The Traveler-Driven Enterprise



Executive SAP Solutions SAP Innovations References Contact Us Summary

Servicing the Next-Generation Traveler

Market Situation

A Traveler-Driven Company

Business Priorities

SAP Innovations

Social media and the Internet have created smarter, more selective travel consumers who expect to have choices based on brand, price, destination, and activities. To succeed, companies must align with the needs of these consumers.

Understanding today's travelers – and then segmenting them accordingly – is the key to success. Who are they? What do they spend? Where do they go? Answering questions like these requires technology for building profiles and matching them to the products and services that sell.

With more choices than ever, travelers are also empowered to demand what they want - making it more difficult to ensure customer loyalty. Today, consumers want flexible loyalty programs that allow them to cross over and trade with other travel and leisure partners. To compete in this environment, a company needs technology that enables adaptable business models to meet changing demand and seize new opportunities. Technology is also essential for driving operational execution, performing accurate customer segmentation, and maintaining customer interaction channels that allow travelers to comment on the brands being used.

Few industries are as impacted by technology as the travel business – and the choices made now will impact how well a company performs. Find out how leading travel companies use SAP technology to compete more effectively as they service the next-generation traveler.







The Traveler-Driven Enterprise

Market Situation

A Traveler-Driven Company

Business Priorities

SAP Innovations

Successful alignment with travelers allows a company to:

Set Accurate Prices and Design Successful Promotion Strategies

With technology that enables 360-degree insight, companies can improve their understanding of the travel consumer. This enables an alignment of marketing and sales strategies for improved business performance.

Build Loyalty Across All Touch Points

Customers have choices – which means companies have to do more. This is why leading travel companies strive to enhance real-time traveler experiences as much as possible and maximize new sales opportunities.

Deliver Products and Services According to Demand

When a company knows more about its customers, it can deliver more of what they want through more channels. This is why alignment with customers makes good business sense.

By becoming a traveler-driven enterprise, a company can align with customers to deliver what they want at the right price through the right channels.





Business Priorities for Best-Run Companies

Market Situation

A Traveler-Driven Company

Business Priorities

SAP Innovations

Despite an uncertain economy, today's traveler has choice and flexibility when it comes to spending on travel products and services. This is why best-run passenger travel and leisure companies focus on key priorities.

- Strategic Demand Management
- Operations and Asset Management
- Multichannel Sales and Marketing
- Customer Service and Interaction
- Human Resources

- Finance
- Procurement
- Information Technology
- Technology and Platform



Understanding the value drivers for these priorities is key to executing as a best-run travel and leisure company.



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Market Situation

A Traveler-Driven Company

Business Priorities

SAP Innovations

In the travel industry, which depends on the constant flow of information, analytics plays a critical role in helping ensure business success. But in an information-rich environment, the challenge is less about getting the data than it is about utilizing it in a cost-effective manner. Fortunately, breakthrough solutions such as the SAP HANA platform can help by unlocking corporate data and

Successful businesses use technology to drive business performance. It all starts

with an IT platform strategy that improves and integrates corporate processes and

data, enables real-time analytics and visibility, and minimizes IT costs.

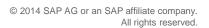
enabling the deep, real-time insight needed to run business.

Enterprise mobility is important as well. In the United States, where a high percentage of bookings are completed on mobile devices, smartphones are transforming the travel experience. To keep pace, companies need a way to extend corporate processes and information in a mobile context to employees and travelers alike.

Finally, many companies in the travel industry are increasingly interested in cloud-based solutions to drive down costs. Given the right business area, IT platform investments can be readily extended using the cloud option.







SAP Solutions

Demand Management

Operations and Assets

Multichannel Sales

Customer Service and Interaction

Human Resources

Finance

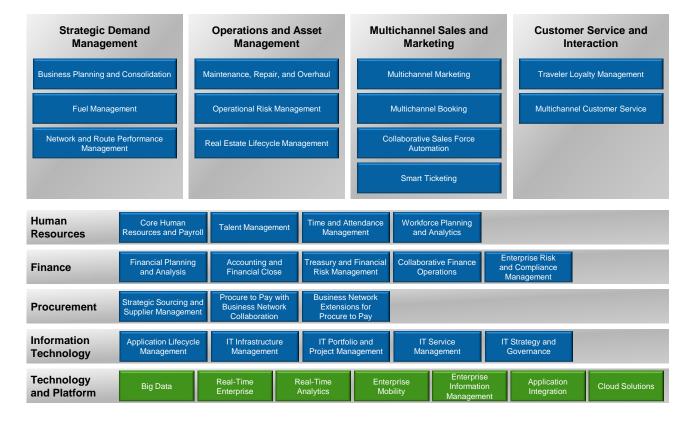
Procurement

Information Technology

Technology and Platform

The Traveler-Driven Enterprise Value Map

SAP solutions enable the traveler-driven enterprise.





