



SAP Concur 

SAP Concur Case Study

Concur Travel | Concur Expense | Concur Compleat | Concur TripLink

## **Gant Travel Management Provides Customers with a Seamless Trip Using SAP Concur Solutions**

As a leading travel management company, Gant Travel Management leverages travel data and technology to gain insight into invisible bookings and provide positive travel experiences.

# Quick Facts

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## Company Name

Gant Travel Management

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## Solutions

- Concur® Compleat
- Concur® Travel
- Concur® Expense
- Concur® Travel Reseller
- Concur® TripLink
- Concur® Triplt

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## Industry

Travel Management Company (TMC)

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## Company Size

150 employees

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## Location

Bloomington, Indiana

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## Why SAP Concur?

Gant Travel Management uses travel management software to run more smoothly. Specifically, Gant resells Concur Travel to their clients to be able to provide excellent customer service and to streamline various processes, such as duty of care and quality control. SAP® Concur® solutions help Gant leverage travel data and create smoother experiences for their business traveler clients.

## ABOUT GANT TRAVEL MANAGEMENT

Gant Travel Management is an 80 year old travel management company that strives to provide seamless, simple trips to business travelers. The company supports its clients through each part of their journeys, from the trip creation phase to filing expense reports after the trip.



# The Challenge: Using Data and Technology to Provide a Seamless Business Travel

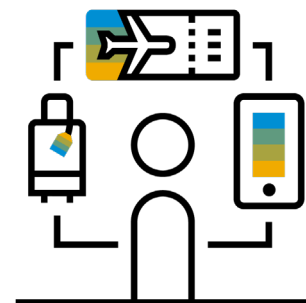
Gant Travel Management, a travel management company (TMC), has been in the business for over 80 years. Their experience, coupled with their **commitment to innovation**, means that they are able to provide excellent service to clients. Patrick Linnihan, President and CEO of Gant, says that the company's goal is to provide customers with a positive travel experience.

Gant mostly works with small and medium sized businesses, focusing on solutions for business travel arrangements as well as corporate travel management. These small and medium businesses are very nimble and could theoretically switch TMCs very quickly, so Gant recognizes the importance of service. Linnihan explains that **Gant uses technology to be very responsive to its customers' concerns**.

In the past, Gant was using various tools to support their customers, but Gant leaders realized that they should switch to one comprehensive platform rather than piecing together different systems. By switching to SAP® Concur® solutions, including Concur® Compleat and Concur® TripLink, Gant was able to deepen their knowledge and **more fully support their business travelers**.

“The number one rule for a travel manager is to capture information.”

Patrick Linnihan, President and CEO, Gant Travel Management





# A Seamless Trip: From Booking to Filing Expenses

Gant Travel aims to provide business travelers with “the perfect trip.” As Linnihan explains, this idea of the perfect trip is centered on **effortless self-service throughout the entire process** of the trip, and was actually inspired by SAP Concur founders. From Gant’s perspective, this effortlessness should be continuous – from the action of creating the trip in the first place, to going through a simple expense report process after the trip.

Before Gant transitioned to only using SAP Concur solutions, it was difficult at times for Gant employees to manage several tools that did not always integrate smoothly. But now, by using both travel and expense solutions that are from the same company, Gant is able to provide a more streamlined process to travelers. The SAP Concur platform helps the TMC provide **the most complete travel and expense package to customers**, so that their customers aren’t having to switch and coordinate between completely different systems and apps. Overall, it’s a more cohesive process.

Another part of simplifying business travel to provide an ideal travel experience is the travel ecosystem. By aggregating key information, the SAP Concur platform enables Gant to provide traveler satisfaction, and these integrations and partnerships within the travel ecosystem ultimately help business travelers have a more seamless journey.

Linnihan points out that of Gant’s traveler customers, 40% travel for business four or less times a year, meaning, they are not necessarily expert business travelers. As a result, it is even more important that Gant provide an **easy, straightforward travel experience for customers**.

Ultimately, the perfect trip is just the first part of Gant’s larger mission of providing customers with a seamless travel program.

**“It’s not about going rogue or letting people do whatever they want. It’s about knowing where people are, being able to support them when they need help, and also being able to capture spend.”**

Patrick Linnihan, President and CEO, Gant Travel Management

# Capturing Invisible Spend Data: Customization, Duty of Care, and Other Benefits

Travel management companies tailor travel programs to various organizations. As a result, TMCs know that it is important to understand the leadership, culture, and strategy of customers. Each organization is different, and each business traveler has different travel preferences.

