

# By consolidating portfolio companies' travel programs, private investment firm gains transparency, efficiencies and savings

**HOTEL SOLUTIONS**  
NORTH AMERICA

## THE CHALLENGE

A U.S.-based private investment company interested in efficiencies and cost savings wanted to consolidate multiple portfolio companies' hotel programs into one program. Portfolio companies' hotel programs varied, most were managed internally and some were non-existent. Many different agencies and tools were used as well. The client wished to create consensus among stakeholders and ensure accurate data capture to maximize opportunities for strengthening its program.

## THE SOLUTION

To guide the initiative and enable a collaborative single focus, CWT offered consulting insight about market and industry trends and best-in-class policies and processes, including suggestions for consolidating solicitation lists and recommendations for preferred suppliers.

*CWT Hotel Solutions*<sup>SM</sup> used advanced analytics to consolidate multiple data sources and identify portfolio company overlap. CWT then benchmarked all bids and performed renegotiations to produce savings. After final selections were made, CWT completed rate audits on multiple GDS systems to ensure companies were getting agreed-upon contract rates.

To maximize consolidation, efficiency gains and cost savings goals, all portfolio companies' corporate travel programs were moved to one agency, CWT. CWT implemented its *CWT Program Management Center*—a global Web-based tool that provides travel managers and buyers a central gateway for access to information needed to simplify, prioritize and optimize their travel program—and the *CWT Horizon*<sup>SM</sup> online booking tool.

*CWT Hotel Solutions* provided a program review and recommended ongoing performance optimization measures.

## THE RESULT

With one solution, travel managers now share a common focus and consistent processes, including spend and savings analytics at every level.

The RFP process has been centralized and common hotel contracts established. In 2009, CWT projects the company will be able to recognize \$1.3 million in year-over-year savings, which includes \$952,000 in savings from rate reduction alone.

Travelers now have access to a broader list of hotel options and a common online preferred hotel directory. All portfolio companies now take advantage of ongoing *CWT Solutions Group* analytics and performance optimization measures for both air and hotel.

## FAST FACTS

**Industry:** Private investments

**Scope:** 7,600 frequent travelers; 333,000 room nights

### Results at a glance:

- Efficiencies through consolidation
- Common agency/metrics/tools/processes across portfolio
- \$1.3 million in year-over-year savings
- Quarterly reports at portfolio company/aggregate levels monitor and manage program goals throughout year

## CONTACT

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