Strategic Demand Management

SAP Solutions

Demand Management

Priorities

SAP Solutions

A travel and leisure company must balance commitments made to meet uncertain demand against customer requirements regarding price, product, and services. Best-run companies continually innovate to execute on this objective.



1.7x

Higher return on assets reported by the top 25% of organizations than the average organization

Source: SAP Performance Benchmarking

Limited resources need to be balanced across a wide variety of customers. This requires advanced software support for accurately forecasting demand, identifying bottlenecks, determining facility capacities, allocating resources, performing what-if analyses, and optimizing operations.

With this support, companies can make better decisions regarding products, services, and price points across customer segments. Travel and leisure companies can also review long-term aspirations against actual operational performance data to drive future profit.

This will result in the agility and flexibility to optimize operations, move with the times, and speed time to market with products and services that address the needs of today's traveler.





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Strategic Demand Management

SAP Solutions

Demand Management

Priorities

SAP Solutions

19%

Higher sales as percentage of target where there is collaboration and management of opportunity details with extended sales team

Source: SAP Performance Benchmarking

Maximize resources delivering the right products and services.

Provide better forecasting and demand planning with business planning software for companies of any size.

Business Planning and Consolidation

Speed planning and financial close processes, help ensure data is reliable and up-to-date, and enable people to collaborate, plan, and forecast demand.

Fuel Management

Improve fuel management with hedging strategies that reflect the company's risk tolerance and hedging goals.

Network and Route Performance Management Provide profitability-oriented performance information on market segments and sales channels to support corporate planning and decision making, especially in the areas of sales and marketing.

- Improved revenue yield
- Lower operational cost

- · Higher utilization of assets
- Improved planning with better data



Operations and Asset Management

SAP Solutions

Operations and Assets

Priorities

SAP Solutions

Best-run travel and leisure companies continually seek to maximize asset utilization. Fach asset and its associated resources must be tracked, managed, and serviced to maximize value and support key business functions.



18%

Lower unplanned outages for organizations with a preventive or predictive maintenance approach, compared to those with a reactive approach

Source: SAP Performance Benchmarking

In the travel industry, product quality, customer satisfaction, and safety go hand in hand - and incident management is the key to smooth daily operations. Hence the importance of operations and asset management - this is all about bringing the pieces together to minimize customer disruptions and complete the overall travel experience. It relies heavily on asset reliability and availability - and it requires the flawless orchestration of people, parts, and services to minimize disruptions to travelers as much as possible.

Important in context are processes to support decision making in a way that speeds recovery while controlling cost. To follow through, travel and logistics companies need to maintain assets to enable availability, control parts to drive reliability, and streamline processes to help ensure just-in-time service delivery in support of daily, weekly, and yearly maintenance cycles.



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References

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Operations and Asset Management

SAP Solutions

Operations and Assets

Priorities

SAP Solutions

64%

Lower unplanned downtime or outages where organizations optimize asset performance level for throughput and reliability

Source: SAP Performance Benchmarking

Deliver uninterrupted travel through operational excellence.

Improve asset on-time performance, reduce asset and material turns, and optimize maintenance and operational resources.

Maintenance, Repair, and Overhaul Link maintenance-planning documents to assets, understand maintenance demand to improve visibility, boost responsiveness, and increase asset availability and dispatch reliability.

Operational Risk Management

Proactively predict operational risks with software that natively integrates risk management into enterprise asset management for on-the-job safety measures.

Real Estate Lifecycle Management

Support the real estate lifecycle – including investment planning with lease administration, space management, and maintenance and repair.

- Maximize revenue and growth
- Improve operational efficiency
- Increase service excellence

- Optimize safety and compliance
- Boost brand awareness
- See into compliance status





Multichannel Sales and Marketing

SAP Solutions

Multichannel Sales

Priorities

SAP Solutions

When customers are empowered by the Internet and business can be impacted by a message gone viral, it's time to update the corporate approach to sales and marketing across all customer channels and touch points.



87%

Higher interactions per day per agent where customer history is made available to all relevant front-office channels

Source: SAP Performance Benchmarking

Today's savvy travelers know where, when, and how they want to interact with companies, whether it's by phone, online, or by mobile device. The company that can best meet expectations by supporting a wide range of interaction and purchasing options across channels is the company that will win over the long term.

Smartphones and related apps, high levels of Web connectivity, the evolution of credit cards and payment systems, social media, the cloud,

and Big Data, push marketing versus pull marketing – the ability to master all of these contributes to what a company can know about its customers and how to engage with them.