Linnihan explains, "To think that you're going to nail a one-size-fits-all travel policy for every single traveler in a company is naive."

In other words, a TMC should ideally be **customizing each travel policy to the individual corporate traveler.**

Because employees can have different preferences on how they book travel, an organization needs to have a way to support its business travelers – regardless of their travel preferences –and capture their spending. To achieve this, Gant uses Concur TripLink, which is a tool that helps **track open bookings and invisible spend.**

Linnihan says that Concur TripLink is not about enabling travelers to go rogue. Rather, TripLink helps Gant know where travelers are, support them when they need assistance, and accurately capture their travel spend data. Having the extra information has been especially useful in **fulfilling duty of care obligations**, as well as **negotiating rates and discounts** for hotels and flights.

Also, TripLink data allows an agent to better support travelers. For example, if a flight is delayed, the agent can call the hotel on the traveler's behalf to request a late check-in. This level of customer service is largely made possible through TMC software.

Linnihan says that he has heard customers say, "I had resistors to my travel program, and when I provided TripLink, those **resistors became advocates of my travel program.**" Essentially, Gant sees TripLink as a tool for travel managers which can ultimately make for a better experience for travelers.



# Driving Innovation to Better Support Travelers

Gant Travel is a pioneer in the travel industry, with unique programs and functionalities that help them stay ahead of the curve and provide strategic customer service. Gant has the capability for customers to book Airbnb for Work through Concur® Travel. The TMC does this because it recognizes that Airbnb is a new norm for business travelers. Essentially, this functionality means that **travelers have a much wider range of options** available to them since, as Linnihan points out, Airbnb for Work has more rooms at its disposal than any single hotel chain.

Gant has also driven innovation with their virtual card program. This program involves the use of several SAP Concur tools to **customize the information and data that flows into Gant systems**. Essentially, Gant was able to enhance the systems it had in place to create the virtual card program, Gant Strategic Pay™. This system is a significant value proposition for customers.

Another example of Gant's innovative approach is the company's emphasis on data. Specifically, Gant is able to leverage SAP Concur solutions, such as the mid-office Compleat, to seamlessly integrate data from SAP Concur systems into Gant's own systems. **The ability to integrate these technologies and data helps Gant run at its best.**

## A WINNING SOLUTION FOR GANT

Overall, this technology has helped Gant continue its history of excelling in the travel management space. Gant has about 30% transaction for growth year over year, which is especially high for the travel industry.

Gant also sees a weekly Concur Travel adoption rate of 82 to 92 percent.

Gant's expertise in SAP Concur **translates to value for their customers**. Linnihan shares that Gant's competitors sometimes hear their customers say, "We're leaving you to go to Gant Travel since they support SAP Concur."

The data that Gant is able to capture using Concur Compleat and Concur TripLink helps them track spending, fulfill duty of care obligations, and negotiate rates. Overall, from a business standpoint, **the data insights are a significant benefit** to Gant and the customers they serve.

Business travelers generally want a simple, self-service tool which they can use effortlessly and know that they are **compliant with company guidelines**. As Gant has experienced, the SAP Concur travel and expense solutions, including TripLink, can make this need a reality.



"I have a debt of gratitude to Concur bigger than you could ever imagine."

Patrick Linnihan, President and CEO, Gant Travel Management





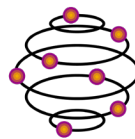
## VISIBILITY

By leveraging Concur Triplink, Gant Travel gains the visibility needed into all travel data, including supplier-direct bookings, to make strategic decisions around duty of care and in negotiating new partnerships and discounts.



## EASE OF USE

From booking the trip to filing an expense report — Gant Travel aims to provide travelers with the perfect trip, and SAP Concur solutions enables them to provide a simplified, streamlined process all within one, integrated travel platform.



## INNOVATION

Gant Travel drives innovation in the travel industry with unique programs and functionalities — such as Airbnb for Work through Concur Travel, automation of travel transactions with Concur Compleat, and an enhanced virtual card program — to provide strategic customer service.

## ABOUT SAP CONCUR

SAP® Concur® solutions simplify expense, travel, and invoice management for greater visibility and control. For more than 20 years, these leading, innovative solutions have kept customers a step ahead by delivering time-saving tools, connected spending data, and a dynamic ecosystem of diverse partners and apps. User-friendly and business-ready, SAP Concur solutions unlock powerful insights that help businesses reduce complexity and see spending clearly, so they can manage it proactively. For more information, visit [concur.com](https://concur.com).

## Learn more at [concur.com](https://concur.com)

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