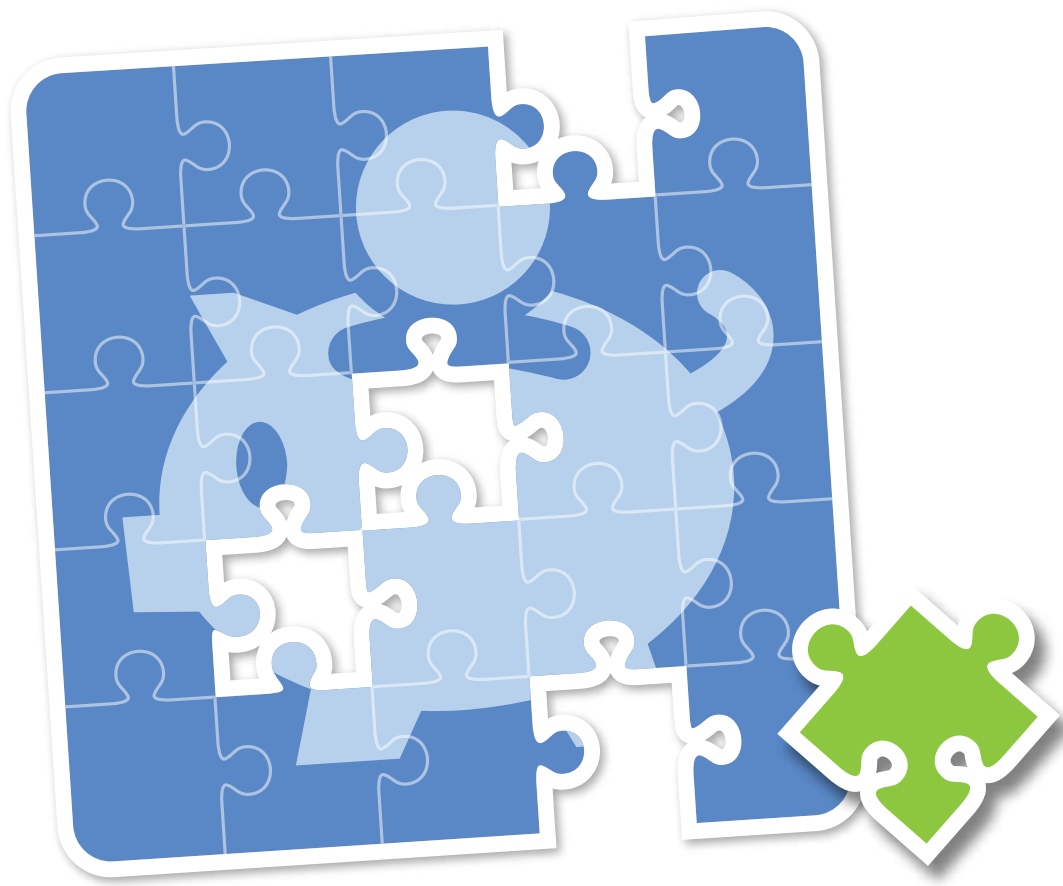# Are you missing pieces of your total spend picture?

You're not alone

64% of accounting departments don't feel they have the data needed to calculate the **total cost of a trip**[1]
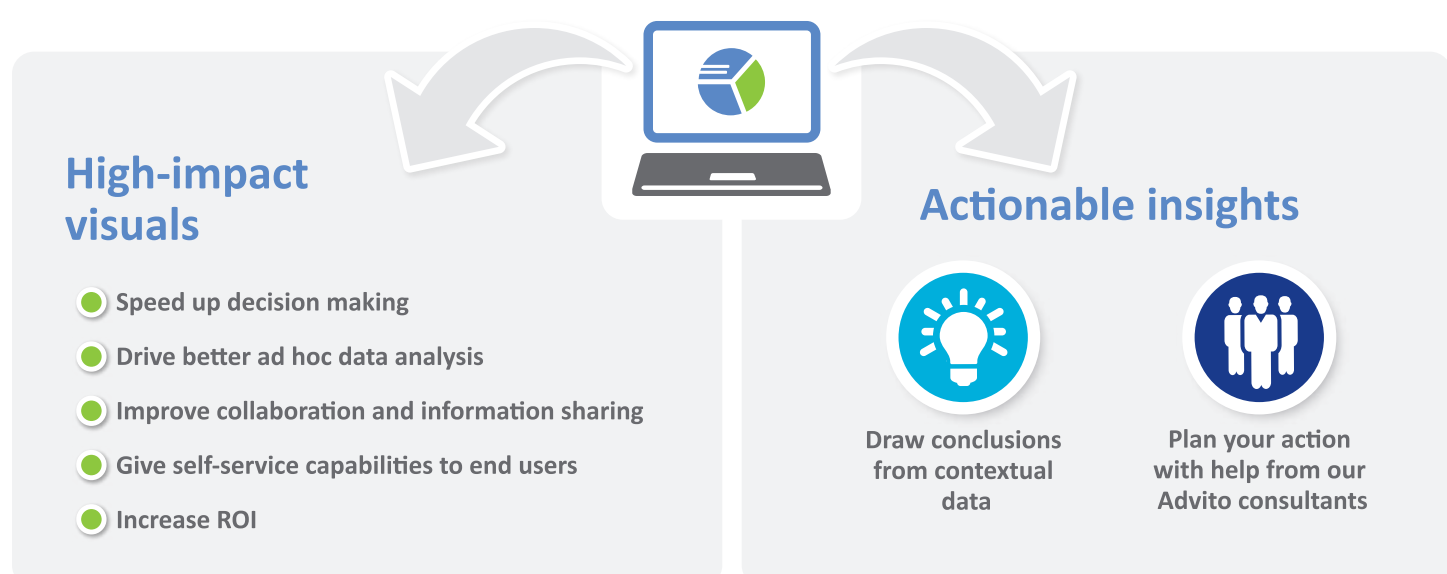
Top 5 **big data** challenges[2]