By taking the steps now to execute more effectively in this new world, a company can seize the opportunity to increase the lifetime value of the large number of customers who now put a high value on flexibility and freedom of choice.



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Multichannel Sales and Marketing

Multichannel Sales

Priorities

SAP Solutions

SAP Solutions

15%

Lower cost per interaction where multichannel communication (voice, e-mail, chat, fax, Web) is leveraged to optimize customer contact

Source: SAP Performance Benchmarking

Boost the lifetime value of customers with flexible delivery of options.

By delivering a straightforward and consistent experience for travelers across sales and marketing channels, companies can dramatically improve customer satisfaction and loyalty.

Multichannel Marketing

Design, execute, coordinate, and monitor all marketing initiatives across all communication channels.

Multichannel Booking Design a multichannel experience that helps ensure high conversion value and increased customer satisfaction.

Collaborative Sales Force Automation

Strategically align sales resources and streamline selling processes across channels to accelerate buying decisions.

Smart Ticketing

Create innovative and appealing pricing bundles that support on-premise, on-device, and on-demand pricing and billing needs.

- Control over costs
- Marketing alignment and visibility
- Consistent brand collateral usage

- Increased revenue
- Enhanced marketing productivity
- Reduced campaign-execution costs





Customer Service and Interaction

Best-run travel and leisure companies track customer opinions and use the information to improve the travel-

boost customer loyalty and brand recognition.

experience offerings that meet market needs. This helps

SAP Solutions

Customer Service and Interaction

Priorities

SAP Solutions

Today's tech-savvy travelers are more connected than ever before. In the past, customers had a circle of three or four other travelers. Today, they have megaphones posting and tweeting to reach as many people as are willing to listen.

To stay out in front, travel and leisure companies need to pay attention and respond accordingly. The fact is, today's travelers have more choice than ever before, and their

expectations are only increasing. Loyalty is connected to the wallet and the experience that companies deliver - and travelers today are willing to shop around for both.

To keep customers and add new ones, companies need exceptional customer service and loyalty programs. On both counts, travel and leisure companies need to understand what customers want - keeping in mind that what matters most is the experience delivered to the customer.

7%

Higher customer satisfaction where detailed customer profiles, transaction history, and preferences are maintained

Source: SAP Performance Benchmarking





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References

Contact Us

Customer Service and Interaction

SAP Solutions

Customer Service and Interaction

Priorities

SAP Solutions

6%

Higher customer satisfaction where vouchers, coupons, rebates, and credit memos can be applied within the customer contact center

Source: SAP Performance Benchmarking

Build customer loyalty with multichannel customer-centric strategies.

Enable a 360-degree view of the customer that includes comprehensive behavioral data by integrating the lifecycle of the traveler experience.

Traveler Loyalty Management

Acquire, retain, and grow a loyal customer base. Design and execute multichannel loyalty strategies. And increase customer engagement and marketing return on investment (ROI).

Multichannel Customer Service Delight travelers by resolving issues across any channel. Empower service employees to deliver a consistent traveler experience across any interaction channel, including telephone, e-mail, Web chats, in person, or social media.

- Increase ROI with targeted offers
- Boost customer engagement
- Reduce customer churn

- Optimize customer satisfaction
- Maximize marketing success
- Improve follow-up activities



Human Resources

SAP Solutions

Human Resources

Priorities

SAP Solutions

Talent is a true competitive advantage today and critical when aligning business strategy and execution. Best-run organizations achieve profitable growth by leveraging their talent and out-innovating the competition.



For organizational growth and an agile response to business change, organizations must give people the knowledge and technology to facilitate innovation.

They must also move into new markets, adapting to local practices and tapping the right local talent. In addition, they must identify and retain new talent acquired through mergers and acquisitions.

Organizations that quickly respond with the right talent in the right places will have a unique advantage in the marketplace.

32%

Less employee turnover by using analysis of workforce data to design, implement, and monitor workforce optimization strategies

Source: SAP Performance Benchmarking



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References

Contact Us

Human Resources

SAP Solutions

Human Resources

Priorities

SAP Solutions

38%

Lower costs for HR organizations with a high degree of internal integration compared to organizations with a fragmented HR environment

Source: SAP Performance Benchmarking

The new world of work.

Enable growth and sustainability by coupling global capabilities, integration, and real-time insight with choice in the way HR processes and services are delivered.

Core Human Resources and Payroll

Consolidate HR and payroll processes on a common global platform for better workforce data and legal compliance.

Talent Management Improve strategic alignment, increase productivity, and accelerate results by identifying, developing, motivating, and retaining talent.

