

### Cemex reduces time managing travel by 80% and direct travel costs by 40% with Amadeus e-Travel Management

Monterrey, Mexico-based Cemex, one of the world's three largest cement companies, operates in 30 countries and has commercial links with more than 60 nations in three continents. With an average of 500 trips per day, Cemex's employees are often on the road, making travel a large part of the company's cost structure.

Amadeus e-Travel Management proved to be the most complete and advanced solution available in the market

**María del Carmen Venegas**  
Head of Cemex Travel Service



#### In brief

##### The challenge

- > To organise and control Cemex's 500 daily business trips
- > To reduce Cemex's direct and indirect travel costs by enforcing policy and improving negotiated supplier agreements

##### The solution

- > Amadeus e-Travel Management

##### The results

- > Rapid user adoption without a need for in-depth training
- > 80% reduction in time spent making travel reservations
- > 40% reduction of direct travel costs
- > Increased level of control over travel policy

#### Key benefits for Cemex

##### Control over Travel Costs

By managing travel online through Amadeus e-Travel Management, Cemex has reduced the time its employees spend managing travel by 80% and its direct travel costs by 40%.

##### Convenience for Travelers

Cemex executives can plan, make, modify and cancel flight, hotel and car reservations from their own workstations.

##### Improved Negotiation Power

Process automation, from booking through to internal ERP functions (Finance, Human Resources, etc.), allows for tracking and a stronger negotiating position with travel suppliers.



Cemex achieved a complete return on investment (ROI) in only 9 months



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## The transition

Before using Amadeus e-Travel Management, Cemex made their reservations by telephone calling external agencies and waiting for the agency to propose options. Recognizing that the process could be improved, Cemex revisited the way they managed travel, looking for ways to improve the level of service provided and streamline processes while reducing travel costs.

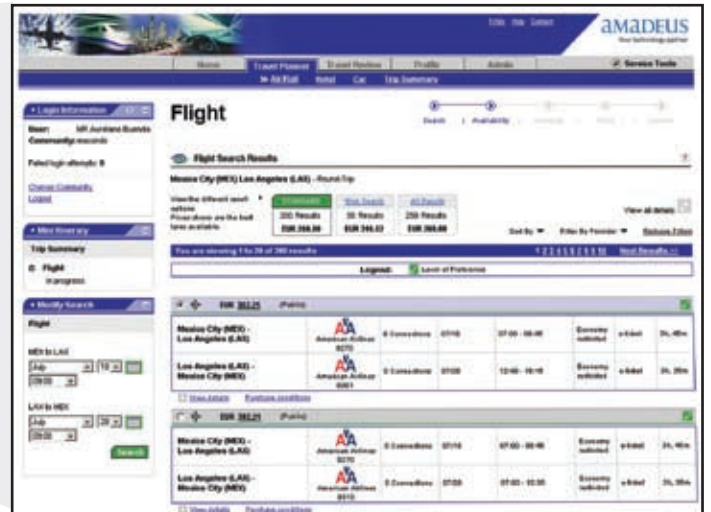
The re-engineering that followed included the creation of an in-house travel agency called “Cemex, Travel Service”, as well as the decision to implement a self-booking tool. After in-depth research on available self-booking solutions, the company decided to use Amadeus e-Travel Management, as it was, to quote, María del Carmen Venegas, Head of Cemex Travel Services, “the most complete and advanced solution available on the market”.

She added, “Amadeus’ solutions allows Cemex to comprehensively monitor all the processes undertaken by the travel department, present the best travel options in an impartial manner and instantly access relevant information, all on-line”.

Once Cemex had chosen Amadeus e-Travel Management, the Amadeus consultancy team was called in to evaluate Cemex’s procedures and help the company move online. The team recommended new departmental procedures that made more efficient use of Cemex’s resources and fit the company’s organisational structure. “We found Amadeus’ experience in setting up this type of solution and surrounding processes to be a key factor in the success of our migration to an on-line solution”, observed Venegas.

## Amadeus e-Travel Management

Allows travellers to access and book the most suitable travel options online and automates the entire reservation process, providing Cemex with control over what its employees book and critical information that enhances their negotiations with suppliers. Furthermore, integration with Cemex’s ERP system helps Cemex automate expense management processes.



## The advantages of Internet

Moving to the Internet quickly paid off. José Alberto Ghio, Cemex's Vice President of Finance, commented "We are very pleased with Amadeus' solutions. Employees are now able to control their own trips and make all types of reservations immediately. This allows us to manage time and resources more efficiently."

From her perspective, María del Carmen adds: "As for the travel department personnel, we can save time and access relevant information which helps us negotiate with our different suppliers and secure the best prices. Our benefits have been quite tangible. The return on investment (ROI) of this project was reached in only 9 months and we continue to see important savings"

Venegas continued, "As Amadeus e-Travel Management offers an accessible and user-friendly interface, company employees can make their own flight, car and/or hotel reservations, according to their individual needs. For simple travel, the intervention of the Travel Department is scarcely necessary since the policies for each user are clearly laid out. And due to the fact that Amadeus e-Travel Management is easy to use, employees were able to start booking on-line with minimal training."

## The real benefits

"With Amadeus e-Travel Management, the company's travel policies are followed on approximately 90% of the trips. The time required to make a reservation time has dropped 80% on average in comparison with previous processes. It is easier for us to manage different traveller profiles and to communicate with suppliers about the needs of each type of traveller. This helps our negotiation position greatly", stated Cemex's board of directors.

Furthermore, Amadeus e-Travel Management allows Cemex to integrate reservation records with the back office, billing and accounts systems, allowing for further automation, unification of administrative and operational processes and better control throughout the process.

"Amadeus as a whole and their on-line business unit have proven strategic partners for us", concludes María del Carmen Venegas. "They are knowledgeable and attuned to our needs. They also consistently develop new innovative solutions and offer exceptional customer service."

Amadeus has consistently understood and met all of our complex travel needs. From our initial meetings through implementation, training and the migration of our travel programme to an online tool, their services and expertise have proven invaluable.

**José Alberto Ghio**  
Vice President Cemex Finance

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