1 Lack of skills/expertise needed to run analysis on all our data

2 Too difficult to access all data and make available to users for analysis

3 Not effectively using the data we have today to drive decisions

4 Takes too much time to analyze and understand all our data

5 Not enough time to turn data into insights my leadership will use to make decisions
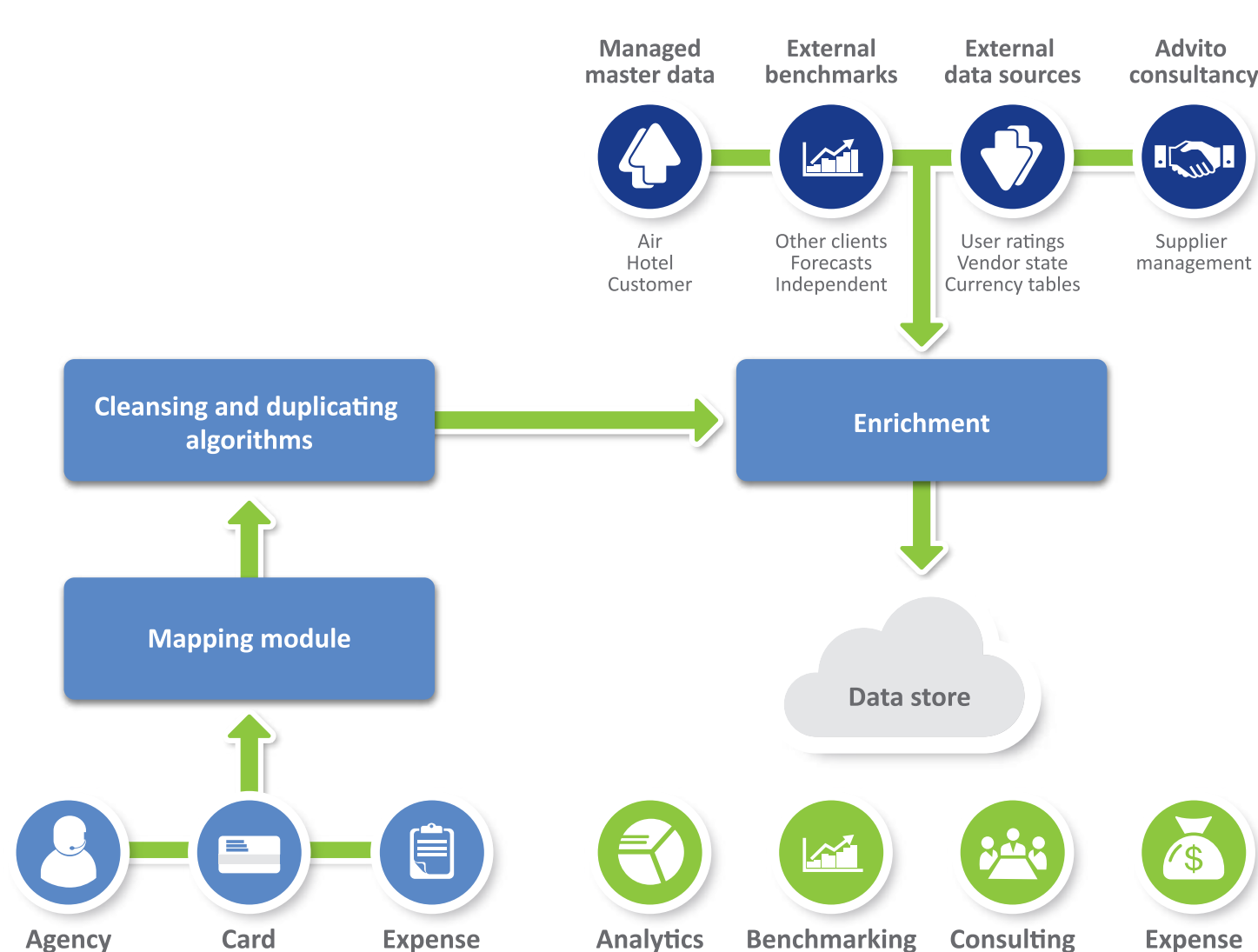

Traditional agency-captured expenses | Additional expenses captured with Multi-Source Data Consolidation

Air · Rental car · Train · Hotel · Parking · Dining · Internet access · Roaming · Day office · Travel apps · Fuel · Taxi

A → B

See more... **consolidate** all your data through Multi-Source Data Consolidation

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Access to all your data - check! But don't stop with consolidation...
Visualize and **analyze** your data better than ever before

High-impact visuals
- Speed up decision making
- Drive better ad hoc data analysis
- Improve collaboration and information sharing
- Give self-service capabilities to end users
- Increase ROI

Actionable insights

Draw conclusions from contextual data

Plan your action with help from our Advito consultants

Save **big**

Use your consolidated data to...

- Move market share
- Negotiate new agreements
- Manage hidden spend
- Address compliance issues
- Get answers to questions you don't even have yet

So, **how** does it **work?**

Managed master data	External benchmarks	External data sources	Advito consultancy
Air Hotel Customer	Other clients Forecasts Independent	User ratings Vendor state Currency tables	Supplier management

Cleansing and duplicating algorithms → Enrichment

Mapping module

Data store

Agency · Card · Expense → Analytics · Benchmarking · Consulting · Expense

Sources: [1]GBTA Foundation, 2012; [2]Lavastorm Analytics, 2013

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