

The Canon logo is displayed in white on a red background that forms a diagonal shape on the left side of the page.

THE SKY IS THE LIMIT: BUSINESS PROCESS TRANSFORMATION AT TUI MUSEMENT

Business Process
Automation



TUI Musement is the Tours & Activities division of TUI Group, one of the world's leading travel businesses. In recent years, TUI Musement implemented an ambitious digital transformation of business processes. Stavros Daniel, Head of IT Regions at TUI Musement, explained the approach to this challenge.

COMPANY NAME:

TUI Musement
(part of TUI Group)

LOCATION:

TUI Musement Headquarters,
Mallorca, Spain

SECTOR:

Travel & Tourism

SERVICES:

Tours & Activities, Destina-
tion Management

FOUNDED:

2015

CHALLENGES

Mr Daniel knew that from a strategic perspective, focusing on digital transformation for TUI Musement was the only right way. Internally, there was still room for optimization in search of process excellence. There was also a clear opportunity to reduce manual work and repetitive tasks and enhance process consistency across countries.

LOOKING FOR SOLUTIONS

A few years ago, even before the COVID-19 pandemic, Mr Daniel started looking for ways to fulfill his vision: digitizing business processes and their unification within a single solution. The IT team was drawn to Canon Solutions after hearing about a successful implementation of a similar scale and

impact for another globally renowned client. After the initial analysis, he successfully presented the idea to the manager of his division and started an RFP process (RFP = Request for Proposal). Canon won the project.

OBJECTIVES

Efficiency - Data digitization, simplification, and acceleration of the time-consuming process

Security and Traceability - Control of access to company data, document version tracking

Reporting, Analytics, User Statistics - Easy access to data history and statistics; for data-driven decisionmaking

Flexibility and Compatibility - Integration with existing company systems

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During my business trips, I noticed standard business processes varied in different countries. Let's take a closer look at the employee expenses management process as an example (& later adding liquidations): in Greece, an employee submitted a document (Excel spreadsheet) via email (or mail), then it was sent to the line manager for check and approval, and from there to the company's headquarters (finance check and registration). In Turkey, there was a different approach existing for the same process. In Bulgaria, again, a different process with different data entries. We needed unification.

Stavros Daniel, Head of IT Regions, TUI Musement



WHAT WERE THE REQUIREMENTS FOR DESIGNING A NEW EMPLOYEE EXPENSES & LIQUIDATION MANAGEMENT SYSTEM?



Uniformity

All users would complete a single online form, ensuring consistent data entry.



Speed

Document digitalization, sharing, and archiving would expedite processes.



Automation

Cases would be automatically forwarded to the appropriate person after submission.



Document safety

Digital versions would reduce the risk of loss and enable precise access management and change tracking.



Flexibility

Submitted cases as well as their accessibility is feasible by any means, e.g. desktops, laptops, tablet or smartphones



Expense control

Each form would be checked against financial limitations, triggering automatic notifications for deviations.

The First Step:

EMPLOYEES' EXPENSES & LIQUIDATION MANAGEMENT PROCESS

Tackling the employee expense management process was the priority for Mr Daniel, as it was a significant pain point for stakeholders and affected over 1,000 employees. The successful implementation of this project could open doors to other processes and departments, driving further digital transformation. TUI Musement's IT department operated as a coordinator between the company and Canon who initially gathered all business requirements, redesigned, and finally transformed into the first digital workflow through the Therefore platform. The project progressed smoothly, and the strategy proved successful: Mr Daniel could start communicating with other departments and finding new applications that could provide solutions to long-standing business challenges.

