

Multi-skilled team boosts marketing capability and supports growth at SAP Concur

Meet SAP Concur

SAP Concur is a worldwide business providing cloud-based expense, travel and invoice solutions. Its tools help businesses of all sizes save money, improve productivity and manage their spend more effectively.



SAP Concur 

Lara Edwards, Senior Content and Social Media Manager in the Small, Medium and National Business Marketing team at SAP Concur explains how Marketing Fusion has become an extension of her in-house marketing team.



The challenge

Lara's team works with an in-house corporate brand team to produce marketing content of all types. With ambitious growth targets to meet, Lara looked to increase the company's profile in her sector. She realised that she needed agile and flexible support that would be an extension of her creative team and provide capacity to scale and flex, often at short notice.



The solution

Lara looked around for marketing agencies that could give her the extended capability she needed. Previous positive experience was one of the factors in making the decision to work with Marketing Fusion, but the pitch gave her the reassurance that she'd found the proactive partner she needed.

“ Marketing Fusion's pitch was the best. It was well thought out, strategic and we felt confident we'd be working with a partner rather than someone who was taking orders. ”



The growth

In the early days of the relationship, support was mainly in the form of design work when Lara needed collateral quickly. But Marketing Fusion quickly proved its value and moved beyond ad hoc support.

The agency now work with Lara and others in the organisation on a wide variety of projects including regular blog and case study programmes, social content, infographics, ebooks and video production. The work has extended to different business units within SAP Concur both nationally and internationally.

“ Other teams in the UK business caught on to the work we were doing with Marketing Fusion and are working with them now. Marketing Fusion is also working on projects with our Canadian and Australian teams because they’ve seen the content we’ve produced and want to use it too. ”



The highlights

Two recent projects demonstrate the breadth of support Marketing Fusion provides. In 2017, Marketing Fusion provided project management and creative support for Fusion Exchange, a flagship event for finance, accounts payable and travel customers and prospects, held at the O2 arena. The event was a great success – welcoming over 500 attendees, twice the size of the 2016 event.

“ The Marketing Fusion team just stepped in from a project management and creative point of view. Attendee feedback said it was the best Fusion Exchange we’d ever run. We also got the highest ever score for the content and the presentation design is a big part of that. ”



When the company rebranded to become SAP Concur, Marketing Fusion stepped in again. A huge volume of marketing collateral needed to be rebranded in a short space of time and the SAP Concur design team was stretched with the volume of work from around the globe. Marketing Fusion provided additional capability for Lara and rebranded more than 50 assets in a matter of weeks.

“ We were the first market to have so many pieces of content available in the new branding. Having them available so quickly, from the beginning of January 2018, was down to the phenomenal project management and expertise of Marketing Fusion. ”

SAP Concur

The Finance Leader Report:



What Could You Do With an Extra Day?

Download now

SAP

SAP Concur

A 10-Step Guide to an Efficient Supplier Invoice Process



Download now

SAP

SAP Concur

Top 5 Ways to Improve Control Over Spend



Download now

SAP

SAP Concur

SAP Concur White Paper | EXTERNAL

Connecting the Dots on Travel, Expense and Invoice Spend:

How to Mitigate Risk with Centralised Spend Management



SAP Run Simple

SAP Concur

Understanding Duty to Report

In 2017 the UK government introduced Duty to Report on Payment Practices and Performance legislation to clean up processes and tackle late payments. To check if your business is impacted, take a look at the flow chart below.



Information to be included in reporting under the legislation:

