

IDC MarketScape

IDC MarketScape: Worldwide SaaS and Cloud-Enabled Corporate Travel Booking Applications 2019 Vendor Assessment

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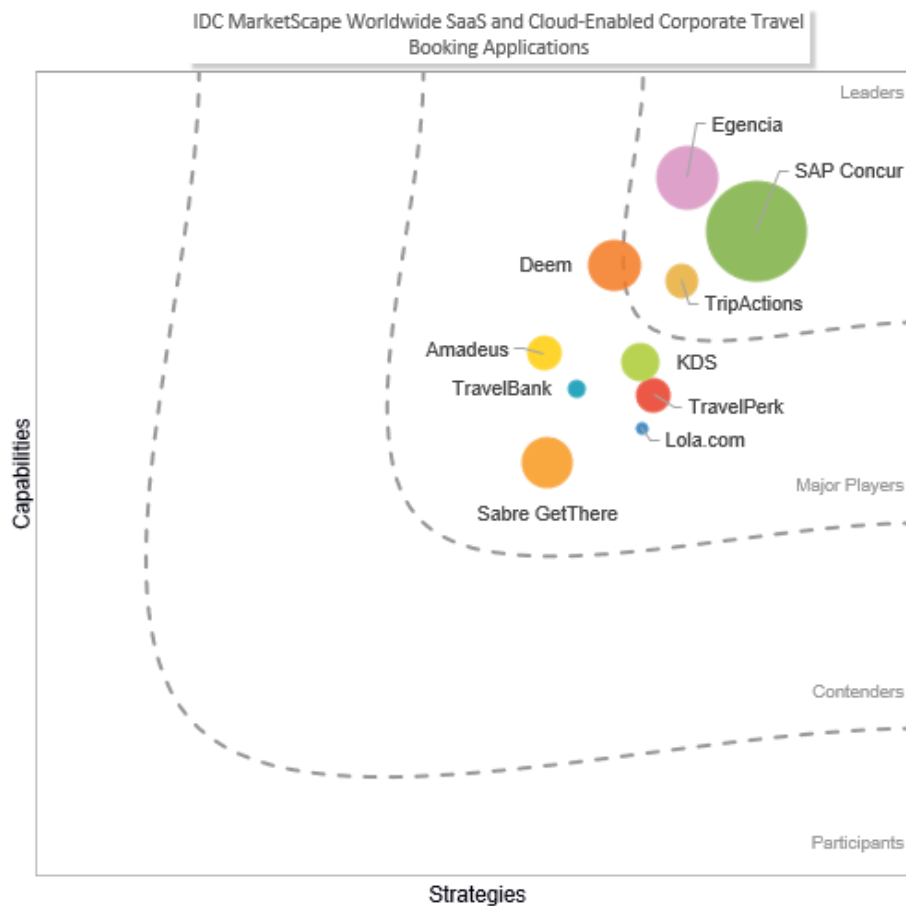
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THIS IDC MARKETSCAPE EXCERPT FEATURES TRIPACTIONS

IDC MARKETSCAPE FIGURE

FIGURE 1

IDC MarketScape Worldwide SaaS and Cloud-Enabled Corporate Travel Booking Applications Vendor Assessment



Source: IDC, 2019

Please see the Appendix for detailed methodology, market definition, and scoring criteria.

IN THIS EXCERPT

The content for this excerpt was taken directly from IDC MarketScape: Worldwide SaaS and Cloud-Enabled Corporate Travel Booking Applications 2019 Vendor Assessment (Doc # US45655219). All or parts of the following sections are included in this excerpt: IDC Opinion, IDC MarketScape Vendor Inclusion Criteria, Essential Guidance, Vendor Summary Profile, Appendix and Learn More. Also included is Figure 1.

IDC OPINION

Corporate travel booking software is a software used to support the processes and logistics associated with booking travel of various categories including air, rail, and hotel. This software is mostly tied to the support of streamlining business travel dynamics. While travel booking tools are included in some broader travel and expense software packages, it is most often seen as a standalone software. Many of the companies offering this type of software often pairs this software with related services like travel consulting.