Time and Attendance Management

Streamline time management processes to enhance resource effectiveness and visibility into, and control over, labor costs.

Workforce Planning and Analytics

Identify and analyze talent gaps and streamline workforce planning for efficient and effective management of workforce demand and supply.

- Align people to organizational strategies
- Support global expansion into new markets
- Improve productivity and engagement
- Provide real-time insight into business needs





Finance

SAP Solutions

Finance

Priorities

SAP Solutions

3x

Lower finance cost as a percentage of revenue for top-quartile organizations versus bottom-quartile organizations

Source: SAP Performance Benchmarking

CFOs implement best practices to strike a balance between sound stewardship and value creation, while walking the fine line between entrepreneurship and caution. At the same time, they need to view the right information, whether it's the big picture, exacting detail, or somewhere in between.



During one of the most difficult and volatile economies of modern times, financial organizations are struggling to achieve excellence.

On a daily basis, they encounter persistent challenges, such as ongoing market instability, ever-changing regulations, and increasing pressure on margins. Plus, the speed of financial operations is accelerating, requiring access to insight on the go – anytime and anywhere.

Finance executives are tasked with cutting costs and providing insight into the financial impact of decisions. To achieve these goals in this high-pressure environment, finance organizations must rely on best practices that help them achieve excellence and drive business results.

With the right solutions, finance organizations can excel and become a strategic advisor to the entire business. They can help ensure regulatory compliance and effective risk management, outperform financial objectives, create sustainable value, and deliver superior service at reduced cost.





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Finance

SAP Solutions

Finance

Priorities

SAP Solutions

76%

Higher operating margins, where financial systems provide historical and forwardlooking views into financial and operational performance

Source: SAP Performance Benchmarking

Excel with best practices that facilitate 360-degree processes.

In the face of sustained market volatility, increasingly complex regulatory requirements, and growing pressure on margins, financial organizations must enable their staff to collaborate more efficiently and use business insight more effectively.

Financial Planning and Analysis

Define and execute organizational strategies, manage financial plans and forecasts, and increase profitability.

Accounting and Financial Close

Deliver a fast, accurate, compliant close and regulatory disclosures with less cost and effort.

Treasury and Financial Risk Management

Achieve greater insight and control over complex processes for managing cash, liquidity, and risk.

Collaborative Finance Operations

Automate transactional processes to improve efficiency, effectiveness, collaboration, and service at lower costs.

Enterprise Risk and Compliance Management

Protect revenue and optimize financial performance with risk and compliance management.

- Provide forward-looking insights
- Deliver accurate financial data

- Enhance efficiency at lower cost
- Help ensure regulatory compliance





Procurement

SAP Solutions

Procurement

Priorities

SAP Solutions

60%

Improvement in annual average savings by leveraging technology for sourcing and procurement processes

Source: SAP Performance Benchmarking

While companies often focus on revenue, procurement savings can increase profits with far higher impact. The key to maximizing procurement's success in this critical role is to deliver consistent quality, savings, and compliance over time. That calls for innovative solutions that boost efficiency and insight.



Procurement leaders set a baseline for success by implementing best practices, excelling in category expertise, and working with key stakeholders on cost-control programs.

While savings is always a priority, new objectives have emerged as well. Procurement must manage supplier risk and performance, improve process efficiency, drive innovation, and ensure sustainability practices.

You need solutions that give you the tools to cut costs, as well as add value. These tools need to support processes including spend analysis, sourcing, contract management, operational procurement, services procurement supplier information, risk and performance management, and invoice management. At the same time, procurement plays a role in helping finance optimize the company's cash position through discount management programs.

These tools, when connected to and facilitated by an unparalleled collaborative business network, drive real-time insight and efficiency that can only be delivered through the "power of many."



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Procurement

SAP Solutions

Procurement

Priorities

SAP Solutions

55%

Lower FTE per billion in spending for companies conducting electronic supplier collaboration on a network

Source: SAP Performance Benchmarking

Drive sustainable savings while supporting innovation.

Ensure best practices within the source-to-pay process in the cloud, while leveraging the "power of many" through network collaboration to realize greater efficiency, gain real-time insights, and achieve true procurement excellence.

Strategic Sourcing and Supplier Management

Find new suppliers through the Ariba Network, and manage these relationships through supplier management solutions. Identify and act on sourcing opportunities, and create favorable, low-risk supply contracts.

Procure to Pay with Business Network Collaboration Realize savings with compliant, user-friendly self-service procurement; services procurement; and plan-driven procurement. Collaborating on the Ariba Network makes catalog management, purchase order collaboration, and invoice-related transactions even more efficient.

