

AN ATPI CASE STUDY

Petrofac

Rich Data Delivers
Rich Rewards



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“ATPI Analytics™ helps you forecast for projects when you’re putting in for a bid or tender as we can see average ticket prices for example. I can get everything I want, instantly, and it gives me more evidence to go up against our key stakeholders. It’s very simple. I just click a button and show the graphs and charts in live time, and dive right down to the individual traveller.”

Kate Scully, Travel Manager

BACKGROUND

Petrofac is a leading FTSE 250 company, providing integrated services across the oil and gas asset life cycle in 29 countries worldwide.

The company operates out of seven operational centres in Aberdeen, Sharjah, Woking, Chennai, Mumbai, Abu Dhabi and Kuala Lumpur - with a further 24 offices and 12 training facilities worldwide.

Key destinations include Dubai, Oman, Houston, Kuala Lumpur, Singapore, Basra, India, Lagos, Gdansk, Manila, Seoul and Mexico.

THE CHALLENGE

With complex travel to often remote or high risk areas, accurate, timely travel data is vital to a company such as Petrofac.

With the decline in oil prices, cutting costs in 2015 has been an even sharper focus for the company and their Travel Manager, Kate Scully. Recognising that consolidated, accurate data was key to driving cost

management initiatives, the travel team wanted regular, timely reports from their designated account manager. Reporting proved challenging on both sides when there was an immediate need for specific data and high level reports didn’t always cover the detail in specific areas as required. Kate was looking for a way to get even closer to Petrofac’s travel data, keeping the top line reporting but also being able to drill deep down into different areas of the travel programme. For example analysis of advance purchases could identify where they were failing and succeeding in regards to managing traveller behaviour. Travel intelligence was also integral to supplier management and getting the best out of Petrofac’s route deals.

Another challenge was the significant size of the Petrofac business, and various different business units – all who had different views of their business travel. The Petrofac travel team needed hard evidence to present and argue their case to stakeholders, as well as being able to allocate travel to various cost centres.

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THE SOLUTION

The ATPI Group recognised the requirement from clients for real-time, reliable data.

Petrofac was a key example of a client who had an immediate need for actionable data that could feed into informing their travel programme, improve the management of spend and drive change.

The solution was *ATPI Analytics™*, a travel management analytics tool which helped Petrofac work around the clutter of travel data, consolidating it into a single source of information and making analysis easier and more effective. Data is now available to Petrofac through a real-time application, and the travel team can drill down into the data as necessary – for example picking up on an individual traveller who consistently books non-policy hotels or another who ignores the advance booking guidelines.

Data is not only on-demand but the visual way it is presented means it's more user-friendly and appealing to analyse for the travel team. Specific areas, such as supplier management are also made easier – such as the tracking of negotiated deals when approaching a supplier review.

THE RESULT

Petrofac has been trialling *ATPI Analytics™* since October 2015. Feedback from Kate is that the application will help free up her time to police policy and focus on making the most from supplier deals. In other words, it has created tangible efficiencies for the travel team, delivering rich data that illustrates which elements can be better managed and hard facts to be able to address these areas.

Undoubtedly the real-time element has huge advantages and means the Petrofac travel team can get instant access to their data, important when informing

or presenting to key stakeholders. Kate has used the application to present the data directly to her senior team, showing graphs and charts in real time – and diving right down to the individual traveller. Or she can analyse and export the data as needed, before sending directly to the relevant colleague.

Another key benefit to Petrofac is the ability of the data to help forecast projects – for example when going to tender the team is able to see average ticket prices. This is made possible as the application uses historical data – both booked and invoiced.

Kate has recently successfully wiped £2m off the travel spend by smarter spending and benchmarking with Petrofac's peer group to see if they were under or over achieving – with *ATPI Analytics™* as a supporting tool for these cost management initiatives, 2016 is looking positive for a year of continual improvements.

ABOUT THE ATPI GROUP

The ATPI Group is a long established travel management company and one of the fastest growing brands in corporate travel. With over 100 offices worldwide, the company has successful operations in corporate travel, corporate event management, online travel technology and specialist travel management for a number of key industries.