



American Express Global Business Travel uses Birst to create Premier Insights product

About the company

American Express Global Business Travel (GBT) is the world's largest business travel provider with 16,000 travel professionals in more than 140 countries, managing over \$19 billion a year in corporate travel spend and serving 37 out of the 100 largest travel spenders in the US. American Express GBT wanted to protect and increase market share by differentiating its core services.

Challenges

- Increase market share with a strategic investment in smart analytics for travel booking
- Show clients how booking directly through the system instead of personal cards lowers costs
- Offer buyers (head of finance and department managers) insights on employee spend and travel savings
- Increase sales win rates and shorten sales cycles

Results

- Deployed in six months versus years of trying to build a solution with a competitive, legacy BI product
- Leveraged 110+ valuable metrics, allowing customers to manage spend through peer-to-peer benchmarking, travel cost optimization, and understanding employee travel behavior
- Enabled alerts and red-flags on out-of-policy activities to maximize savings



GLOBAL BUSINESS TRAVEL

HEADQUARTERS

Jersey City, New Jersey

OPERATING REVENUE

\$31.1 billion

INDUSTRY

Travel

EMPLOYEES

16,000

INFOR PRODUCT

Birst®

WEB SITE

amexglobalbusinesstravel.com

“We chose Birst because it is cloud enabled, and also because of its roadmap—with embedded BI, vision, and investment. We didn’t want to choose the best platform for today if, in two years’ time, it is behind the pack.”

Christophe Tcheng

VP of Core Products & Platform Architecture, American Express GBT