



SAP Concur Case Study | EXTERNAL

Concur Expense | Concur Intelligence | Concur Expenselt Pro | Central Reconciliation | Integration Services

# **ASICS** establishes process consistency across Europe with Concur Expense Management

Digital transformation strengthens compliance, tightens accountability, and slashes reimbursement times

# Quick Facts

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## Company Name

ASICS Europe

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## Solutions

- Concur® Expense Management
- SAP® ERP (SAP ICS)
- Concur® Intelligence
- Concur® Expenselt Pro
- Central Reconciliation
- Integration Services

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## Industry

Sportswear

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## Company Size

2,000 employees

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## Location

Amsterdam, Netherlands

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## Why SAP Concur?

- Establishes expense management consistency across 18 countries
- Accelerates expense submissions and reimbursement
- Enables digital receipts to be submitted from anywhere, removing paper-based process
- Delivers granular reporting on expense trends, and simplifies consistent policies

## ABOUT ASICS

Founded in 1949 in Kobe, Japan, ASICS is a premium footwear and performance sportswear company with a diverse portfolio of brands with approx. 7,263 employees across 50 countries around the world. Its European operations are headquartered in the Netherlands.





# The race to streamline operational efficiency

ASICS is a global sportswear business operating at the premium end of the market. Consumers have high expectations of ASICS' products and performance.

The company demands the same qualities in its operations. It wants to be efficient, consistent, and streamlined in the way the business is run. ASICS Europe has teams in 18 countries and operates in multiple languages.

The business sees digital transformation as a means to standardise operations. Digital will help to establish consistent work practises across multiple territories, and eliminate manual, paper-based processes. And, for day-to-day administration tasks, it can also deliver consumer-grade experiences for employees.

Expense management is one such process. Previously managed off Excel spreadsheets, with the submission of paper receipts, the process was slow, disjointed, and dependent on too much human input.

“With more than 3,000 expenses submissions year, it was a full-time role,” says Marco Leeuw, Concur Project Manager, ASICS. “It involved physically passing piles of forms and receipts between finance and country management.”

“For the first time, we’re able to see with certainty where our employees are, and what they’re spending on. In uncertain times, this helps keep employees safe.”

Marco Leeuw, Concur Project Manager, ASICS



## Creating a consistent, digital workflow

SAP Concur Expense Management enables ASICS to automate the expenses process. Cloud-based, users can submit claims from anywhere, via their smartphone, with a picture of the physical receipt. The solution is integrated with SAP Success Factors, ASICS' HR system, meaning all employee details are automatically linked to an expense.

“There is a direct interface between SAP Finance and SAP Concur. It is super-cool to see a fully automated approval flow.”

ASICS has implemented Expense Management in 16 countries, with just Italy and Russia to go. Leeuw says the roll-out was helped by the COVID pandemic, with the lack of travel limiting expense activity, but praises the ease of use of the application.

“We now have a standardised approach that is capable of reflecting specific local rules and regulations,” Leeuw explains. “It is the intuitive nature of the solution that helps drive user adoption.”

## The outcome

There is now a consistent audit trail, and reimbursement times have been slashed, he adds: “We reimburse twice a week. Previously it could take weeks.” Overall process efficiency has increased by 40%.

There is also clearer visibility of the expense landscape. Country managers can monitor spend, it is easier to spot trends, establish new guidelines, and encourage employees to use preferred suppliers (and preferential rates).

The Concur approach is also more robust and sustainable. The reduction in paper-based processes mirrors ASICS' sustainability agenda. Expense management is more certain across all 18 countries. Optical character recognition means it is impossible to submit the same receipt twice; an integration with Google Maps ensures mileage claims are accurate. It is easier to differentiate between credit card and cash expenses.

“Really, for the first time, we're able to see with certainty where our employees are, and what they're spending on,” Leeuw adds. “In uncertain times, this helps keep employees safe.”

“We have implemented Expense Management in 16 countries, with just Italy and Russia to go. We now have a standardised approach that is capable of reflecting specific local rules and regulations. It is the intuitive nature of the solution that helps drive user adoption.”

Marco Leeuw, Concur Project Manager, ASICS

## ABOUT SAP CONCUR

SAP® Concur® is the world's leading brand for integrated travel, expense and invoice management solutions, driven by a relentless pursuit to simplify and automate these everyday processes. The highly-rated SAP Concur mobile app guides employees through business trips, charges are directly populated into expense reports and invoice approvals are automated. By integrating near real-time data and using AI to analyse transactions, businesses can see what they're spending and avoid possible blind spots in the budget. SAP Concur solutions help eliminate yesterday's tedious tasks, make today's work easier and support businesses to run at their best. Learn more at [concur.com](https://concur.com) or at the SAP Concur [blog](#).

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Marco Leeuw, Concur Project Manager, ASICS



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