

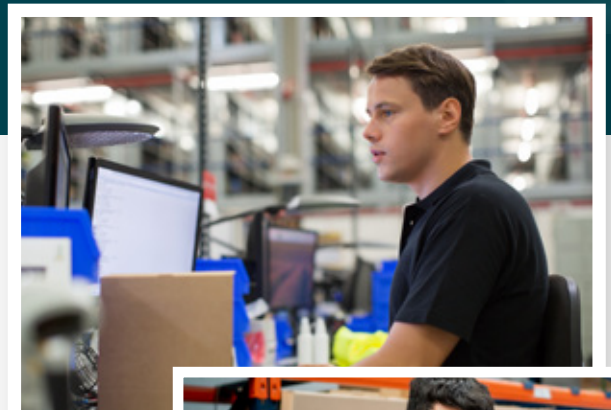
case study

DICKER
DATA

Streamlining business travel during a corporate merger.

Corporate Traveller provides seamless business travel during (and after) Dicker Data merger.

Dicker Data is a fast-growing, multinational ICT distributor. When they acquired Exeed New Zealand, Corporate Traveller successfully supported them through business changes by streamlining their business travel processes.



About Dicker Data

If you're currently working on a Dell, Lenovo or HP laptop, that piece of hardware likely touched down in New Zealand via Dicker Data. For over 40 years, they've been our country's leading technology distributor. With a portfolio of tech-brand royalty, the company works directly with ICT reseller partners to help customers transition their businesses through technological change.

A core part of Dicker Data's business is developing and maintaining strong, trusted relationships with their customers – and that approach extends to the partners they choose to work with, too. Since 2014, Corporate Traveller provided Dicker Data with seamless business travel management. When the company acquired Exeed New Zealand in 2021, they asked us to streamline travel processes during the merger.

CT1264865580



The Travel Challenge

A new merger is an exciting time for any company. But, when you're a multinational with hundreds of business travellers still on the road, it comes with some challenges.

Often, each company has their own technology preferences, as well as pre-established travel procedures. Throw in the mix a global pandemic, and things like cost and time efficiency get even more complicated.

Luckily, Corporate Traveller also worked closely with Exeed New Zealand (now Dicker Data). When they acquired Exeed New Zealand, Corporate Traveller streamlined their travel processes while continuing to provide excellent service through duty of care, travel program consolidation and online solutions and technology.

"We streamlined the merger process for travel bookings and financial solutions, ensuring a seamless transition. Responding to Dicker Data's preference for Exeed's financial solution, we swiftly implemented the change, simplifying the process for Dicker Data's finance team and sparing them the tedious task of reconciling two bills."

- Mandy Bester, Travel Manager, Corporate Traveller.

The Solution

The integration of Exeed New Zealand and Dicker Data was executed seamlessly. The result? A consolidated travel policy that optimises booking and cost efficiency through streamlined processes and ongoing agreements with preferred suppliers. These also provide the foundations for a better booking experience for travellers, which will help drive travel policy compliance.

Travel Program Consolidation

After reviewing each company's travel policy, Corporate Traveller recommended moving forward with Dicker Data's travel program, which had more robust processes than Exeed New Zealand had initially. Corporate Traveller Customer Success Manager for Dicker Data, Amy Steyn, shares the recommendations that were implemented:

- **Set up SmartStay rates as a preferred supplier** – this encourages travellers to stay at the same hotel, which, over time, will help us negotiate better rates and hotel benefits for Dicker Data.
- **Reviewed Air New Zealand's program** – again, the goal is to encourage business travellers to book domestic and international travel with the same carrier. This increased spending can be used to secure the most competitive prices available.
- **Integrated PowerBI** – reports based on Dicker Data's travel program goals give the team real-time access to travel expense reporting and analytics. They can compare year-on-year spending or drill down further into the data, depending on their requirements.

Online Booking Tool

Most of Dicker Data's employees book their own business travel through Corporate Traveller's online booking tool (OBT), Savi.

Previously, Exeed New Zealand didn't have a booking approval process, so we merged the company's traveller profiles with Dicker Data's, updated them, and eliminated outdated profiles.

"Now, all of Dicker Data's travellers benefit from a streamlined approvals process that ensures the right staff members approve the correct trips and the appropriate cost centres are charged," says Amy.

Overall, the move to online platform bookings has significantly reduced booking fees and will enable more travel policy compliance in the future. At the same time, Dicker Data implemented a new finance system and payment solution. We integrated this with their OBT, which has made it easier for travellers to access the system while increasing operational efficiency through faster reconciliation.

CT1264865580



Support for Large Group Bookings

For day-to-day individual bookings, Dicker Data has a dedicated Travel Manager. But the company also does a lot of incentive trips, which require more complex planning. This is when the company leans on their specialised travel management service – Corporate Traveller Stage, Screen & Sports, a specialised travel management service that deals with high-volume group bookings, VIP travel and complex multi-destination itineraries.

This service was particularly valuable during the COVID-19 pandemic when additional support was provided for non-refundable trips. We were able to facilitate refunds for overseas accommodation on the Gold Coast and an incentive trip to Vietnam after deducting cancellation fees, resulting in cost savings.

“Even during the recent challenging times, Corporate Traveller hasn’t skipped a beat in what has been a very difficult environment for travel.”

- Jason Cox, Business Unit Manager, Dicker Data

The Journey

Now that Exeed New Zealand has successfully transitioned into Dicker Data, Corporate Traveller will continue to work with the company to elevate their travel program, implement cost-saving measures, and increase operational efficiency while making life easier for their business travellers.

“I’ve dealt with Corporate Traveller for over ten years, and whether I’m booking business travel for myself or the multiple groups we’ve hosted over the years, my experience has always been extremely positive. Every interaction or request is dealt with quickly, and nothing ever seems to be too difficult.”

- Jason Cox, Business Unit Manager, Dicker Data

To see how we can help your business, [contact us today!](#)

CT1264865580