Business Network Extensions for Procure to Pay Leverage the Ariba Network even further to drive advanced invoice automation and exception management. Manage cash by taking advantage of dynamic discounting opportunities.

- Optimize spend under management
- Increase average annual savings
- Cut FTEs per billion in spend

- Drive innovation with suppliers
- Reduce cost and risk
- Accelerate turnaround





Information Technology

SAP Solutions

Information Technology

Priorities

SAP Solutions

Business enterprises should forge strategic business partnerships with their IT organizations by aligning goals. And business-oriented IT should maximize efficiency and responsiveness by running IT like a business.



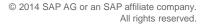
Research shows that lines of business want to ascertain the value of their IT investments, which means that IT organizations no longer decide alone which IT projects to fund.

The challenge is that IT management is often seen as just running the technical landscape. To become more relevant to an enterprise, IT needs to reposition itself to run like a business.

SAP offers an integrated portfolio of solutions to do just that. New technologies like mobile, inmemory, and cloud computing generate value to a business in an unprecedented way.

However, these new technologies also make IT landscapes more complex, requiring more tools to manage them. By leveraging SAP solutions – along with following best practices – CIOs, CEOs, other executives, management, and employees can tap into and help ensure efficiency, continuity, and responsiveness, making IT more strategic to the business.





Executive Summary **SAP Solutions**

SAP Innovations

References

Contact Us

Information Technology

Information Technology

Priorities

SAP Solutions

SAP Solutions

Evaluate and control risk, enable flexibility and scale, control and optimize costs, and maximize strategic value.

Promote business continuity, drive efficiency, and increase IT responsiveness to business objectives – with IT solutions designed for any size business.

Application Lifecycle Management

Use application lifecycle management best practices, methods, and services based on the Information Technology Infrastructure Library (ITIL).

IT Infrastructure Management

Monitor all network assets to integrate infrastructure and application lifecycles.

IT Portfolio and **Project** Management

Manage projects and align the portfolio to drive innovation efficiency.

IT Service Management

Align service-desk operations with service-level agreements (SLAs), resolve SLA incidents fast, and adopt ITIL best practices to meet evolving business goals.

IT Strategy and Governance

Track IT costs and risks and map risk and compliance activities to business impact.

- Better align IT to business strategy
- Shorten IT delivery and business cycles
- Maximize return on IT

- Reduce system upgrade and operation costs
- Lower risk mitigation cost and revenue loss
- Reduce critical business system downtime





Technology and Platform

SAP Solutions

Technology and Platform

Priorities

SAP Solutions

Technology solutions can make the difference between surviving and thriving. And businesses know that they need to innovate to drive transformation. Technology and platform solutions from SAP enable quick adoption of cutting-edge technology to run the business better and faster with agility and innovation.



Users expect to run a real-time business with collective insights from real-time analytics for better decision making, prioritization, forecasting and modeling of outcomes, and access to applications from the latest mobile devices. They demand that these capabilities seamlessly integrate with their favorite social platforms, allowing cross-stakeholder collaboration.

At the same time, data volumes are exploding while the window for capitalizing on opportunities is shrinking. Users must be empowered with information from real-time applications available securely on any device. And developers need a platform to innovate faster.

SAP enables the real-time enterprise with an innovative data platform to power a new class of real-time analytics and applications that give businesses a true competitive advantage. Companies can harness the value of Big Data, while improving governance with timely, trusted, and consistent information.

Plus, SAP provides a comprehensive set of cloud solutions, including line-of-business applications as well as social and business network collaboration. SAP HANA Cloud Platform enables customers to build new apps or extend and customize existing ones with managed and subscription-based services.





SAP Solutions SAP Innovations Contact Us Executive References Summarv

Technology and Platform

SAP Solutions

Technology and Platform

Priorities

SAP Solutions

Drive transformation and help your business thrive with technology.

Technology and platform solutions from SAP enable the real-time enterprise by unleashing the power of collective insights, empowering developers to innovate, and unwiring the business.

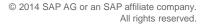
Achieve tangible results on every business priority by accelerating how you Big Data acquire, analyze, act on, and apply insights continuously. Power a new class of real-time analytics and applications with an innovative data Real-Time Enterprise platform to give businesses a true competitive advantage. Unleash collective insight through enterprise business intelligence, agile Real-Time Analytics visualizations, and advanced analytics on any device and platform. Deliver a platform for mobile development and security to innovate employee and **Enterprise Mobility** consumer apps for any mobile device. **Enterprise Information** Maximize the business value of your data – both structured and unstructured – Management across your organization. Integrate application delivery to maximize agility across people, processes, and Application Integration systems – within and beyond your SAP software landscape. Extend existing on-premise apps and infrastructure to enable new innovative **Cloud Solutions**

Benefits

- Enable real-time operations
- Lower time to value

- Turn data into an enterprise asset
- Innovate customer engagement





business processes, gain greater insights, and unlock new business value.

