

enjoy!Whitbread

Whitbread Group Plc
Dunstable, England
www.whitbread.com

Industry:

Travel & Transportation

Annual Revenue:

US\$2.747 billion

Employees:

35,000

Oracle Products & Services:

Oracle On Demand
Oracle Financials

Implementor:

Oracle Consulting

“Oracle On Demand helps us capitalize on growth opportunities globally with a low-cost, easy to manage, best-of-breed financial management solution that can be replicated for all joint venture initiatives.”

– James Jackson, Head of International Systems, Whitbread Group Plc

Whitbread Group Boosts Growth Globally with “Build Once, Deploy Everywhere” Hosted Financial Solution

Leading U.K. hospitality company Whitbread serves 8.5 million customers each month at its 1,400 outlets. The company’s key brands are Premier Inn, the U.K.’s largest hotel chain with 32,500 rooms, and Costa Coffee, one of the country’s biggest coffee shop businesses with 600 stores. Whitbread’s strategy is to grow shareholder value by doubling in size over five years through joint ventures with local partners both in the UK and overseas.

Challenges

- Build a scalable, affordable, best-practice financial management system to be developed and deployed rapidly
- Use the system to create a ready-to-go financial management blueprint that can be rolled out to all new joint ventures globally as part of the “Whitbread out of the Box” strategy
- Eliminate need for large up-front technology investment
- Minimize start up overhead for joint venture partners by building a world-class financial solution that is “cost neutral,” being no more expensive to run than a local solution

Solution

- Commissioned Oracle Consulting to create a replicable financial management blueprint for international roll out using Oracle On Demand
- Benefited from flexibility of standard Oracle functionality to build a template capable of meeting statutory financial requirements for countries as diverse as Russia, India, and China with minimal customization
- Leveraged Oracle Consulting’s “best-shoring” approach and extensive overseas resources to drive down costs
- Benefited from Oracle’s expertise, commitment, and flexibility to build a ready-to-deploy solution in 12 months and complete go-live for each new venture within four months
- Outsourced solution management to Oracle On Demand to ensure consistent support and service levels globally while gaining the scalability to manage growing user numbers
- Chose Oracle On Demand to optimize system performance through regular upgrades, refreshes, and patch downloads
- Set to cut solution cost of ownership by 20% during the five-year Oracle On Demand agreement while benefiting from a predictable per-user cost without need for upfront investment