



BTPAUTOMATION



BTP AUTOMATION

Intelligent Continuous Hotel Sourcing through Adaptive, Data-Driven Technology

BTP Automation has developed the corporate travel industry's first and only adaptive Intelligent Continuous Hotel Sourcing platform. This innovative technology will automatically and dynamically negotiate or renegotiate program terms and conditions throughout the hotel program life cycle. The entire system can be fully automated, eliminating the need for manual RFP generation and delivery.

Background

A leading global retail corporation was facing challenges with fragmented hotel spend data and limited visibility into the nearly 40% of hotel bookings outside their Travel Management Company (TMC). The company sought a seamless solution to consolidate data, boost negotiation power, and drive compliance.

Challenge

The customer needed a more efficient way to manage hotel sourcing that would:

- Provide 100% coverage of real-time hotel spend performance visibility, including bookings outside the TMC.
- Integrate pre-trip travel hotel data from SAP Concur, including TripLink room nights, to enhance RFP buying power.
- Automate compliance monitoring and negotiations to reduce manual efforts to try and understand their hotel spend outside of their TMC.

Results

Since implementing BTP's automation and auditing features:

- ✓ The customer captured on average 2X their room nights compared to previous sourcing seasons using only their TMC data.
- ✓ They increased their per room night savings by 12% YOY by leveraging an increased buying power with their hotel partners.
- ✓ Addition of their TripLink booked room nights as well as their meeting spend could now be incorporated into their transient hotel negotiations.

Customer Testimonial

"BTP Automation's integration with SAP Concur has transformed our travel program. The unparalleled visibility into all hotel bookings has saved us significant time and costs."

— BTP Customer, Global Travel Director, Retail Corporation