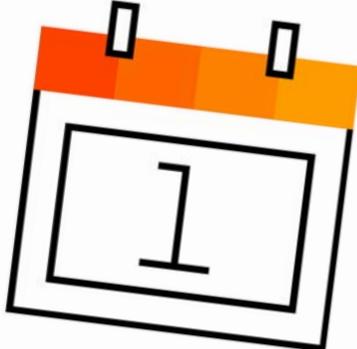
1. Date of report
2. Name of issuer
3. Billing date
4. Invoice number
5. Supplier name
6. Supplier address
7. Supplier contact details
8. Supplier VAT number
9. Supplier bank details
10. Supplier payment terms
11. Supplier payment history
12. Supplier payment performance
13. Supplier payment dispute history
14. Supplier payment dispute resolution
15. Supplier payment dispute resolution time
16. Supplier payment dispute resolution success rate
17. Supplier payment dispute resolution success rate by category
18. Supplier payment dispute resolution success rate by region
19. Supplier payment dispute resolution success rate by country
20. Supplier payment dispute resolution success rate by currency
21. Supplier payment dispute resolution success rate by language
22. Supplier payment dispute resolution success rate by time zone
23. Supplier payment dispute resolution success rate by time of day
24. Supplier payment dispute resolution success rate by time of week
25. Supplier payment dispute resolution success rate by time of month
26. Supplier payment dispute resolution success rate by time of year
27. Supplier payment dispute resolution success rate by time of season
28. Supplier payment dispute resolution success rate by time of holiday
29. Supplier payment dispute resolution success rate by time of event
30. Supplier payment dispute resolution success rate by time of occasion
31. Supplier payment dispute resolution success rate by time of celebration
32. Supplier payment dispute resolution success rate by time of festival
33. Supplier payment dispute resolution success rate by time of festival
34. Supplier payment dispute resolution success rate by time of festival
35. Supplier payment dispute resolution success rate by time of festival
36. Supplier payment dispute resolution success rate by time of festival
37. Supplier payment dispute resolution success rate by time of festival
38. Supplier payment dispute resolution success rate by time of festival
39. Supplier payment dispute resolution success rate by time of festival
40. Supplier payment dispute resolution success rate by time of festival

SAP Concur White Paper | EXTERNAL

The Finance Leader Report

What Could You Do With

SAP Run Simple



SAP Run Simple

Take control of business travel

Are you responsible for managing business travel? Then you'll know how frustrating it is, when people ignore policies, violating the booking system and go direct to suppliers only to follow up unexpected expenses weeks later. We can help you take control.

Make travel reporting simple

"We needed a solution that worked companywide and could integrate seamlessly with our existing SAP Concur platform. We now have an adoption rate of over 80%, compliance has improved, bookings are down 15% and we have saved over £400,000 on travel admin."

Jan Williams - EDF Energy Systems Support Manager

See spending sooner

"SAP Concur solutions have given us a lot better control. Everything's in the automatic trail. And we were able to say, 'Within 14 days of your expenses being approved, you will have that money in your bank account.' And we've stuck to that."

Jayne Lither - Associated Press Travel and Expense Accountant

Manage budgets effectively

"It's all about visibility, understanding how we're spending our money and then knowing how we can control it better. SAP Concur was the most robust tool I saw."

Kelie Whitaker - Kellogg's European Travel Manager

Reduce company travel costs

"By moving to an on-demand travel booking solution, Unisys has reduced travel booking fees by more than 40% and realised significant cost avoidance on air spend."

Serge Bachus - Unisys European Travel Manager

Powerful partnerships

"At SAP Concur, we believe in the power of partnerships. Of course there are companies out there who offer services from them, we make them part of the family and work together to create a better experience for our end users - this is where the App Centre comes in."

Clive Baker - SAP Concur MD Enterprise EMEA North

Want to know more?
Visit concur.co.uk/travel



The difference

Lara values the personal relationships she's built up with the team and enjoys knowing she'll always be working with the same people. She feels she has got an extended team that's pulling in the same direction and understands what's required.

The sense of team also means she feels she can turn to Marketing Fusion for impartial guidance and support and feel confident they've got her best interests at heart.

“ It feels like Marketing Fusion knows our business really well and it's evident in the content that gets written and the style they're able to adopt on everything. I love the can-do attitude and the creative intelligence that gets brought to every project. There's no ego, no hot air. They just get on with business. ”

“ If we have a new challenge I turn to Marketing Fusion. We wanted to embark on our online tool but we weren't quite sure how to go about it. It was invaluable to work with Virginia and the team to understand what options we had. As it turned out, we relied on the internal team in the US but what I really appreciated was the collaborative approach. They genuinely want the best for you. That means a lot in this day and age. ”



The advice

It can be easy to assume that in-house support is the way to go and that you lose something when you turn to external. It's a belief Lara had in the past, but experiences have shown her it doesn't always have to be like this.

“ It's been proved to me that you can outsource your work and still have the flexibility, the cost-effectiveness, the personal relationships and the sense of working with someone as if they're a member of your team. For us that matters greatly. ”



The projects

- Ebooks and white papers
- Infographics
- Video
- Case study programme
- Blogging programme
- Fusion Exchange event support
- SAP Concur rebrand

To see more client case studies and example projects please visit marketing-fusion.co.uk

To talk to us about how we can help meet your B2B marketing goals please contact us: **0118 988 0208**