



FCM

# The Key to Data

Unlock the power to take action in your business

[fcmtravel.com](https://fcmtravel.com)

# Let data do the driving, allowing you to action savings

Today's business travel programmes deliver huge amounts of data – everything from details of hotel bookings and flights to individual passenger expenses and preferences for food, seats and rooms.



But without the technology to mine, collate, examine, correlate and analyse this data – Big Data as it is now known – your company will be missing out on a huge opportunity to take more meaningful, tangible and effective spending decisions.

It is these tools and methods that FCM offers our customers to help them leverage the quantitative data available through their business travel.

In a globally-connected world, your data is global too. These data sets may be complex and spread over multiple offices and territories, but you no longer need to be a world-leading statistician to understand what it all means.

FCM's data technology is your secret weapon to delivering greater savings and efficiencies. It will reveal patterns and trends and these business insights will define how you can drive improved business travel programme performance.

Big Data's benefits come from its improved collection and analysis methods as well as through its interpretation. It is here that we can usher in the changes that will benefit your bottom line.

Such a huge amount of data also allows us to benchmark every area of your travel programme from traveller buying decisions to the level of business awarded to certain suppliers. This will improve your policies but fuse it with using data to identify common mistakes that are costing your business unnecessarily and the resulting savings can be balance-sheet changing.

Katy Byrne, FCM Global Data and Business Standards Leader says: "By ensuring Travel Managers have access to key metrics in real-time with reporting that blends historical travel

and expense data with up-to-date data dashboards, we can provide immediate visibility of your organisation's comprehensive travel spend.

"It is important to remember that you can't manage what you can't see, so this is a crucial step towards using data most effectively within your business."

At FCM, Big Data means nothing unless it is smart data that identifies problems and then offers solutions.

Your entire collection of global travel programme data is the key to answering the questions you want to ask, and those you didn't even know you needed to ask. Only then can you truly deliver on your business goals.

Crucially it can come from multiple sources outside of your business as well as inside. At FCM our next-generation data technology transforms your business travel programme for the better.

As a global organisation, we recognise that data is a critical resource. We recognise too that the ability to analyse and mine it will shape your business travel program. And we recognise that high-quality, clean, transparent and organised data offered in real-time and with a wide-range of reporting functions can be the lifeblood of your business – and ours.

That is why we offer you the data you want, when you want it and how you want it with the authority and trust that you would expect from a market-leading TMC such as FCM.

**"It is important to remember that you can't manage what you can't see, so this is a crucial step towards using data most effectively within your business."**

# High-quality makes the biggest impact

Your business travel programme is only as good as the information you can find within it.

Making strategic decisions about your company's future travel expenditure, often starts with the analysis of your company's historic travel data. This data builds up continuously, as more bookings are made and trips are taken.

It is vital therefore to work with a trusted TMC partner, one that is able to capture a multitude of data sources, sort it into easy-to-understand reporting with the ability to keep your data safe.

