

TECH COMPANY ROLLS OUT GLOBAL SMMP BACKED BY EVENT TECHNOLOGY

# TECH INNOVATOR KICKS OFF SMM WITH \$3.19 MILLION FISCAL- YEAR SAVINGS

\$3.19M TRACKED SAVINGS IN THIS FISCAL YEAR ALONE



Lanyon provides a Fortune top 5 technology software company with a single, online solution to manage events being planned anywhere in the world. The Lanyon Smart Events™ Cloud solution centralizes meetings requests, improves the buying process and brings easy-to-use meeting planning tools to its teams while allowing the company to benefit from Big Data for meetings.

**The Company's travel and meetings management team worked with Lanyon to consolidate meetings activity and collect data to improve its supplier leverage.**

With the Smart Events Cloud, which includes the industry's leading strategic meetings management solution, the company gained visibility into its companywide meetings activities while reducing costs and risks associated with meetings contracting. The company can:

- + Gain comprehensive visibility into global meetings spend to establish and maintain meeting budgets.
- + Ensure meetings are compliant with meetings request and approval routing that ensures meetings planned align with business objectives.
- + Reduce outside costs and help maintain more accurate attendee counts.
- + Build event websites and manage attendees, with customized websites that are easily updated with up-to the-minute changes.
- + Provide reporting up to executive and senior management level. By sharing program results and savings achieved, the team is gaining more buy-in company-wide. The meetings team will leverage the big data it has collected to manage its suppliers and programs more strategically in the future.

“ From collaborating with the Event and Incentive teams to planning a client meeting, Lanyon has helped our Meetings and Events Team be a tremendous resource for our employees. ”

Vice President Global Supply Chain and Chief Procurement Officer

**FORTUNE TOP 5 TECH SOFTWARE COMPANY****THE MEETINGS & EVENTS TEAM IS RESPONSIBLE FOR CRITICAL BEST PRACTICES WITHIN THE ORGANIZATION:**

- + Ensuring the highest quality of customer service
- + Business objectives are defined and supported
- + Systems, policies, procedures, and processes across the enterprise regarding Travel and Meetings Management are being followed.

Prior to the program, event planning for more than 500 meetings annually was still somewhat reliant on manual methods – and subject to human error. Multiple outside vendors were often used across business groups which was expensive. Now, the events group is providing services to many departments and event organizers companywide bringing consistency, standardized processes and efficient tools, while capturing valuable meetings data.

The program continues to gain buy-in from employees. The manager has worked closely with her corporate communications team to effectively roll-out and market the program companywide and gain employee adoption. She has chatted up the program through the company's internal social media tool "Chatter."

The communications focus is on the benefits of the program to users. An article on the company's intranet highlighted the benefits that procurement was experiencing and testimonials from users on the time-savings, and communications burdens that are lifted by using the attendee management tools. The manager has also hosted stakeholder roundtable discussions and even set up information tables in common areas and the cafeteria of the corporate headquarters.

“ The team is seeing dramatic improvement in contract execution through the managed RFP process. It is receiving more consistent information from its vendors and the registration technology is helping to have more accurate attendee and attrition counts. ”

Program Manager

Save millions with Lanyon StarCite™ today:

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