



SAP Concur 

SAP Concur Case Study | PUBLIC Concur® Expense

RedBalloon delivers a good experience to employees by streamlining expense process

Quick Facts

Company Name

RedBalloon

Location

Sydney, Australia

Solutions

- Concur® Expense
- Concur® Expenselt Pro

Why SAP Concur?

- Governance: meets Australian GST requirements
- Credit Card data integration
- Mobile App

Industry

Online Retail

Company Size

70 employees



ABOUT REDBALLOON

RedBalloon is an online experience gift retailer established in 2001. They are considered the pioneers of experiential gifting in Australia and New Zealand offering more than 3,000 experiences in every State across Australia and New Zealand, ranging from V8 car racing and helicopter flights to cooking classes and photography workshops card.

The manual claims process previously used by **RedBalloon** had become cumbersome, time consuming and continually riddled with errors. They chose SAP Concur as it meets Australian GST Requirements, provides a best-in-class mobility tool to manage expenses on-the-go, and enables easy credit card integration.

The experience

RedBalloon is in the business of experiences and they wanted to give their employees a positive experience when it came to their expense management process.

“The manual claims process we were using at RedBalloon had become cumbersome, time consuming and continually riddled with errors”, says Linda Ferguson, CFO.

The internal expense claim process was manual, with employees stapling receipts to the back of spreadsheets. There was a huge reliance on people calculating items correctly, and constant issues around users overwriting excel formulas. The major role of finance in this process was

correcting almost all claims received. So a process that was designed to streamline the claims process was in fact increasing the workload of our small finance team.

“In addition, doing personal expenses was something individuals dreaded at the end of each month, and as a technology company ourselves it was embarrassing how archaic our claims system had become. It became so cumbersome that people around the business were actively sending me emails with suggestions for different expense claim software tools that we could employ!”, Ms Ferguson said.

“We have made significant time-savings, both in the finance team and across the business. SAP Concur is very user friendly, and has marked a distinct drop in paperwork and admin, especially as many of our employees are using the mobile app.”

Linda Ferguson, CFO

Partnering with SAP Concur

RedBalloon chose SAP Concur for a number of reasons. Firstly, from a governance perspective, it meets Australian GST requirements. In addition, the Expenselt mobile app for capturing receipts makes it easy for employees to record their expenses on the go – the days of misplaced receipts are gone! They were also looking for a solution that automated the process

of corporate credit card purchases – pulling them into the system seamlessly. As the majority of expenses across the business are on credit cards, this integration was a big bonus.

“We asked one of our frequent travellers to test the SAP Concur system for a month before we signed up. This was a great learning experience and helped us craft a “SAP Concur Tips” one-pager that we use to introduce new employees to the platform” Ms Ferguson said.

The Results

“We have made significant time-savings, both in the finance team and across the business. It is also very user friendly, and has marked a distinct drop in paperwork and admin, especially since many of our employees are using the mobile app”, Ms Ferguson said.

“I was pleasantly surprised with how quickly it was embraced by all employees. It also allows us to scale in terms of staff and additional company credit cards without adding any extra admin support from the finance team. It will also enable us to analyse expenses over time to see trends in spending behaviour, including where we can make cost savings. I have no hesitation in recommending this product to other SMEs.”

“We were looking for an online, access-anywhere solution that would speed up claims for our employees, reduce mistakes and streamline the process for all stakeholders.”

Linda Ferguson, CFO

About SAP Concur

SAP® Concur® is the world's leading brand for integrated travel, expense, and invoice management solutions, driven by a relentless pursuit to simplify and automate these everyday processes. The highly-rated SAP Concur mobile app guides employees through business trips, charges are directly populated into expense reports, and invoice approvals are automated. By integrating near real-time data and using AI to analyse transactions, businesses can see what they're spending and avoid possible blind spots in the budget. SAP Concur solutions help eliminate yesterday's tedious tasks, make today's work easier, and support businesses to run at their best. Learn more at concur.com.au or the SAP Concur blog. The Bureau is now looking forward to increasing its analysis of the data and reporting captured through the Concur system. This will help to provide greater financial insight for the organisation, to assist in strategic planning and long-term management of the Bureau, and be integral to the development of further digital capabilities as the organisation continues to execute on its business transformation program.

Learn more at concur.com.au or the [SAP Concur News Centre](#).

About SAP

As the Experience Company powered by the Intelligent Enterprise, SAP is the market leader in enterprise application software, helping companies of all sizes and in all industries run at their best: 77% of the world's transaction revenue touches an SAP system. Our machine learning, Internet of Things (IoT), and advanced analytics technologies help turn customers' businesses into intelligent enterprises. SAP helps give people and organizations deep business insight and fosters collaboration that helps them stay ahead of their competition. We simplify technology for companies so they can consume our software the way they want – without disruption. Our end-to-end suite of applications and services enables more than 437,000 business and public customers to operate profitably, adapt continuously, and make a difference. With a global network of customers, partners, employees, and thought leaders, SAP helps the world run better and improve people's lives.

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