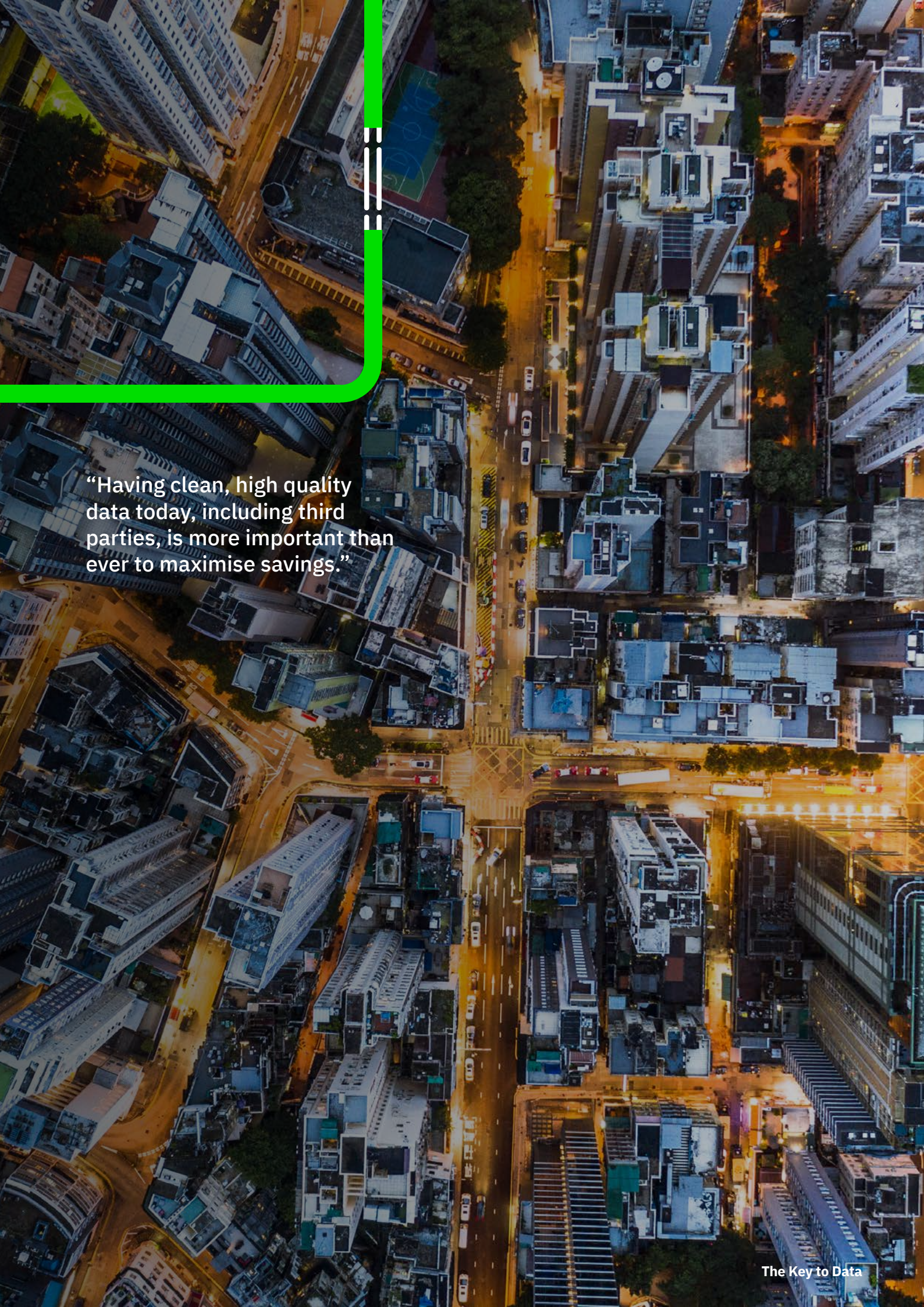
We ensure accurate, consistent and secure reporting no matter how and where your travel is booked. Our intelligent data platform is able to integrate direct submissions from back office systems, GDS and third-party booking platforms globally, and it doesn't stop there.

For example, by connecting your invoicing systems to our reporting system, you will be able to send us larger amounts of higher quality data, more regularly. You will then see updates much faster and get access to a wider range of reporting analytics. Doing this across more and more countries also offers a vastly-improved real-time view of your financial reporting.

By taking a direct connection from the data source, we can sift through to amplify the highest-quality data for our technology to mine. Everything is validated against our FCM global governance framework.

Along with our data and operational teams, you have access to a friendly and intuitive user interface that you can use to continuously monitor, track and improve the quality of your data.

For example, our latest technology means your data quality is constantly checked, with fixes automatically performed. It is then uploaded, or reuploaded, and our system now offers you an immediate score out of 10 to demonstrate what the data quality level is.

An aerial, top-down view of a dense urban area at night. The city is illuminated by warm yellow and orange streetlights, creating a glowing pattern across the streets and building facades. Numerous high-rise apartment buildings and commercial structures are visible, packed closely together. A few green trees are scattered throughout the urban landscape. In the upper left corner, there is a bright green graphic element consisting of a thick, rounded rectangular shape with a vertical dashed line running through its center.

“Having clean, high quality data today, including third parties, is more important than ever to maximise savings.”

Previously, clients would have to wait for a data audit report to be run, but with FCM's data platform you will be able to access the highest quality data by drilling down into each element based on its specific score, and then identify where there are issues with your programme.

