



# Case Study



## BCD Travel Israel Background

Business Travel Center (BTC) is the Israeli representative of BCD Travel, the world's third largest corporate travel management company, which operates in more than 90 countries on five continents, with over US\$19 billion sales, and 12,000 employees.

BCD Israel is ranked among the top three corporate travel providers in Israel for excellence in servicing the challenging needs of the business community.

An advocate of proactive travel solutions and customer relationship management, BCD Israel provides a powerful blend of unparalleled service and exceptional cost savings to over 300 business organizations.

*“ Sterna BPS is very impressive visually, extremely intuitive and requires no user manual to learn. But the biggest added value of this application is its ability to adapt to changes instantly. Every request for change is implemented within days to weeks, not months as we were used to with previous applications. This enables BCD Israel to stay coherent with its dynamically-changing business environment. Sterna BPS is the ultimate tool for any Business Travel manager who needs to be constantly aware of changes in his business environment rather than base his actions on periodic reports. It truly is the ultimate business GPS “*

Ofer Chodorov, CEO





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### Business Challenges

As a company specializing in providing travel service for business organizations, BCD Israel is aspiring to be the most profitable Business Travel agency in Israel.

Business Travel agencies have two main income sources: airline commissions per transaction and annual bonuses for meeting airline target sales. To meet the latter, travel agencies must be extremely efficient in resource allocation per customers and tasks.

As the Business Travel industry is known for low customer loyalty, in order to maximize profits, travel agencies must invest extensive resources to achieve a competitive edge that leads to customer retainment.

BCD Israel utilizes the world's leading travel and tourism reservation systems such as Amadeus & WorldSpan, in combination with back-office systems and reporting tools. However, the sets of reports provided by these systems pose several challenges to the company:

- \* Every business process change takes months to implement and requires enormous investments of time and money – going through definition stages, solution design, implementation, integration, and deployment, means the company is never aligned with its up-to-date business environment.
- \* There is no alignment within the company around what are, at this moment, the correct figures of actual performance and deviations from targets – numerous reports are in use, each of which are calculated slightly differently and may be based on different data from different times.

### Sterna Business Positioning System™ (BPS)

Sterna delivered BCD Israel a full implementation of Sterna BPS for the Executive, Sales, and Finance business communities in record time – just five weeks. As a result of this rapid implementation, these business communities are constantly aligned with their business environment. Sterna BPS is deployed as a service in a fully hosted environment (SaaS), relieving BCD Israel's IT department from the burden of system maintenance and significantly lowering total cost of ownership (TCO).

BCD Israel's managers gained real-time control over daily operations, avoiding surprises by being constantly alerted about potential deviations from target performance thanks to the Money Surface feature.

They can rely on alignment of all managers around the correct figures and targets and use the BPS predictive analysis capabilities to perform future predictions and prepare resource allocation plans accordingly. Since resources are mainly travel agents, BCD Israel also uses Sterna BPS to measure employee efficiency and allocates the most qualified employees to the more sensitive customers and tasks.

BCD Israel takes pride in standing up to its commitments and providing the best Service. Providing BCD customers with proof of that is a distinguisher from other Business Travel agencies and a part of the competitive edge that leads to customer retainment.

Sterna allows BCD Israel to establish credibility by sharing BPS Business Views with its customers, allowing customers to analyze the way BCD is handling their activities, as reflected in Sterna BPS.



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### Benefits

#### Positive Financial Impact

Sterna BPS has dramatically cut down the time latency between business events and decision-making. This has allowed BCD Israel managers to not only avert many negative impacts on the company's results, but also exploit potential opportunities.

Sterna BPS has also dramatically cut down the time latency between business environment changes and system adaptation. This means that any change in business processes, mergers and acquisitions etc. can be implemented within days to weeks, leading to rapid time to value.

#### Central Visibility

BCD Israel management has gained a clear and central view of the company's performance. Moreover, the company establishes credibility by enabling central visibility to its customers.

Today, all business communities that are part of or related to BCD Travel Israel are aligned to the same performance figures, targets, and monetary implications of deviations from targets.

#### Real-time Business Insights

Sterna BPS provides BCD Israel managers real-time insights into business views across several co-dependent business communities such as Executives, Sales and Finance, making effective decision-making a reality in the dynamic network of business travel.

Even if some communities require updates in longer intervals than other communities, all communities can always rely on the fact that the second they require information it will be the most updated information available.

*" Sterna provides BCD Israel with a competitive edge that saves a lot of money for BCD's clients. Due to that edge, a company that spends millions of dollars annually on travel expenses cannot afford NOT to work with BCD Israel "*

Roni Shamash, VP Finance

*" The first thing I do when I come into the office every morning, even before checking my mail box, is to open Sterna BPS to review the current status of my business environment and identify the danger areas in which we face potential money loss. Sterna BPS allows me to take immediate action in response to business events "*

Ofer Chodorov, CEO

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