Corporate travel booking is at its heart, an exercise in data management. Many companies are looking to 3rd Platform technology as a means of coping with data burden of travel management at scale. Advanced technologies like artificial intelligence (AI), big data and analytics, and application programming interfaces (APIs) are leading the way for travel booking management to higher levels of visibility, productivity, and efficiency. In detail:

- **Artificial intelligence:** Companies are already beginning to use artificial intelligence to perform lower level repetitive tasks like calculating the optimal pricing for complex travel demands, using chatbots to answer travel policy concerns, or identifying abnormal travel behaviors. Artificial intelligence will also be used by travel managers to build more accurate travel budgets and perform advanced risk/exposure analysis. IDC expects to see this technology continue to proliferate throughout the travel booking software industry.
- **Big data and analytics:** The travel department is inundated with data but insights from that data can be hard to find. Sophisticated big data and analytics will allow travel managers to identify opportunities and make better decisions on travel policy. IDC believes that big data and analytics will become a must-have for enterprise-level travel booking software end users.
- **Application programming interfaces:** APIs allow developers and managers the opportunity to quickly add/modify data flows into and out of the software application. This allows travel booking systems to be more flexible as the business need changes over time. Traveler data can be shared seamlessly between related systems like CRM, HCM, ERP, and Expense. This adds a layer of process efficiency, enabling travel managers to do more with less.

Focus on User Experience

We all have personal experience with online booking travel tools. We all have used them to shop for airline tickets and coordinate our personal travel plans. However, corporate travel booking tools must be more robust with additional oversight capabilities. Corporate travel booking tools must automate and reinforce corporate travel policy. Tools must also capture and relay important travel information to corporate travel managers for budgeting and forecasting and for overall traveler safety purposes. And yes, they must also present the travel with the best possible price, given the other parameters are met.

In many ways, this aspect of travel management is about managing behaviors – encouraging good and safe behaviors and discouraging bad ones. To do this, travel booking tool vendors must provide a strong user experience for both the traveler and the travel manager. The need for a strong user experience is listed in detail previously. However, building that user experience can be a difficult task. Here are some of the end-user desires we have picked up via end-user interactions. Creating a stronger user experience includes the following:

- **Ease of use:** Travel booking solution users want an intuitive experience without additional/unnecessary clicks or repetitive keystrokes. They are looking for a simple clean interface with functionality (drop-down lists, tabs, cookies, etc.) they have become familiar with in consumer travel booking software.
- **Mobility:** Business travelers want the ability to interact with the travel booking tool the same way they would do with any other application on their mobile device. They want simple icon-based mobile applications. These mobile applications should mirror consumer functionality with photo capabilities, messaging, and alerts. Most importantly, it should provide clear "out of policy" alerts with detailed explanation either within the booking screen or available as a rollover.
- **Multidevice support:** Business travelers may need to interact with the travel booking tool via multiple devices within a given period. No one wants to have to learn multiple versions (mobile and laptop) of the travel booking tool or use a slower system than the main system. So the overall user experience needs to be consistent (layout, navigation, naming) regardless of device.
- **Better integration:** Many end users would like to see smoother integration between back-end systems that have relevance to travel management, including ERP, HCM, and finance, and more integration of external relevant data (e.g., TMCs, Weather, Rewards, and Ride sharing). End users expressed frustration with having to move in and out of multiple systems to manage their entire trip or to manage cancellations.

The goal of this document is to provide potential software customers with a list of corporate travel booking tools that have taken great strides to incorporate the previously listed capabilities. We have profiled and assessed their capabilities to support the complicated area of travel booking management.