We understand that some clients may want to be able to access different booking options. In the future clients may want to access the GDS as well as travel product distributed through an NDC-enabled (new distribution capability) channel. As such we want to ensure clients can book through whatever source they wish and have the confidence also that FCM can capture the data from those different sources.

That is why our data platform enables us to connect with additional sources, for example a booking website such as hotel.com or Expedia, as well as with different expense providers. By

integrating third-party expense data, leakage in a client's travel programme can be identified and analysed to see where discounts were not leveraged to maximise savings.

All of these data feeds can then be integrated directly into our reporting platforms and validated against both our requirements and yours. It is then shown in one consolidated view of your business travel programme.

Leveraging different data sources means we can standardise and validate your data against our own reference data tables, your reference data tables and those from third party suppliers too.

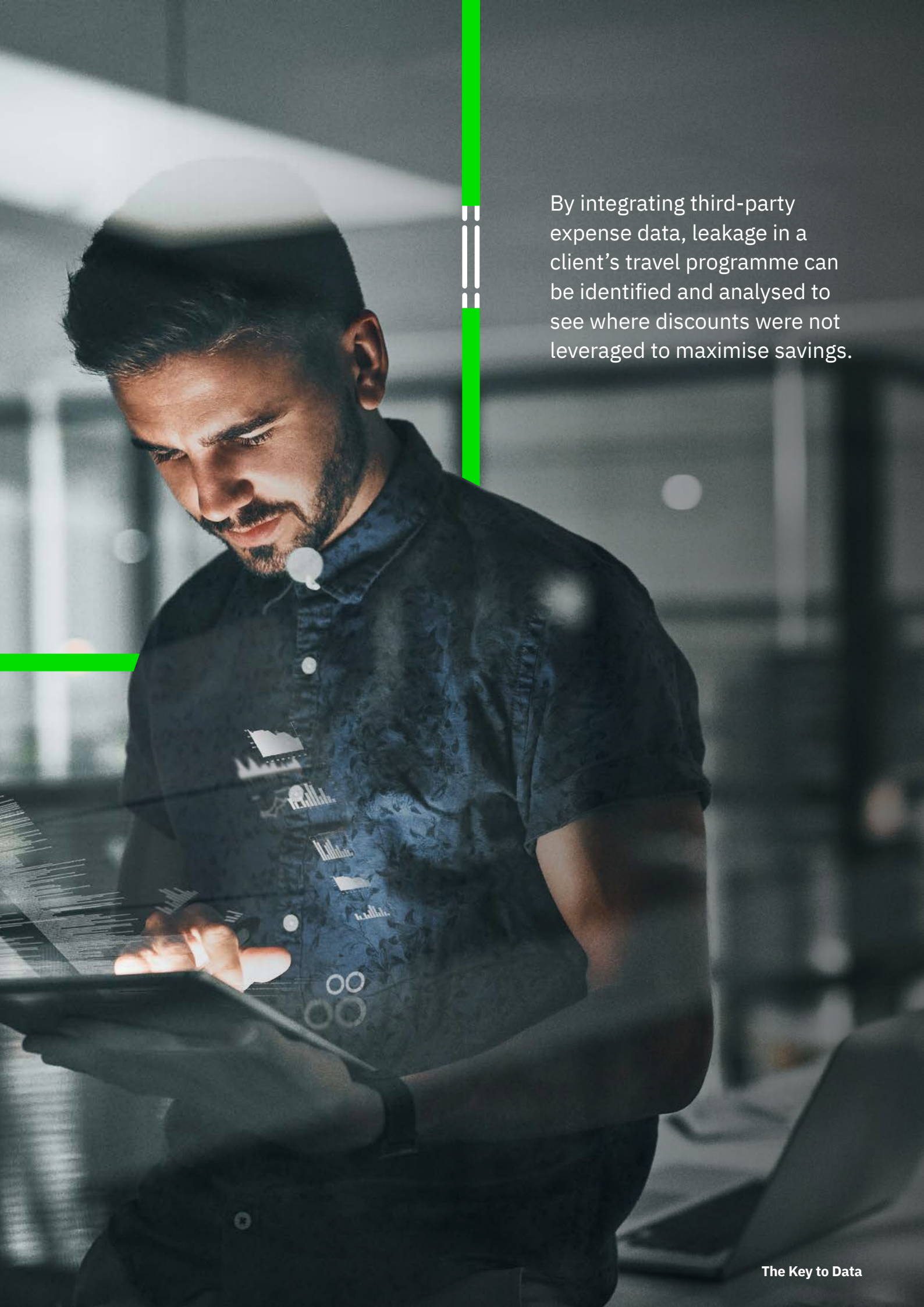
This offers you the most complete picture of your data, its quality and its accuracy, benchmarked across other customers and sources as well as our standards and their standards for the truest representation.

