



SAP Concur 

SAP Concur Case Study | EXTERNAL
Concur® Expense | Expenselt®
Concur® Expense Pay | User Support Desk

Madison Logic

Technology Fueling Growth

Quick Facts

Company Name

Madison Logic, Inc.

<https://www.madisonlogic.com/>

Video: [Technology Fueling Growth](#)

Solutions

- Concur® Expense
 - Expenselt®
 - Concur® Expense Pay
 - User Support Desk
-

Industry

ABM Marketing

Company Size

150 worldwide

Location

New York City, NY

Why SAP Concur?

Madison Logic partnered with SAP Concur to capture its growing array of expenses to quickly and efficiently pay employees, and provide clear insight into its spend management.

ABOUT MADISON LOGIC

Madison Logic delivers a global account-based marketing (ABM) platform and services to some of the biggest technology companies in the world, including Google, Amazon, Oracle and Microsoft. Since it was launched in 2005, the company has been on a rapid growth trajectory, with new offices in the United Kingdom, Ireland, and Singapore.



A Growth Mindset

Madison Logic's expansion shows no sign of slowing, which has put significant demand on its leadership and employees to **stay one step ahead** of opportunities while focusing on the business at hand. In their fast-paced industry, there is no time to get mired down in paperwork or continually look backwards to make sure their accounting is in order.

"Growth" is the watchword at Madison Logic. As a marketing technology organization, its mission is to help its customers grow by enabling them to convert their best prospects faster. The company delivers a business-to-business (B2B) platform that unifies targeted advertising and content syndication with attribution metrics to show real return on investment. This ABM platform allows B2B marketers to leverage proprietary data, reach, and scale to identify, engage, and convert prospective accounts.

“ It's been a great experience. We wanted an expense management system that gives us **control of our spending**, while providing an **easy-to-use** platform for our employees. The fact that we can pay directly – and not only domestically but globally – is the main reason we chose SAP Concur. ”

Gary Starr, Chief Financial Officer at Madison Logic, Inc.



“Some of the most sophisticated, fastest growing technology companies in the world are counting on Madison Logic to help them accelerate their growth,” explained Tom O’Regan, the company’s CEO. Fueling the growth of other companies has directly translated into rapid growth for Madison Logic, which has expanded its corporate headquarters in Manhattan, as well as added offices across the United States and internationally. In all, the company now has more than 100 employees spread out over seven offices around the world.

“Being able to manage expenses with a manual process for five to ten different locations on a global scale seems kind of impossible,” said Mariah Hantis, payroll and benefits manager at Madison Logic. Which is why Madison Logic’s automated expense management process is critical to its continued expansion.

Because SAP Concur’s expense reporting incorporates artificial intelligence (AI), it helps reduce human error. It notices if the same receipt was submitted six months ago or if there is an unusual pattern of expenses. For most growing companies, making certain spend is managed properly can be as important as generating income. “SAP Concur’s AI technology really puts our minds at ease,” said Hantis.

For users, submitting receipts is as easy as taking a picture, or they can automatically populate expense reports using electronic receipts from airlines, hotels, restaurants, and ground transportation services, so that travel expense report processing and business expense tracking are streamlined.

“We’re able to add in whatever we need so employees can submit reports easily. Then on our end, administratively, we have the reporting that shows the correct data,” said Hantis.

Employees have the option to submit and manage expense reports from any mobile device, as well as from their desktop. “I started out in sales and I remember the days of arts and crafts expense reporting, using paper and tape and staples and scanners and emailing spreadsheets to finance teams. I want my teams to have work/life balance. I want them to be able to focus on what’s important,” said O’Regan.

Today, a Madison Logic salesperson can take a picture of a dinner receipt and upload the cost of the Uber on the drive back to the office. Once an expense is submitted, it can quickly be reviewed and approved, and employees will receive an automatic direct deposit within just a few days – including Madison Logic’s global employees.

🔊 🔊 Things are changing daily. There’s always new technology and new ways of doing things. Do you take a taxi or an Uber? Stay in a hotel or an Airbnb? **SAP Concur is always meeting us where we’re at.** 🔊 🔊

Mariah Hantis, Payroll and Benefits Manager at Madison Logic, Inc.

For O'Regan, what matters most is that the system is fast, and it goes with him. Whether he is flying around the world meeting clients or sitting on a beach in Montauk watching his kids surf, he can quickly approve expenses and know his employees will receive timely payments.

“Time is my most valuable asset,” he explained. “So anything that takes me off my focus isn't going to be good for me or the business. When I talk with other CEOs, the number one challenge is making enough time for our team, for our clients, and for our family.”

“ I wish all my friends, other executives, and other CEOs could **see the benefit of having a simple app like SAP Concur.** ”

Tom O'Regan, CEO at Madison Logic, Inc.

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.



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