IDC MARKETSCAPE VENDOR INCLUSION CRITERIA

The vendor inclusion list for this document was selected to accurately depict the vendors that are most representative of any given corporate travel booking tools functional buyer's selection list. Vendors were further investigated to ensure that their offerings qualified as "SaaS or cloud enabled," and the vendor had won recent deals. Further, participant companies were asked which other vendors they most often compete against in deals. Also, the travel booking software must be able to be purchased and implemented separate from other associated agency/financial/ERP software.

ADVICE FOR TECHNOLOGY BUYERS

The process of moving from an ad hoc, highly manual travel booking model can be a challenging one. It is important to structure your travel booking operation to be more efficient and agile to cope with the ever-changing business travel demands. Here are a few key areas to consider when selecting a corporate travel booking solution.

- **Travel administration:** The travel manager job has several complex aspects. Does the software help with the process of travel administration? Look for the following:
 - Suggestions for new travel discounts based on new agreements and volume discounts
 - Generate master itineraries
 - Manage trip schedule of a single employee and team
 - Adjust travel policy dynamically
- **Booking experience:** The booking experience must mirror the experience many users have when booking personal travel for family and friends. It is also desirable to have a few higher-level features that enhance the booking experience: Look for the following:
 - Consumerlike intuitive interface
 - Real-time policy alerts with explanation
 - Itinerary planning
 - Calendar coordination
 - Recommendations based on travel history
- **Inventory:** Inventory or travel content is an essential aspect of a travel booking solution. However, it is imperative that you look for a solution that can offer a wide array of travel content. Look for the following:
 - Access to multiple GDS
 - Access to low-cost carriers
 - Access to a large network of hospitality vendors
 - Access to special/discounted rates
- **Integration of external data:** Travelers deal with an ever-changing environment while on the road. Does the solution offer any help for the traveler while in transit? Look for the following:
 - Flight cancellations/delays/changes
 - Travel rewards/points
 - Weather alerts
 - Travel safety notices
 - Integration of ride sharing
 - Airport maps

This IDC MarketScape vendor assessment assists in answering the aforementioned questions and others.

VENDOR SUMMARY PROFILES

This section briefly explains IDC's key observations resulting in a vendor's position in the IDC MarketScape. While every vendor is evaluated against each of the criteria outlined in the Appendix, the description here provides a summary of each vendor's strengths and challenges.

TripActions

After a thorough evaluation of TripActions' strategies and capabilities, IDC has positioned the company in the Leader category in this 2019 IDC MarketScape for worldwide SaaS and cloud-enabled corporate travel booking applications.

TripActions is a modern business travel platform that combines the latest machine learning-driven technologies with extensive inventory choice and has global travel agents available 24 x 7 to help employees, finance leaders, and travel managers alike – all while empowering organizations to seize travel as a strategic lever for culture and growth.

Quick facts about TripActions:

- **Employees:** 1,000+
- **Total number of clients:** 3,000+
- **Globalization:** Has nine global offices including in Amsterdam, Chicago, Dallas, London, New York City, Palo Alto, San Francisco, Seattle, and Sydney
- **Industry focus:** Software, professional services, financial services, healthcare, pharmaceutical, manufacturing, energy and utilities, and retail
- **Ideal customer size:** 500+ employees
- **SaaS:** Multitenant SaaS platform
- **Pricing model:** Based on number of users and consumption
- **Partner ecosystem:** 75 channel partners and about 180 supply partners

Strengths

- **User experience:** TripActions' focus is on the user experience for travelers, travel program managers, and finance leaders. TripActions offers travel managers and finance leaders onboarding capabilities, flexible policy definitions and integration tools, and robust reporting for data-driven program optimization. For travelers, TripActions offers a strong user experience via a dynamic mobile application and proactive global 24 x 7 travel agents. The emphasis on user experience promotes more software adoption and, as a result, better visibility, greater policy adherence, increased cost savings, and improved ability to fulfill duty of care.
- **Personalization:** TripActions can tailor the search and booking experience to meet the unique needs of the individual traveler and those of your business. The search and booking experience is backed by machine learning, which provides the most relevant options to the user – based on prior booking behavior, preferences, and company travel policy – so that users can make the best possible selection for themselves and their business.