## Tailoring your data

FCM prides itself on ensuring your account manager has the power to solve customer challenges with our reporting integration capabilities. These custom C-Level dashboards replicate Bloomberg-style spending analytics, getting to the point for a simple understanding of high/low spend and programme performance.

Our custom compliance dashboards can also show hotel programs by city, making it easy to identify anything not within booking policies, outliers with the introduction of percentile reporting triggers – focusing on the 90% percentile outlying offenders so we can just focus on the ones driving non-compliance and leave the ones booking within policy alone.

By integrating with expense platforms, FCM also customises dashboards to see granular details such as programme leakage. FCM's platform compares agency spend vs. the spend expensed while drilling down into additional data points, such as ancillary costs and set budgets, by cost centre and division for example.



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# Limitless power in the next generation platform

Your travel programme data is not only about your hotel bookings, airfares and transfers.

There is a huge wealth of data to be captured and mined from spending on company credit cards or the expense forms employees submit to claim the costs incurred during a business trip.

Our next-generation of data reporting also gives us – and you – the ability to ensure accurate and consistent product reporting no matter how and where you book flights and accommodation.

For example, if your data is categorised according to the services you use and within a blank heading such as 'Air Travel', it doesn't always make it easy to spot which of the, say four, domestic airlines you deal with sees the highest percentage of your spend.

This amount can be sizeable given it is spent with a single operator but our powerful analysis tools allow you to see this clearly, leveraging this data when negotiating reduced rates or bulk discounts with the operator in question.

Similarly, if you are using hundreds of different hotels across dozens of cities, by drilling down more deeply into this data you could see where to cut, merge or increase supply to obtain discounts and better value-for-money.

Our smart technology coupled with improved and more plentiful data sources means you won't be looking at how to save small and often inconsequential individual traveller amounts of money from your spend. Instead you will see exactly how and where to make the greatest savings across the board.

FCM's data technology also brings hotel standardisation. This can be a big challenge for companies making multiple bookings worldwide, working over multiple GDS systems, back office systems and hotel platforms.

For example, if you are booking a hotel in one country through one system and another customer books a different hotel through a different platform in another country from a different territory, the presentation of this information can be different making it complicated to understand.

