

Connected travel and finance data speeds return on acquisition



Key Travel



This leader in specialist travel for the non-profit sector turned to Unit4 and ServeVita to rapidly on-board seven subsidiaries of another multinational travel company in as little as a few months.

A single, connected view of finance across the newly-merged organization enables Key Travel to pivot at speed, grow revenues, and deliver an even more rewarding customer experience.

- Integrated newly acquired subsidiaries onto Unit4 in a few months
- Created enterprise-wide view of integrated travel and financial data for trusted, informed decision-making
- Reduced speed to finance insights from one week to a few seconds
- Existing Unit4 implementation helped grow revenues by 20% in two years and deliver £500,000 cost savings – with no increase in headcount

For people who travel to do good

Key Travel is the world's largest travel management business exclusively dedicated to humanitarian, academic, and faith-based organizations. Founded in London in 1980, the company's mission is to make travel simple, cost-effective, safe, and sustainable for people who travel to do good.

Key Travel has been a satisfied Unit4 customer for more than a decade, using the CentralCommand platform to provide an enterprise-wide view of integrated travel and financial data. Prior to the COVID-19 global pandemic, this connected, best-in-class platform had helped Key Travel grow revenues by 20% in two years and achieve cost savings of more than £500,000 – with no increase in headcount.

Unit4 is now a centerpiece of Key Travel's next phase of growth. In 2018, the company acquired Raptim Humanitarian Travel, doubling scale in the US and creating a significant growth opportunity for both businesses.

However, that opportunity is not without its challenges. To optimize the return on acquisition investment in the shortest possible time, Key Travel needed to integrate the regional Raptim businesses in different counties onto a common Unit4 platform.

Industry

Travel Services

Location

Manchester, UK

Size

Operations in 9 countries (UK, FR, CH, BE, NL, IT, KE, US, CA)

Product

Unit4 Enterprise Resource Planning (ERP)

Challenges

Following the acquisition of another travel group, Key Travel needed to integrate the disparate subsidiaries into the existing Unit4 finance management implementation.

Key metrics

20%

Increase in revenue in 2 years

£500,000

Cost savings – with no increase in headcount

**“Manual reconciliations are a thing of the past.
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Everyone is using the same data.”**

Daniel Morris

Group IT Director, Key Travel

One shared view of travel and financial data

Daniel Morris, Group IT Director, Key Travel, picks up the story. “Our goal was to consolidate the patchwork of different back-office systems that each Raptim subsidiary used into one shared view of travel and financial data. Unit4 was ideally positioned to help us achieve this: the success of the platform had already been proved in Key Travel. The suite is easy to use, we can connect the platform quickly with other systems, and it has the flexibility to adapt as our business evolves.”

A priority list of countries was established, starting with Canada and moving on to incorporate six additional territories, including France, Switzerland, the US, the UK and the Netherlands. Daniel explains, “We worked with ServeVita to integrate these business units. In fact, I don’t think we could have achieved it without their expertise. They visited each country, collected the country-specific requirements, and integrated everything quickly and professionally. France and Switzerland, for example, were integrated in less than three months.”

From a finance perspective, CentralCommand automates repetitive, day-to-day financial processes, such as commissions reconciliation and invoicing, freeing Key Travel resources to focus on customer-facing tasks. Data is pulled from multiple sources – including global distribution systems (GDS) like Amadeus, Salesforce, and other systems – into CentralCommand,

generating valuable management reporting. “Manual reconciliations are a thing of the past. We can now see up-to-the-minute transaction data. Everyone is using the same data,” says Daniel.

Data insights in seconds, not weeks

Business users can quickly and easily create reports in response to changing needs. Daniel again: “The pandemic has upended our market. Now, more than ever, we need to have timely, trusted data at our fingertips to make decisions that move the business forward. In the past, it would take maybe a week to get the granular insight into how much ‘customer x’ was spending

on ‘y’ type of travel in country ‘z.’ Now, teams can create the data they need in seconds, without depending on constrained IT staff.”

This simple, connected view of finance data is also helping to enhance client relationships. A data warehouse built on CentralCommand provides clients with drill-down detail into their travel plans, such as which employees are travelling and when, the cost of travel, and more. “These insights also help the clients manage their sustainability. They can see the carbon footprint from each employee and who travels in which cabin, adapting the company’s travel policies to suit their sustainability agenda.”

