

DZ BANK AG

cytric and SAP: Together for good reasons

All DZ BANK employees book their business travel online using cytric. Since January 2007 employee master data is automatically transferred from SAP HCM to cytric. DZ BANK chose this pioneering approach to simplify the use of cytric for its staff.



Sometimes people get used to a new name incredibly quickly. Andrea Hornung, travel manager at DZ BANK, explains how staff members have forgotten about having a new name and their surprise at receiving no travel confirmation after booking a business trip (for example because it was sent to an old e-mail address or the ticket was issued under the person's previous name). All logical really - even cytric needs regular updates of employee data.

Something which is no longer required at the central bank of Germany's "Volks - und Raiffeisenbank" organisation since January 2007. Staff master data in cytric are automatically compared and updated every 60 minutes with the data stored in SAP HCM. The advantages are several: new staff can book online as soon as they are registered in the bank's SAP HCM system; travel management staff no longer need to update employee data manually. The main advantage is that changes to names and any other items in the master data file (address and cost centre changes, for example) are automatically transferred to cytric. Andrea Hornung: "It makes our work very much easier." In fact, the travel manager likes the link, installed by the Ixult company, between cytric and the DZ BANK SAP HCM system so much that she is already planning

another interface: in the future travel data will be transferred automatically from cytric into the SAP travel expense accounting system.

The 2300 travellers at the DZ BANK were given the technical capability to book business trips using cytric on 1 April 2005. The principal reason for selecting cytric, after comparisons with various other online booking packages, was actually the wide range of functions available. During a four-month pilot phase at the end of 2004, 140 test users at DZ BANK tried cytric and afterwards gave it a grade of B+. Four weeks later, cytric went online at all German DZ BANK locations.

Travel management reviews all those bookings which deviate seriously from house travel regulations. A meeting is quickly arranged with the traveller in order to explain the problem and organize a new booking.

Gaining the support of employees has always been a top priority of the travel management department following the introduction of cytric. "There was some initial resistance," Andrea Hornung remembers. The firm's travel agent (FCm DER Travel Solutions) has been operating a hotline for cytric bookings ever since. During the first few months, there were 400 calls a month, a figure which has tailed off to around 150. The service will continue to provide staff support. After three years up and running, the results are unequivocal: 75 % of all journeys are now booked online with cytric.

The BANK saved Euro 160,000 on direct travel expenditure in the first year after introducing cytric, says Andrea Hornung. DZ BANK has an annual travel budget of Euro 4.5 million. Savings are also made on processing costs: an online booking costs

as little as 30 % of an equivalent offline booking.

DZ BANK now intends to roll out cytric beyond Germany's borders. Some foreign branches are also considering a cytric implementation. The positive experience of DZ BANK with cytric - together with those of the Schwäbisch Hall savings bank, part of the Allfinanz Group - are definitely an inspiration to other companies within the group. The Union Investment group is also actively considering cytric as its business travel e-procurement system.

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