Challenges

- **Entrenched competitors:** Much like any technology company trying to expand its footprint in a well-established category with a foundation of legacy players, TripActions is often asked about its ability to deliver solutions that are reliable at scale.
- **Scaling quickly for rapid growth:** TripActions is growing rapidly, and as a result, it must scale up the business operations quickly. TripActions is innovating at a pace that requires it to be agile and to iterate on existing processes as it goes. While this is a challenge, TripActions has taken this challenge and used it to help reshape its operations over the past 12 months, building a highly scalable global infrastructure.

Consider TripActions When

You are looking for a travel booking tool with an emphasis on balancing a great user experience and driving cost savings.

APPENDIX

Reading an IDC MarketScape Graph

For the purposes of this analysis, IDC divided potential key measures for success into two primary categories: capabilities and strategies.

Positioning on the y-axis reflects the vendor's current capabilities and menu of services and how well aligned the vendor is to customer needs. The capabilities category focuses on the capabilities of the company and product today, here and now. Under this category, IDC analysts will look at how well a vendor is building/delivering capabilities that enable it to execute its chosen strategy in the market.

Positioning on the x-axis, or strategies axis, indicates how well the vendor's future strategy aligns with what customers will require in three to five years. The strategies category focuses on high-level decisions and underlying assumptions about offerings, customer segments, and business and go-to-market plans for the next three to five years.

The size of the individual vendor markers in the IDC MarketScape represents the market share of each individual vendor within the specific market segment being assessed.

IDC MarketScape Methodology

IDC MarketScape criteria selection, weightings, and vendor scores represent well-researched IDC judgment about the market and specific vendors. IDC analysts tailor the range of standard characteristics by which vendors are measured through structured discussions, surveys, and interviews with market leaders, participants, and end users. Market weightings are based on user interviews, buyer surveys, and the input of IDC experts in each market. IDC analysts base individual vendor scores, and ultimately vendor positions on the IDC MarketScape, on detailed surveys and interviews with the vendors, publicly available information, and end-user experiences in an effort to provide an accurate and consistent assessment of each vendor's characteristics, behavior, and capability.

Market Definition

Travel and expense (T&E) management software provides travel, expense, and invoice management services that work alongside financial accounting, human resources, and procurement systems to create a single, connected process for managing an organization's spend. This IDC MarketScape focuses on the expense management side of the T&E market, including expense applications' ability to integrate with travel management services and travel networks.

Travel and expense management software allows users to submit, process, reimburse, and track employee expenses. The software enables employees to input expenses for approval through a desktop, browser, or mobile application. Afterward, administrators can track expense reports, enforce company policies for expenses and travel, set up approval routings, and generate reports for specific projects or company departments.

LEARN MORE

Related Research

- *Market Analysis Perspective: Worldwide Travel and Expense Software, 2019* (IDC #US43891419, September 2019)
- *Worldwide Travel and Expense Management Software Market Shares, 2018: Simplicity and Scalability Driving Competitive Differentiation* (IDC #US45122619, June 2019)
- *Worldwide Travel and Expense Management Software Forecast, 2019-2023: User Experience Driving Strong Market Growth* (IDC #US45122719, June 2019)
- *IDC Market Glance: Travel and Expense, 1Q19* (IDC #US44646519, March 2019)
- *IDC's Worldwide Software Taxonomy, 2018: Update* (IDC #US44835319, February 2019)

Synopsis

This IDC study provides an assessment of the leading SaaS and cloud-enabled travel and expense software (T&E) solutions and discusses the criteria that are most important for companies to consider when selecting a system.

"The user experience will be a key differentiator for T&E software providers. There must be exploration of and investment in technologies like chatbots, optical character recognition, and machine learning that help streamline and simplify the user experience," said Kevin M. Permenter, research manager for Enterprise Applications with IDC.

About IDC

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