Executive SAP Solutions SAP Innovations References Contact Us Summary

SAP Innovations

SAP Innovations

Applications

The SAP HANA Platform

Mobile

Analytics

Cloud

In the travel and leisure industry, access to accurate and timely information is critical for success. To improve the performance of people and processes while keeping costs down, companies need the right technology to put that information at employee fingertips – anywhere, anytime.



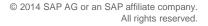
Enterprise mobility allows travel and leisure customers to leverage the breadth of their SAP software landscapes to drive efficiencies and innovation even further.

In HR and business networks, travel and leisure companies need flexibility with services that can scale and adapt. Cloud technology complements traditional business systems.

Data management and access demands intense interest. Today, sophisticated data analysis can be performed via information-rich yet intuitive business analytics tools.

Companies can benefit from a new generation of technology from SAP that will enable better understanding to serve the needs of customers.





Executive Summary **SAP Solutions**

SAP Innovations References

Contact Us

SAP Business Suite powered by SAP HANA

SAP Innovations

Applications

The SAP HANA Platform

Mobile

Analytics

Cloud

SAP Business Suite software powered by SAP HANA enables the travel and hospitality industry to maintain immediate touch with its passengers and guests. This maximizes brand, promotion, and asset investments and optimizes customer service.



Strategic Demand Management

Immediately react to service disruptions and continuously control costs, pricing, and profits on detailed levels while at the same time exceeding service and quality expectations.

Operations and Asset Management

Real-time, detailed visibility into planned and actual status of aircraft, crew, and passengers across the network results in up-to-date scheduling information in maintenance operations, proactive passenger notifications, and reaction to unplanned disruptions.

Multichannel Sales and Marketing

Actionable passenger analysis for "in-time" targeted advertisement and near-real-time monitoring on marketing performance enable precision marketing to personalize every customer interaction.

Customer Service and Interaction

Sensor data pertains to customer service for this industry. For example, if the airline is monitoring its equipment via sensors it can provide customer service regarding delays.





The SAP HANA Platform

SAP Innovations

Applications

The SAP HANA Platform

Mobile

Analytics

Cloud

48%

Of organizations foresee a need for predictive modeling and complex optimization techniques for Big Data analysis

Source: SAP Performance Benchmarking

The unprecedented availability of operational data offers significant opportunities for travel and leisure companies to run their businesses like never before. With SAP HANA, a company can benefit from Big Data to drive landslide competition.



Strategic Demand Management

Perform actionable passenger analysis for "in-time" targeted advertisements. Use dynamic pricing for better revenue management. And improve procurement planning based on actual demand schedules as opposed to planned demand schedules.

Operations and Asset Management

Utilize asset and operational information with sophisticated algorithms to predict maintenance needs and anticipate disruptions. This helps reduce spare-parts inventory while maintaining and improving asset availability and supporting customers in real time.

Multichannel Sales and Marketing

Analyze granular data faster for a better-than-ever understanding of business performance to drive new revenue-generating initiatives.

Customer Service and Interaction

Collect, store, manage, and analyze large volumes of service-event data to prioritize and respond proactively.







Executive Summarv

SAP Solutions

SAP Innovations References

Contact Us

Mobile

SAP Innovations

Applications

The SAP HANA Platform

Mobile

Analytics

Cloud

24%

Higher operating margins where enterprise mobility is embedded in all business processes

Source: SAP Performance Benchmarking

Connect, interact, and engage with consumers anytime, anywhere and empower marketing, sales, and operations teams with convenient, real-time visibility into market dynamics.



Strategic Demand Management

Accurately measure asset performance and labor costs with at-the-source mobile capture-andconfirm service delivery. Enable anywhere, anytime monitoring of key performance indicators via mobile analytics.

Operations and Asset Management

Enable field workers to be productive at the point of service (inspections, work orders) – whether connected or disconnected. Monitor assets, facilities, and infrastructure to help ensure asset availability as well as corporate and regulatory compliance.

Multichannel Sales and Marketing

Equip sales representatives and executives with instant access to order status information, review meetings, and order history. Charge up loyalty programs and commercial campaigns by offering customized services.

Customer Service and Interaction

Deliver a new, mobile customer experience for managing the entire travel journey (booking, checkin, airport transfer, and reservations).





