

The CNRS decides on a national policy for travel purchases and selects Amadeus to assist it in developing its 'e-administration'.

Amadeus case study

Summary

The challenge

- > To establish a national purchasing policy for the 180,000 missions per year by the CNRS' 73,000 employees and collaborators
- > To curb the constant rise in costs
- > To identify and roll out a system which takes account of the CNRS' specific needs, in particular the geographical break down and autonomy of its sites (19 regional offices and 1,200 research laboratories)
- > To make employees change the way they make reservations by providing an effective, flexible and easy to use solution.

The solution

- > A total solution combining Fram Affaires, Amadeus e-Travel Management and American Express Cards
- > The partners selected complement one another extremely well
- > A Mac and PC compatible online reservation system
- > Quick and easy to implement
- > The ability to compare and reserve the best priced offers online, including trains and low-cost airlines
- > Application and monitoring of travel policy
- > Online tracking of reservation statistics
- > 24/7 service and telephone support.

The outcome

- > Solution deployed in all 19 CNRS regional offices in 4 months.
- > 73,000 employees and collaborators registered in the Amadeus database
- > High take-up rate: 45% of employees have taken to using the online reservation system in 4 months
- > Substantial savings from reservations made online
- > Simplified 'mission' management: only one invoice per month per office.



About the CNRS

With an operating budget of €2.738 billion in 2006 and a 30,000 strong work force consisting of employees, researchers and engineers working continuously to advance knowledge for the benefit of society, the National Centre for Scientific Research is the most important research organisation in France. The CNRS is a public body involved in every field of scientific and technological knowledge and relies on a network of 19 regional offices linking 73,000 people (employees and collaborators) in more than 1,200 French laboratories, whose professional 'missions' are managed by the CNRS.

Because their work relies on the sharing of knowledge, CNRS employees often have to travel abroad as well. The organisation has 9 offices abroad (Bonn, Brussels, Hanoi, Johannesburg, Moscow, Beijing, Santiago de Chile, Tokyo and Washington), maintains scientific cooperation agreements with 55 countries and acts in close collaboration with more than a hundred research bodies and international laboratories. In 2006, the CNRS organised more than 180,000 'missions' in France and abroad.

The steady increase in its 'missions' budget has led the CNRS [National Centre for Scientific Research] to start thinking about a solution which will optimise its expenditure and at the same time make life easier for its 73,000 employees and collaborators.

The need for a national purchasing policy to curb costs

The number of 'missions' by CNRS employees in France and abroad has risen from 150,000 in 2005 to 180,000 in 2006. At the same time, the budget allocated to travel has risen constantly (+ 10% per annum) over the last 4 years. It is difficult for the organisation to do a great deal to affect this trend because its employees have to travel in order to carry out their research. The solution lay in being able to get a handle on managing costs.

Starting from this premise, at the end of 2005 the organisation's Director General decided to conduct a review of ways of optimising the management of employee travel; the initial conclusion was that a common approach to purchasing on a national basis was lacking and that there was also a lack of visibility for suppliers. Until then, each of the 19 regional offices was responsible for managing the 'missions' of employees working in its area.

Although this approach provided benefits in terms of close relationships, the organisation was working in an uncoordinated manner, with each site making use of its own local contacts. Consequently, there was a lack of coordination in travel policy which the CNRS would henceforth undertake to put right.

Simplifying 'mission' management while maintaining the same level of service

"The savings had to be real while maintaining the same level of service for our users", explained one of the members of the 'missions' project group appointed by the Director General of the CNRS to consider implementation of a national purchasing policy. Several factors had to be taken into account first, the most important being the very large number of trips per year, which resulted in a significant number of tickets being bought, and the need to take the specific requirements of the CNRS into consideration, in particular the geographical breakdown of its 19 regional offices and 1,200 research laboratories. They had to be able to

continue to enjoy the strong autonomy they had been used to so far, and at the same time benefit from a simpler system. In addition, this national approach had to be capable of getting the CNRS involved in 'e-administration', on the way to it becoming the norm within the organisation. Lastly, the system had to be able to work with a PC and Mac multi-operating system, (used by 40% of CNRS employees). At the end of the review, the decision was taken to optimise expenditure nationally by installing a Major Accounts trading system. The CNRS issued an invitation to tender for such a system at the beginning of 2006.

