i:FAO as the tool for ADP staff to arrange their business travel in future. "It is simply the leading system for the online booking of business travel," says Rainer Stiel. ADP was convinced that a web-technology-based system would have clear competitive advantages. The travel manager's objectives: "more streamlined processes and lower costs." Stiel also praised BTI for their intense implementation support, "and their enormous competence." ADP and BTI signed an agreement based on transaction fees. ADP calculates that the new booking system generates 30 per cent savings compared with the old method.

Kick-off was in mid-2003: cytric went online within the "ADP World" in the company intranet as the Internet Booking Engine (IBE). In the test phase, frequent travellers from the ADP Travel division at Simmern booked business travel online. The four-week test phase ran well and was therefore followed by successive roll-out at the company's German headquarters in Neu-Isenburg and all the other ADP offices (Stuttgart, Dresden, Bremen, Pilsen/Czech Republic). The whole company was able to book online only three months from the start. Since then, depending on the department, booking is either done by travel arrangers, or directly by the very frequent travellers. ADP used a communications campaign including training courses and internal PR to publicise the online booking system. Despite this, online booking was slow to catch on at first: the HR staff only had an adoption rate of 30 per

cent after one year. Rainer Stiel recalls that "the staff were simply a bit worried about clicking on the final "book" button." This is because booking was previously done by calling up a third party, now the online booking suddenly made them personally responsible for expenses running into four figures. "This takes a certain amount of courage," says Stiel. He also heard objections that online booking took longer than the old method. This is of course correct with respect to the actual booking. But when the whole process chain is considered, the new system is much faster than the old one, says Rainer Stiel. "Previously, travellers first had to leaf through the flight timetables. This is no longer necessary with the new system." There was also no radical transition into the online booking system at ADP because the management deliberately decided not to make the new tool compulsory. They preferred "a more gentle approach".

The HR team were, however, not satisfied with the 30 per cent adoption rate, so they launched a new round of training courses in 2004, one year after the launch. Suddenly the idea caught on: the ADP staff used the Internet Booking Engine (IBE) as hoped for: 70 per cent of all travel is now booked online. What brought about the change? On the one hand, staff required a certain amount of time to become familiar with the tool. On the other hand, the online ticket from German Rail for instance dispelled people's worries about online booking. 90 per cent of all rail tickets at ADP are now printed on workstation printers. Hotel reservations (HRS) and car hire (Sixt) have now also firmly established themselves within the "ADP World". Rainer Stiel: "We repeatedly pointed out the cost advantages of online booking to appeal to the sense of responsibility of our staff. This proved successful."

ADP now intends to go a step further. A joint interface was developed together with i:FAO. This means that travel booking information is now sent automatically to the associated travel expense account in ADP Travel. Documents no longer have to be submitted and the figures are available error-free online. The system will also be able to differentiate between costs already paid by the company and those to be reimbursed to the staff. cytric also profits from the interface between both systems: master data on the ADP Travel staff can be simultaneously transferred to cytric to dispense with master data administration.

Integration of the online booking system and the travel expense accounting is a test project. "This could be the start of many joint customer projects," says Rainer Stiel.

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