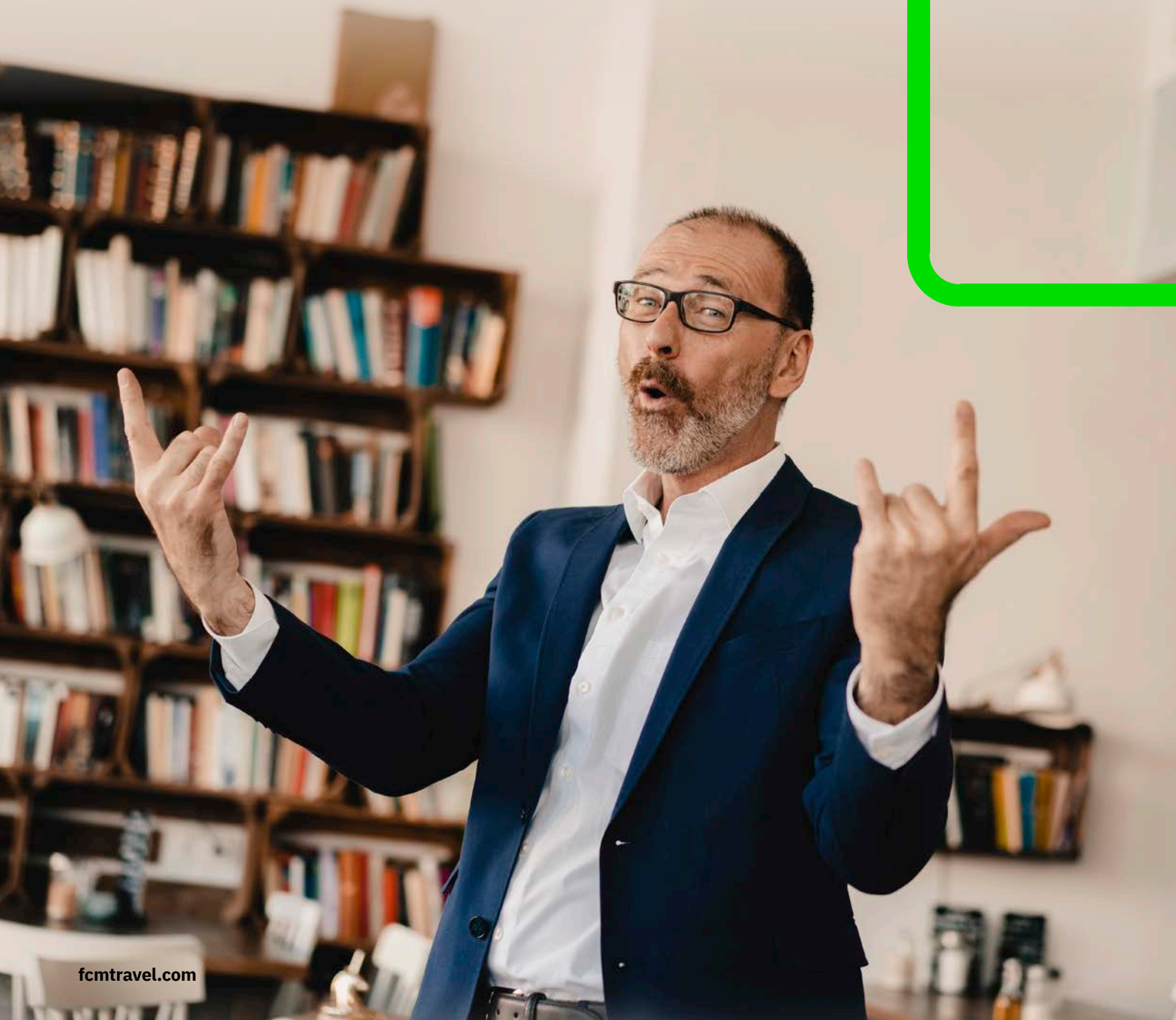
How it is presented formatting wise, with the names and the details matters, and a hotel RFP is tough enough to tender for, without first getting a true view of what you are booking the most of and which suppliers to focus on from a negotiating perspective.

By building a centralised hotel reference database to use internally and share back out with our partners and clients, FCM ensures a standardised version of the truth when it comes to hotel data reporting.

**“To correctly identify anomalies,  
you need to have good historic  
data to train models that will  
identify data that isn’t normal.”**

# Getting your hands on the data goods

We know that a web interface will not always be the way a client wants to access their data. Not all of our clients in the future will want to log into a reporting platform to see their data.



Customers will instead want us to apply this into their own world, whether that is their internal reporting platforms, intranet or through machine learning.

FCM's data technology allows us to provide data and analytics back to our customers while ensuring it is kept safe and secure at all times.

The sovereignty of the data is key and it will be able to be stored within a specific region or country, if necessary.

This means issues around legislative regulation and compliance can be handled with ease through the latest advancements in our intelligent data platform. FCM works in 97 markets around the world and is a market-leader in ensuring different levels of regulation and compliance thanks to our experts on-the-ground in local offices. This includes both PCI compliance and GDPR.

Our system is designed to be secure and compliant with 'security by design' infrastructure.

We also have the ability to take feeds from different data sources, including other TMCs and validate the accuracy, quality and validity of that data before it hits the reporting platform.

It is our system's ability to be flexible and integrate with any source, that will be an attractive proposition for clients who have requirements across the globe.

As new booking processes come on board, we can accommodate that and make it simple, fast and easy for our people to provide that reporting to your people.

This is the essence of what our next-generation platform is all about.

We are clear in our mission to ensure people don't have to spend a massive amount of time dealing with data. FCM's technology is focused on cleaning it up, analysing it and processing it to present to you with the key information you need to make important business decisions.

