

CASE STUDY

Moving from a fragmented function to a centralized and integrated system with the Equus Platform

**At-A-GLANCE****The Industry**

Media

The Challenge

A media company needed to accurately track its global mobility program, conduct cost projections and manage vendors.

The Solution

The company chose the Equus Platform for its accurate cost reporting, its easy-to-use tools and its single point of entry for vendor management.

The Results

The company can now automate tasks, use advanced data analytics to inform company strategy, create accurate cost estimate reports and trigger notifications to alert staff to compliance needs.

The Challenge

A US-based newspaper renowned for its independent journalism and worldwide readership needed to upgrade its global mobility (GM) function with a comprehensive digital transformation. Previously, it used Excel spreadsheets which resulted in a fragmented approach to program tracking, cost projections and vendor management. Its staff also had limited capacity to develop its mobility strategy because it was burdened with admin-heavy, manual tasks to manage mobility within the company.

To establish the business case to transform its mobility function, the GM team carried out a full audit to identify shortcomings and bottlenecks in its day-to-day processes. The audit identified two key pain points: the team needed more accuracy when tracking its budget, and faster cost reporting for the business. Additionally, data accuracy was a significant area for improvement as the need to input data multiple times meant that it was more susceptible to human error. Coupled with the lack of global-level reporting, this meant that identifying compliance risk factors was challenging.

The lack of sophisticated data analytics tools also meant that the business was unable to perform any advanced analysis to help inform company strategy. With this in mind, it wanted to build on its analytics capabilities with a view to becoming a data-driven organization, using trends identified within its data to inform its policy design.

The Solution

The newspaper's mobility team decided to start using the Equus Platform to find solutions to each of its unique challenges in a single platform. The four main objectives it hoped to meet were to:

- Enable accurate cost reporting for the business.
- Reduce gaps in compliance.
- Save time with efficiency gains across day-to-day activities.
- Create a connected provider ecosystem.

After going live with the Equus Platform in 2023, the company subsequently met each of these four objectives with different aspects of the solution. The Equus Platform's dashboards and cost reporting allowed the team to accurately advise the business and strive towards implementing a more data-driven strategy. The introduction of triggered notifications that alert the team of critical expiry dates, for example the expiry date of an employee's Certificate of Coverage, helps to efficiently reduce gaps in compliance.

The company has also benefitted from increased automation, automating manual tasks such as data entry, letter creation and cost estimate generation. This has freed up time for staff to spend on higher-value activities such as supporting employees and developing program strategy. Lastly, the organization's GM team now has a secure and automatic data exchange which has been achieved by integrating vendors including NEI, Vialto and data provider, AIRINC. The organization was able to reduce implementation time with only minor adjustments required to meet their company-specific logic.

The Results

The media company has taken its mobility program from a fragmented function to a centralized system, with a connected ecosystem of providers. Benefiting from automation tools, enhanced global compliance and increased accuracy in its reporting and budgeting, the mobility team can now accurately advise the business in a data-driven manner.

In the coming months, the company is looking to explore more detailed reporting options and further improve the employee experience by going live with the Employee Portal, Mobile Employee Experience, to provide key updates and monitor employee wellbeing.

