

## Expedia Inc. Subsidiary Expands into New Countries Rapidly with Acumatica's Cloud-based ERP



*"I knew I wanted a solution that was easy to use, easy to understand, easy to implement, and not expensive — and that is Acumatica."*

— Rachid Ouaddour, Finance Manager, TravelDoo Technologies

### OVERVIEW

Based in France with offices in the UK, TravelDoo Technologies provides web and mobile platforms for business travel in 40 countries. A subsidiary of Expedia Inc., TravelDoo's solutions simplify travel planning and booking, optimize travel spend, and improve risk and crisis management. The fastgrowing firm chose Acumatica as its first ERP in 2013 for its flexibility, ease of use and ability to handle multiple international operations.

### SITUATION

Founded in 2000, TravelDoo Technologies, a corporate travel and expense management company, was acquired in 2011 by Expedia Inc. Based in suburban Paris, the small firm had about 25 employees and relied on an outside accounting firm and a few Excel spreadsheets to handle accounting. Outsourcing accounting meant that TravelDoo didn't have access to realtime financial data and was not able to manipulate or analyze data because only top-level data was delivered in reports.

In late 2012, Rachid Ouaddour joined TravelDoo to head up the financial team at the company, which had rapidly grown into a mid-sized company. His first task was to find a flexible accounting system so he could bring accounting in-house.

"Everything was outsourced when I started, so I needed to find a system and build a team," says Mr. Ouaddour, TravelDoo's financial controller. "We needed a flexible system, one that could support the complete automation of the way we invoice our customers."

Mr. Ouaddour also wanted the ability to manipulate and analyze TravelDoo's financial information and needed a system that could handle its travel suppliers, travel products and resellers of the company's travel and services. "I wanted to know what kind of revenue we were generating from our travel or expense side," he says. "I also needed different fields for a lot of data."

With new support from Expedia Inc., TravelDoo plans to open an office in Germany in a few years and grow to more than 100 employees. Because TravelDoo is poised for growth and operates in both the UK and France, Mr. Ouaddour also needed a system that operated in multiple currencies and could be accessed over the internet from anywhere.

Mr. Ouaddour, who previously worked for Accenture, knew exactly what he didn't want. At previous companies, he had used SAP and another large ERP system; neither was flexible or user-friendly. "One of the implementations was very difficult, it took 10 months for a very small entity." Neither system was easy to use, he adds.

### COMPANY

- **Location:** Suburban Paris, France
- **Industry:** Software developer specializing in travel and expense management

### KEY RESULTS

- Saves 1.5 days a month consolidating statements
- Real-time access to financial data
- Automated invoicing and billing based on complex rules and policies
- Drive multi-country business with multiple currencies
- Enabled collaboration with suppliers and resellers of products and services

Mr. Ouaddour looked at Sage and Navision and the outside accountant handling TravelDoo's accounting recommended Acumatica. SiPD, an Acumatica Gold Certified Partner based in Quebec, Canada, had already translated Acumatica into French for the French Canadian market.

*"Now I have a system that provides me with enough analytics to drive my business and support the way we report."*

– Rachid Ouaddour, Finance Manager, TravelDoo Technologies

## SOLUTION

A demo of Acumatica was all Mr. Ouaddour needed to make his decision.

"Compared to SAP and the other ERP system I had used, when I saw Acumatica, I said 'Wow, it's easy to use, easy to record and easy to generate a report,'" he says. "That is not the case for other solutions. When I was thinking about my team and I, I knew I wanted a solution that was easy to use, easy to understand, easy to implement, and not expensive — and that is Acumatica."

An added bonus was that SiPD's team, headed by Eric Ratte, ERP Project Consultant, was fluent in French. "I knew some people on my team were not fluent in English and could speak French with SiPD," Mr. Ouaddour says. "SiPD was also proactive and knew Acumatica well."

SiPD walked Mr. Ouaddour through the entire implementation process remotely from their office in Quebec, without having to travel to the TravelDoo office in Paris. "We took three and a half months to implement Acumatica, and for me, it was amazing," says Mr. Ouaddour. "It was very quick."

## BENEFITS

"Acumatica is an easy-to-use SaaS system [powered by Amazon Web Services] that I can use with just a browser and a password," Mr. Ouaddour says. "I don't need a server and there was no additional hardware needed. When I log in, I have a system where I can see key information and find transactions easily."

Acumatica is intuitive, and drilling down to needed details is easy, he says.

Because TravelDoo is a subsidiary of a larger company and because it operates in several countries, Mr. Ouaddour and his team previously spent a lot of time consolidating information from various countries into one financial report.

"Acumatica manages both our France and UK operations allowing me to see results in EUR and GBP. At the end of the day, I can push one or two buttons and have a complete profit and loss statement for all of TravelDoo in a single currency," he says. That feature is important because the company is expanding into new countries, he adds.

Mr. Ouaddour uses Acumatica to track and manage sales orders in a secure manner where nothing is overlooked or lost. He estimates the financial team saves 1.5 days during month-end consolidations every month, which is always a critical time for the TravelDoo team.

"We intend to become a leader and an international company, and now we are more efficient in our processes, especially in invoicing and analytics, which allows us to better understand our revenue streams and our outcomes," says Mr. Ouaddour. "It was hard to have that granularity with an outside accounting system."

"Now I have a system that provides me with enough analytics to drive my business and support the way we report."