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Contact Us

Analytics

SAP Innovations

Applications

The SAP HANA Platform

Mobile

Analytics

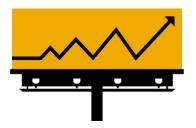
Cloud

20%

Higher revenue per employee in organizations using information to identify strategic and competitive advantages

Source: SAP Performance Benchmarking

Provide up-to-the-minute visibility into key performance indicators across every facet of business operations with real-time monitoring, root-cause analysis, risk mitigation, predictive modeling, and optimization.



Strategic Demand Management

Analyze cost drivers and boost financial and operational planning and forecasting to meet profitability targets. Gain insights and a 360-degree view of customers from sources such as social networks and respond with targeted service offerings. Make informed decisions about hedging options (such as fuel contracts) using predictive models with simulation functions.

Operations and Asset Management

Improve operational efficiency and create accountability. Use analytics solutions to model and optimize asset management - including root-cause analysis for identifying causal factors and leading indicators, predictive maintenance to drive higher availability, and integrated maintenancedecision support to enable peak performance.

Multichannel Sales and Marketing

Empower sales and service teams with instant access to order-status data, customer visits, contribution levels, order analysis, and incidents.

Customer Service and Interaction

Equip customer service with a complete view of the passenger for quick resolution to customer issues and handling of customer requests.





Executive SAP Solutions SAP Innovations References Contact Us Summary

Cloud

SAP Innovations

Applications

The SAP HANA Platform

Mobile

Analytics

Cloud

75%

Of companies believe that the cloud will amplify other technology megatrends (such as enterprise mobility, Big Data, and analytics)

Source: SAP Performance Benchmarking

Fast and flexible deployment of critical and complementary solutions is the essential aspect of on demand. Best-run companies are starting to deploy cloud solutions in certain areas to extend IT investments while reducing total costs.



Asset Management

Connect to suppliers anywhere, at any time, from any application or device to source key materials and parts.

Sales and Marketing

Build a nimble and flexible sales organization, manage accounts, enable team collaboration, and monitor sales results with flexible sales execution and a low total cost of ownership.

Use a cloud-based approach to building and maintaining business networks that reduce costs for collaborating with customers and business partners.



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SAP Innovations

References

Contact Us

Best-Run Customers

Best-Run Customers

Disney

Hilton Worldwide

Java Republic

Saudi Arabian Airlines

The Big Bus Company

Why SAP?

79%

Of Global Fortune 500 companies are SAP customers

Source: SAP Performance Benchmarking

Our customers fly more than 1.6 billion of the world's passengers.

Our customers produce more than 65% of the coffee and tea we drink each day.

Our customers distribute more than 71% of the world's food.

SAP software touches \$12 trillion of consumer purchases around the world.

Our customers collect tolls for more than 175 billion miles travelled.

SAP software can reach over 97% of the world's wireless subscribers via text messaging.

SAP Mobile Platform reliably delivers 1.8 billion text messages daily.















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Customer Co-Innovation

Best-Run Customers

Disney

Hilton Worldwide

Java Republic

Saudi Arabian Airlines

The Big Bus Company

Why SAP?

SAP co-innovates with leading passenger transport and hospitality companies. Models range from direct, one-on-one engagements to established SAP software user groups.

SAP User Group for Airlines – SUGAIR

SUGAIR discusses processes in maintenance, repair, and overhaul in commercial and defense aviation industries. It promotes information exchange and development channeling.

SAP User Group - AIROPS

The strategic goal of AIROPS is to discuss topics related to processes in the airline industry. The community promotes information exchange and development channeling.

Co-Innovation Partners

iMRO from HCL is a core element of SAP strategy and solutions for maintenance, repair, and overhaul (MRO). It provides a business solution built on the SAP ERP application to manage MRO operations.





Best-Run Customers

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Why SAP?

Euro Disney builds a sound HR foundation and talent pool with visualization solutions from SAP.

Disney's people create the magic. Euro Disney S.C.A. counts on 14,500 employees to maintain Disneyland Paris as Europe's top tourist spot. Using the SAP Talent Visualization application by Nakisa and the SAP Organizational Visualization application by Nakisa, Euro Disney reinforced the SAP ERP Human Capital Management solution as a basis for HR plans and built a dedicated talent pool for ongoing success.

Key Benefits

- Automatic creation and distribution of employee data and organizational structure reports for simplified validation
- Improved succession bench strength
- Improved employee engagement and satisfaction

60%

Reduction in manual labor for key organizational and talent reports

50%

Increase in bench successors identified or key roles

100%

Automated employee profile to position matchup

"Visualization solutions from SAP reinforced our HR foundation by automating a variety of talent reporting activities and helped increase workforce engagement for more reliable succession plans."

