

A Global Meetings Management Platform

A client with over \$600 million in global meetings spend needed to make the case for deploying a centralized meeting planning technology solution.

Challenge

Global meeting spend was exceeding \$600M annually at one of the world's largest pharmaceutical companies. With over 100,000 employees operating in 90 countries worldwide, a lack of standardized systems was preventing accurate meetings spend analysis – critical to reducing spend, controlling costs, and strategizing on vendor sourcing. The client's internal Center of Excellence group wanted to streamline the processes, technologies, and resources being used to plan meetings with the hopes that one process based on best practices would help them reduce their costs over time. The client needed to:

- Detail the challenges with the current fragmented state of global meetings management.
- Validate the business value in moving to a standard meetings management platform.
- Develop a formal business case to request funding for the implementation of a global meeting planning strategy and technology platform.

Collaborative Approach

To help articulate the rationale for a global software deployment, Acquis partnered with both the client team and the software vendor to gain a comprehensive understanding of relevant existing processes, integrated systems, and business needs, as well as future plans, known requirements, and the client's end goals.

We then assimilated this information to:

- Provide a detailed and accurate assessment of the current state of global meetings management, including an in-depth review of the challenges and risks associated with existing global meetings management processes and programs.
- Define the overall opportunity around streamlining meetings management, including both soft and hard dollar savings.
- Design an implementation approach and rollout schedule that would meet an aggressive timeline.
- Design a change management strategy to increase adoption.
- Create an in-depth financial analysis and value assessment.
- Provide the client stakeholders with the tools to present the case to the global executive leadership team.

Drive Change

- The business case illustrated the **value in a global meetings management software deployment**, offering detailed comparison of the client's current meeting planning landscape against a future state with a standard technology platform.
- Financial analysis predicted **direct cost savings of \$17M** in first three years of system deployment, and a **project payback period of less than one year**.
- Case was approved by the Executive Leadership Team.

About Acquis

Acquis is a consulting firm specializing in strategy and implementation. We help ambitious organizations solve business challenges that enable sustainable growth and healthy efficiency. We do this by not just designing strategies but also putting them to work.

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