

EASY TRAVEL WITH ETRAVEL

Our world today has changed a great deal with the aid of information technology (IT). Things that were once done manually or by hand have now become computerized operating systems, which simply require a single click of a mouse to get a task completed. With the aid of IT we are not only able to streamline our business processes but we are also able to get constant information in 'real time' that is up to the minute and up to date.

EfroTech, one of Pakistan's leading software houses, teamed with Reckitt Benckiser, a global force in household, health & personal care, to put in place their web-based Travel authorization and document sharing application called "ETravel." This specialized application helps organizations such as Reckitt Benckiser efficiently manage and monitor travel documents, itineraries, calendars, costs, and authorizations. It is a solution tailored for both domestic and international traveling.

Reckitt Benckiser sought a solution which could keep their HR & Admin departments focused on their core tasks by avoiding the redundant chasing of travel agents, line managers and employees for documents, approvals, forms and photocopies.

Reckitt Benckiser, with the help of EfroTech embedded these leading new category management practices and processes in their businesses: A travel management infrastructure to fundamentally change its administrative model, joining the pool of very few companies in Pakistan adopting such type of an automated solution. This innovative tool makes it easy for corporations to configure business rules that extend the reach of business process automation throughout and beyond the enterprise and it also positions Reckitt Benckiser to leverage the flexibility of its industry-leading practices and tactics.

As Mr. Shafqat Suri, IS Manager Reckitt Benckiser, affirms, "In a world full of economic uncertainties, it is important that effective cost controls are put in place without sacrificing productivity. ETravel is a step forward in that direction which allows functional heads to manage and control their travel budgets with

a click of a button, without introducing too many documents/formalities in the process. It has widely been appreciated and embraced by our organization due to its flexibility and user-friendly interface".

ETravel Benefits:

- **Reduced indirect costs:** Dramatic reduction in indirect costs by automation of processes and workflow. Control on spiraling costs before they get out of hand.

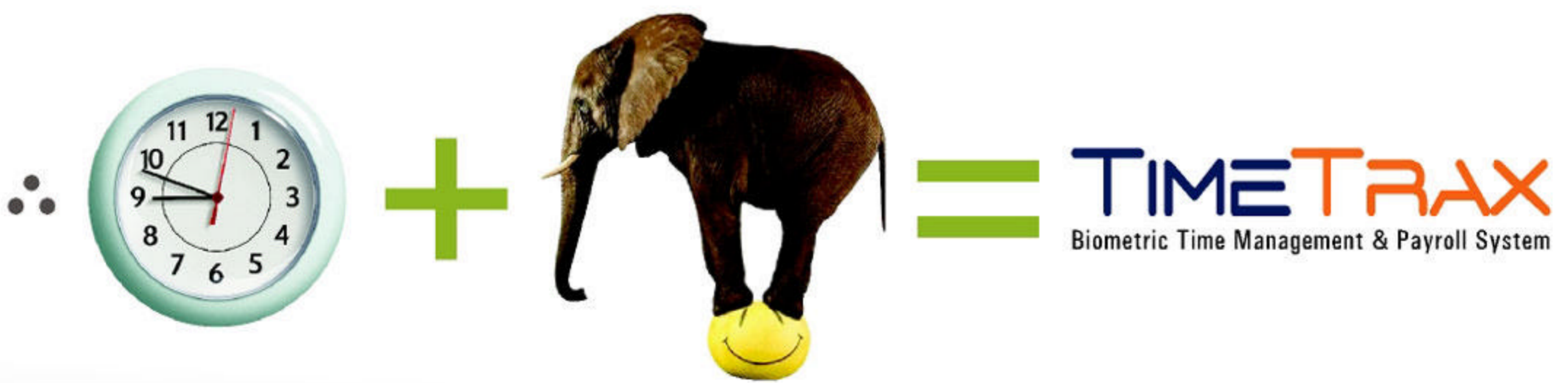
- **Improved compliance:** Improved compliance with the company's travel policy and negotiated travel contracts.
- **Paperless Environment:** Not only does this solution create a virtually "paperless" office environment as far as travel documentation is concerned, authorizations have become less time consuming and travel costs are available online for analysis by functional managers.
- **End to End Solution:** An end-to-end solution requiring

- virtually no development or additional interfaces.
- **Maintain Travel Calendar:** Not only a travel workflow tool that manages authorizations and monitors travel costs, it also acts as a link between the organization and the travel agents; maintains the travel calendar of the employees and the organization; keeps a track of the expenses and acts as the employees' travel manager.
- **ERP Integration:** The solution has been integrated seamlessly with the core SAP application.



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Organizations competing in today's business environment are examining every option for streamlining business processes and improving profitability and efficiency. Processes must be smooth and should add value to the company. To meet that goal, few organizations in Pakistan have implemented workflow applications to drive functions and business processes to their utmost efficiency.

Workflow automation provides several business benefits: allows for optimum efficiency in delivering information, ensures completion of transactions, tracks the efficiency of processes, and provides positive returns to the company. Workflow automation usually does not lead to staff reductions because new positions are created to support the new process automation.

EfroTech worked closely with Reckitt Benckiser and lived up to the expectations by providing simple, interactive, and user-friendly solution that would encourage both senior management and front-line employees to support the process and to align its internal systems and processes in a way that would give employees more comfort and peace for such activities which ultimately provide more focus and control over their primary jobs so they could bring their best out.