We must make at least 70,000 reservations online in 2007.

The CNRS is already a significant client and will become one of Amadeus' most important European clients. We are very pleased that Amadeus' position in France has been strengthened as a result of this collaboration.



Why has the CNRS chosen Amadeus?

- > The only solution compatible with a PC and Mac multi-operating system, bearing in mind that 40% of CNRS employees work on Macs
- > User-friendly, proven solution
- > Easy to use solution
- > Wide range of low cost airlines
- > Amadeus' significant capability to support the CNRS in handling the changeover



An effective, flexible solution based around 3 partners

The outcome of the tender was that the CNRS accepted the solution proposed jointly by Amadeus and its 2 partners:

- Fram Affaires for issuing tickets
- American Express Cards for financial transactions
- Amadeus e-Travel Management for the reservations system.

As well as being able to integrate and guarantee the implementation of the new travel policy for the 73,000 CNRS employees and collaborators, the Amadeus e-Travel Management online reservation tool was acknowledged to be the one which was best suited for integrating with the skills of the other two partners while at the same time meeting the criteria of simplicity and effectiveness.

Simpler reservations for members of employees

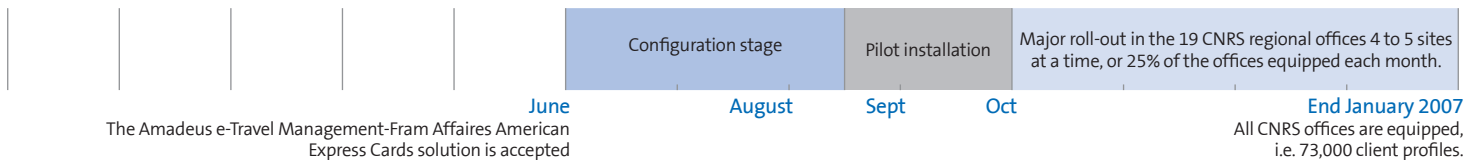
- > Simple, rapid, secure connection
- > Access from a single interface to reservations and the best rates, including the SNCF [French rail network], low-cost airlines and promotional fares
- > Access to rich, relevant content (weather forecasts, airport maps, itineraries, passes)
- > 24/7 service and telephone support available throughout the world.

Improved efficiency for the CNRS

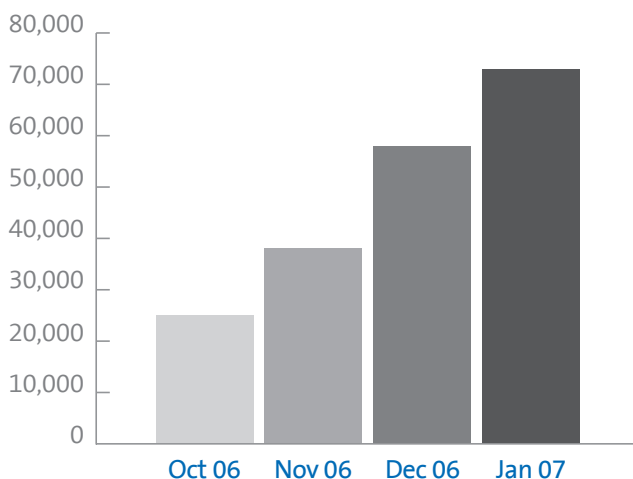
- > Automated application of the national travel policy and benchmark for rates negotiated
- > Online administration for immediate update of contracts negotiated
- > Integration with the organisation's IT environment
- > Reduced cost of implementation through ASP technology and rates set according to actual use
- > Rapid return on investment.