Eric Pingal, HRIS Manager, Euro Disney S.C.A.





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Why SAP?

Hilton Worldwide keeps pace with a global workforce.

Hilton Worldwide needed an efficient operations plan to manage their aggressive growth in emerging global markets. To manage their large and diverse workforce, the organization needed a single system to support the performance management needs of two distinct employee populations — corporate employees and hotel employees — and to implement a consistent, streamlined compensation process to recognize employee performance.

Key Benefits

- Significantly decreased time necessary to complete talent management processes such as entering objectives and competencies
- More complete talent management data is captured for a global snapshot of the organization
- Tighter integration between employee goals and the company's strategic plan

"Managers can do performance and compensation seamlessly, including merit increases, bonuses, and long-term incentives in real time. We knew we were getting that by using SuccessFactors across the board – but we didn't realize what a big impact that would have."

Doug Krey, SVP, Systems & Services, Hilton Worldwide





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Why SAP?

Java Republic, an Irish coffee company, sweetens the cup with SAP Business One.

Java Republic carried out a comprehensive analysis, brought in an external consultant, and reviewed the five top systems. Alongside the available custom-made systems, the standardized yet flexible and readily customizable SAP Business One application stood out.

Key Benefits

Complete management information can now be readily accessed with the comprehensive reporting functionality of the system. Screen layouts, processing speed, and intuitive user interfaces have been well received across the organization. 1,200

Accounts

50 Employees

€8 million

"We wanted to make sure that we had a solution that was nearly bulletproof after our experience with our previous custom-built system and its provider."

David McKernan, Founder and Owner, Java Republic Roasting Company





Best-Run Customers

Disney

Hilton Worldwide

Java Republic

Saudi Arabian Airlines

The Big Bus Company

Why SAP?

Saudi Arabian Airlines, a world-class carrier, transforms HR into a world-class operation with SAP software.

To support rapid organizational change and empower its 35,000 employees, Saudi Arabian Airlines (SAA) needed to consolidate and streamline its HR processes. By deploying the SAP ERP Human Capital Management (SAP ERP HCM) solution, SAA has transformed its global operation with improved productivity and service.

Key Benefits

- Enabled year-round, 24x7 recruiting services
- Increased efficiency by simplifying the recruitment process
- Improved the recruitment experience for job applicants
- Improved the ability to attract, retain, and develop top talent

2,200%

Faster recruiting process

90%

Improvement in candidate-to-position matchup

90%

Less time spent by managers on recruiting tasks

"We are taking full advantage of the solution's functionality to establish a global HR operation that is second to none."

Hatem Bakheet, Human Capital Management Leader, Customer Center of Expertise, Saudi Arabian Airlines



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The Big Bus Company

Why SAP?

The Big Bus Company finds the sky's the limit with SAP Business One.

Featuring double-decker buses with tops open to the sky, the Big Bus Company Ltd. offers tours that have proved to be popular wherever it operates. As the company became successful and began to expand beyond its London base, it found its back-office systems unable to cope with its increasing size, international business, and multicurrency transactions. Once the company brought the SAP Business One application on board, the back-office trip became noticeably smoother.

Key Benefits

Big Bus is now fully benefiting from a streamlined purchase system. For example, reconciling and matching invoices with the previous manual purchase order system was a full-time job, but SAP Business One has effectively halved the time spent on this, allowing Big Bus to concentrate on further analysis.

150
Buses worldwide

11 Cities and counting

"Using SAP Business One is pretty intuitive. Everyone at Big Bus has learned on the job and has taken to it like a duck to water."

Caroline Swain, Chief Financial Officer, The Big Bus Company Ltd.



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Why SAP?

Best-Run Customers

SAP solutions support the travel and leisure industry.

Disney

Tightly Integrated, Complete Business Solutions

Hilton Worldwide

SAP offers the most comprehensive portfolio for the travel and leisure industry, enabling companies to focus on the customer.

Java Republic

Leveraging Key Breakthrough Innovations

Saudi Arabian Airlines

The SAP solution portfolio is based on the industry's most innovative technology including the SAP HANA platform, mobile solutions, analytics, and cloud solutions.

The Big Bus Company

Enabling Business Transformation

Why SAP?

Travel and leisure companies can now take their brands to the customer. SAP is enabling this transformation and the era of "socialnomics."



Find Out More About How Your Organization Can Become Best-Run

Benchmark Your Performance

Position your organization for dominance in this new economy with the business performance benchmarking program from SAP – available free to SAP customers and select prospects. The SAP benchmarking program has helped more than 3,000 organizations assess their strengths, uncover areas for improvement, and identify best practices and IT strategies that generate clear, tangible value – not someday, but today.

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