

Case study

Ingram Micro reaches 95% online adoption with user-friendly tool

Ingram increases online adoption rate to 95%

- Savings on service fees up 25.000 euro
- Improved application of travel policy
- Traveler satisfaction
- Detailed reporting



The challenge

Ingram Micro Europe wanted to reduce travel costs. In addition they wanted to make planning and booking within travel policy guidelines easy for travelers.

The solution

BCD Travel recommended Ingram Micro Europe implement Business Online, our online booking tool, as a way to meet both company and traveler needs.

Our Business Online tool gives:

- travelers the ability to book air, train, hotels and rental cars online
- the company and the traveler customizable options
- agent assistance for complex itineraries
- the company a 24/7 alert system to notify travelers of unexpected disruptions, like strikes and severe weather conditions

The online tool was customized to fit Ingram Micro compliance rules. And it was coupled with a clear booking policy and an effective change management process.



Case Study



Industry: Computer & technology products for B2B

Estimated annual T&E: €500,000

Average bookings per month: 170

The result

In just a few months, the online booking rates reached 95%. They saw benefits in a couple of different areas:

Transaction costs

By switching from offline to online bookings, Ingram Micro obtained 78% savings on their service fees, up to 25,000 euros per year.

Ongoing travel costs

Since BCD's Business Online tool records all bookings, travel management can better monitor and control the travel costs.

Traveler satisfaction increases

By giving travelers a tool to plan and book their trips, compliance and traveler satisfaction has increased.

Every month, the company receives a report detailing booking activity. Twice a year, BCD uses the overview to show Ingram Micro how they can improve online bookings and reduce travel costs further. This helps them adapt their travel policies in response to actual travel activities and patterns. It also gives them leverage with suppliers.

What is Ingram saying?

“ In our search for a web-based tool that would allow easy online booking and cost reduction, we noticed that BCD Travel offered the best price and services, both on user-friendliness of the tool and the support of customizable solutions.”

Francine Aelbrecht, Executive Assistant of Legal Department at Micro Europe