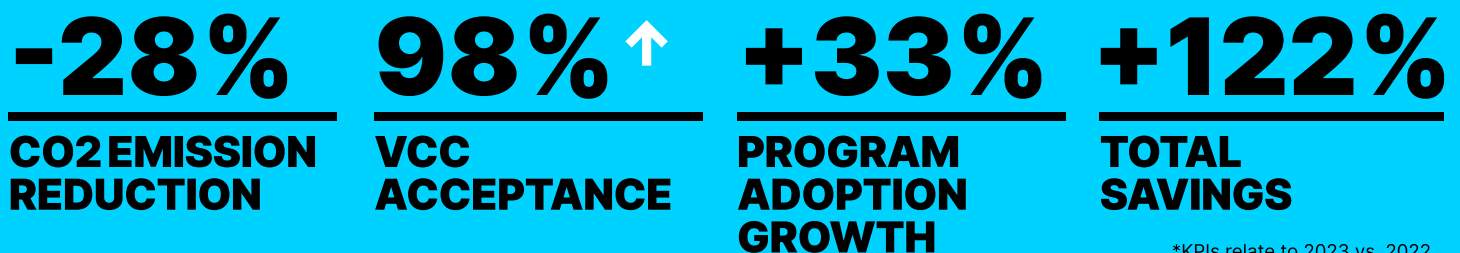


ENBW AG's PATH TO CLIMATE NEUTRALITY

How ENBW & HRS revolutionized corporate lodging with ai and sustainable practices for a greener future.



*KPIs relate to 2023 vs. 2022

ABOUT EnBW AG

Industry: Energy & Supply Services
Employees: 30,000
Countries operating in: >30
Business Travel Spend: 5M€
 (related to hotels, otherwise more than €10M)

Key Objectives:

1. Sustainability
2. Digital Payment
3. Risk Mitigation

Key Challenges:

- Manual Processes
- Low Online Adoption Rate

HRS Solution:

Lodging-as-a-Service Prime (end-to-end from procurement to payment)

Covered Lodging Segments:

Transient

Travel Ecosystem Setup:

Amadeus Cytric (OBT), AirPlus (Payment)

INITIAL SITUATION

The EnBW AG (Energie Baden-Württemberg AG) is one of Germany's largest energy supply companies, headquartered in Karlsruhe. With a comprehensive portfolio that includes electricity, gas, water, and energy solutions, the EnBW AG plays a critical role in providing energy to millions of customers in Germany and beyond.

EnBW AG's strategy strongly focuses on **sustainability**. The company aims to significantly reduce its carbon footprint and boost renewable energy capacity, pledging to become **climate-neutral by 2035**. The EnBW AG engages in innovative projects and partnerships to promote energy efficiency and sustainable practices, including digitalization, electric mobility, and smart grid technologies. These initiatives support a greener energy transition as well as drive **economic growth** and **technological advancement**, positioning the EnBW AG at the forefront of the energy industry's shift towards sustainability.

In line with its company strategy, EnBW AG's travel procurement and -management recognized the need to transform its corporate lodging strategy due to manual, **time-consuming processes** and travelers **booking outside the managed channel**. The goal was to create a more sustainable and efficient lodging program that enhances traveler satisfaction and program compliance. By digitizing and automating the end-to-end process from procure-to-pay, the EnBW AG increased **productivity and program adoption**. Additionally, by procuring and prioritizing sustainable hotel options in their managed hotel program, the EnBW AG significantly contributes to its key performance metrics and sustainability goals.



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The integration of HRS' AI-powered solutions has given us unparalleled transparency and control over our lodging spend, enabling us to make data-driven decisions that support our commitment to economic growth and reducing our carbon footprint. This aligns perfectly with EnBW AG's sustainability strategy to be climate-neutral by 2035, while providing seamless, sustainable and enjoyable experiences for our employees.

Sonia Janjua, Strategic Procurement & Patrick Mayer, Business Travel Management

ABOUT THE PROJECT

Consulted by their tech-solution provider HRS, the EnBW AG launched an innovative project by implementing the **HRS Lodging-as-a-Service** platform to manage their transient spend from procurement to expense, delivering savings, improved experience, and risk mitigation. HRS supports the EnBW AG in responsibly and sustainably gathering and analyzing accurate data from procurement to payment, enabling **continuous monitoring and optimization** of lodging procurement, booking, and payment processes powered by AI technology.

With the introduction of the **HRS payment solution**, the EnBW AG gains total transparency and oversight of employee spending. Employees benefit from a seamless experience before, during, and after trips, making it more convenient to comply with the managed hotel program. AI consolidates spend data from multiple sources, generating **high-quality data** that exceeds transactional and booking information by incorporating granular invoice and sustainability data.

This helps the EnBW AG to **optimize spend** and **measure the carbon footprint** impact of their lodging program and operations.

The **HRS Green Stay Initiative**, the only solution to receive ISO+GHGP certification, actively helps the EnBW AG report, reduce, and remove emissions in their corporate hotel program. EnBW AG's travel procurement can implement a sustainable strategy in the sourcing phase, while corporate travelers are automatically guided to book **sustainable hotels**. HRS AI promotes hotels with high emission reduction and compensation efforts in the hotel list, ranking them based on sustainability scores to reduce the carbon footprint of EnBW AG's trips.

This comprehensive approach to sustainable corporate lodging not only aligns with EnBW AG's broader environmental goals, reducing emissions by 28%, but also sets a benchmark for other companies aiming to enhance their travel programs with a focus on sustainability and efficiency.