The project

Beginning 2006
CNRS invitation to tender



GROWTH IN THE NUMBER OF USER PROFILES



CNRS Objective

- > To achieve 80% of reservations online within 4 years, i.e. 55% by the end of 2007

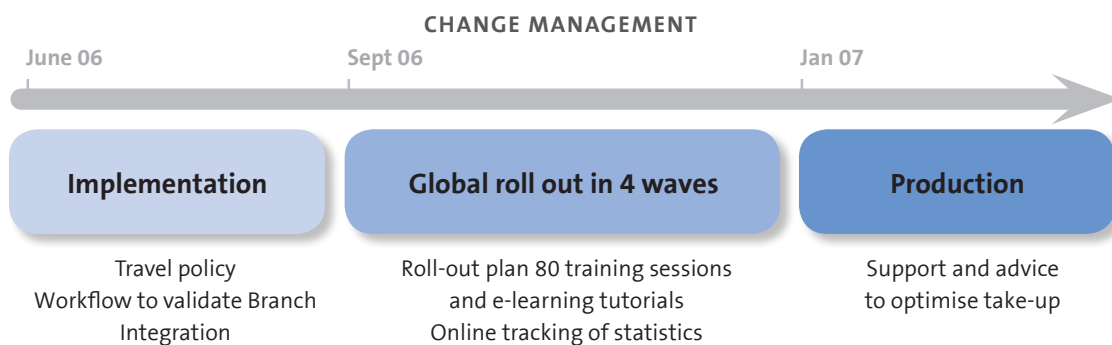
High level of team mobilisation during implementation

The close collaboration and full-time commitment of all the stakeholders has contributed to a great extent to the project being completed very quickly, in only 4 months. After the configuration stage, the roll-out of the new national programme took place gradually, with 4 to 5 CNRS regional offices per month, which represents more than 15,000 new traveller profiles added at each stage of roll-out.

"We set up a dedicated 4-person team to produce the CNRS reservations portal and ensure that it worked properly", the Amadeus

France spokesperson explained. Being fully involved in the field was also intended to reassure CNRS during this large-scale changeover. "This project is very important - it provides a robust structure and changes behaviour in the CNRS. Amadeus helped and supported us a great deal by providing more than 80 training sessions for our employees and by being available at all times".

For its part, Amadeus which is already a partner with many public and private enterprises, appreciates the ability of the CNRS to manage complex projects and to commit itself to taking steps to modernise the management rationalisation of its costs. "The system has been installed in full and on time. We are continuing to work closely with the CNRS to sort out the final details and to achieve the objective of 55% of reservations, or about 70,000 'missions', online by the end of 2007".



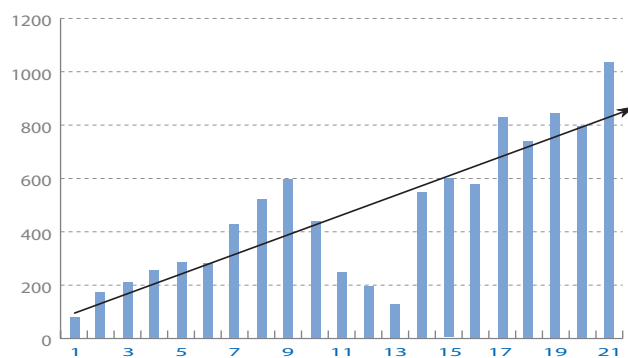
Rapid take-up by CNRS employees and a tangible reduction in costs

CNRS employees have been very much in favour of online reservations ever since the Amadeus e-Travel Management solution was put in place. In October 2006, when the system had only just been installed in the first 5 regional offices, 1,500 online reservations had already been made. One month later, more than 2,500 bookings had been processed, which represents a take-up of more than 40% of the user base. This was an encouraging result for the organisation and its partners. If this take-up rate is confirmed, 2007 will see more than 70,000 online 'mission' transactions.

A few words of advice from the CNRS project team

- > The financial benefits must not be at the expense of the level of service.
- > This project is very important and therefore has major implications. It needs a lot of time dedicated to it.

GROWTH IN THE NUMBER OF ONLINE RESERVATIONS PER WEEK



GROWTH IN THE TAKE-UP RATE PER WEEK

(% of the total number of trips booked using the Amadeus reservation tool)