## What is data sovereignty?

Data Sovereignty is the idea that data is subject to the laws and governance structures within the nation it is collected. The concept of data sovereignty is closely linked with data security, cloud computing and technological sovereignty. data sovereignty is specifically concerned with questions surrounding the data itself, with the rise of cloud computing, many countries have passed various laws around control and storage of data, which all reflects measures of data sovereignty. Ensuring data sovereignty extends to your travel management company is just another consideration you may wish to make.

**“Our next-generation of data technology allows us to provide data and analytics back out to our customers while ensuring it is kept safe and secure.”**



# Unlock the visibility of your data

There is no point having copious amounts of data if you can't check it continuously and whenever the need arises.

Ensuring you have access to consistent and accurate data is key and something that FCM can offer you in real-time. That is what we mean when we talk about our next-generation data platform.

By ensuring we receive all of your data from multiple sources in a timely manner, we allow you to take control of it to minimise issues or misreporting and amplify solutions and ways forward.

Our intelligent data platform allows customers in countries across the world to continuously load data, whether that is daily, weekly, monthly – or even quicker.

This means that if any part of your data is not accurate, not captured properly or is inconsistent in any way, it will be spotted and errors can be dealt with in real-time as quickly as possible.

It represents a massive leap forward to have visibility of any issues in real-time in order to resolve them for minimal impact on your business.

FCM's real-time data means clients will be able to see different pieces of information in any specific format they need.

There is no off-the-shelf solution.

Instead, each of our clients can set their own rules to define and display data in a way that is most-useful to their organisation's needs.

It is this visibility and transparency that will drive vast improvements in your business travel program.

**“The quality of your data is important when evaluating goals you have set. If the data isn't tagged properly, you will not be able to correlate it effectively.”**



# Predicting your future

The advantage of having high-quality clean data is that you have quick access to actionable elements of your programme to be more strategic about travel spending.

At FCM, we are always thinking two steps ahead and that is why we use your business travel programme data to make clever predictions and to ensure the safety and well-being of your employees when they travel.

For example, your duty of care extends to wherever a staff member is in the world when away on business travel – whether for their security or their comfort.

Our technology captures external and internal security information in real-time and uses this to alert you when travellers are in high-risk destinations. If an incident happens in a city or country they are in, our dashboard will automatically notify you so you can act fast if a crisis occurs.

Predictive capabilities can also reduce traveller friction by identifying how your travellers behave in the travel decisions they take. This can help to shape your travel program by identifying patterns that can help reduce traveller friction and increase compliance.

An example would be if an organisation has a frequent traveller who spends half of the year on the road, it is essential to understand the stress they are under as a result of that travel. It could be cheaper to adapt the travel policy to suit their needs, within reason, than to replace them.

With the cost of business travel remaining under immense scrutiny, data can also be used to index, track and analyse prices to understand trends, track changes in pricing and build an optimum pricing strategy that will

benefit the business. This may return bigger savings than simply arbitrarily downgrading hotels, cars and flights to keep costs under control in the short-term.

Personalisation is also key. Does your traveller prefer unlimited Wi-Fi to a daily breakfast? Do they prefer flying on a legacy or a low-cost carrier? This is where Big Data helps Travel Managers to understand and deliver on their business traveller's demands for a personalised experience.

Most companies now have four generations of staff in their employ, all of whom have different requirements and levels of technology adoption. This data can tailor a business travel program that meets their specific needs, ensuring the different savings made on personalising their service add up.

This presents the traveller with an easier and more informed choice with predictive functionality presenting only those choices that are going to be most pleasing to the traveller, speeding up the process of planning and booking and introducing a further cost-saving.

**“Machine learning and artificial intelligence are now being used to proactively identify booking patterns that are not optimal.”**

An aerial photograph of a curved bridge spanning a body of turquoise water. The bridge has two lanes with yellow center and edge lines. A large, thick green arrow originates from the right side of the bridge and points horizontally to the left, ending in the middle of the text block.

FCM is a single global brand providing a comprehensive range of corporate travel and expense management solutions. We have a presence in more than 95 countries and are regarded as one of the top five travel management companies in the world. FCM is responsible for the travel programmes of some of the world's most successful corporate brands.

It has always been personalised service that sets FCM apart from the rest and we blend this with innovative technology and unrivalled access to content to drive the optimum performance of your travel programme.

**Contact us today to  
find out how FCM can  
elevate the performance  
of your corporate  
travel programme.**



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