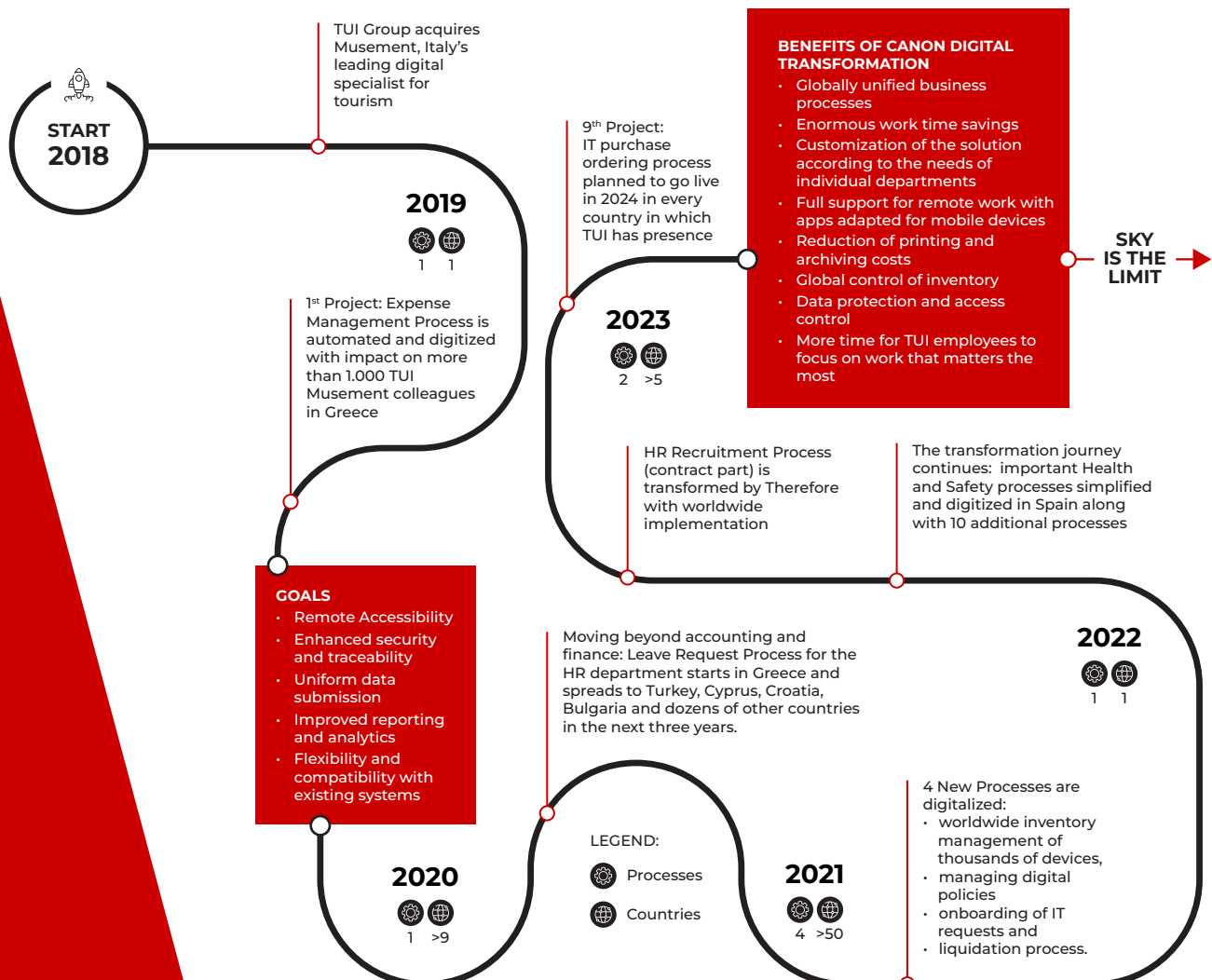


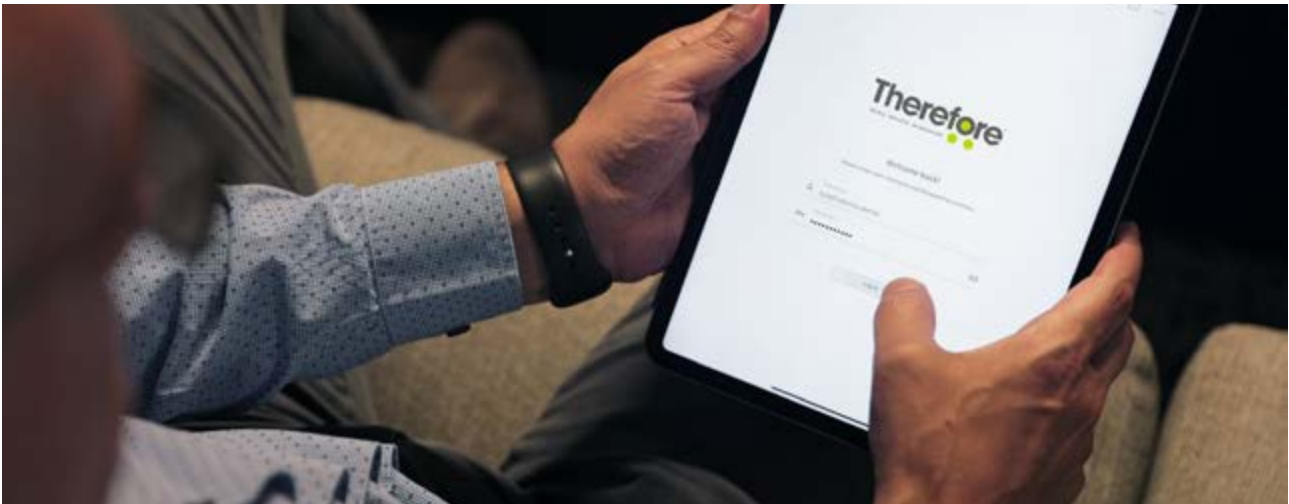
After the initial implementation of the first digital process in one country and the internal promotion of this digital platform's capabilities for a period, there was a moment when I started receiving calls and invitations from other departments and countries where they were interested to know how we managed to digitize business processes so efficiently. At that moment, I knew we were on the right track to making a difference and globalizing our vision.

Stavros Daniel, Head of IT Regions, TUI Musement

A MULTINATIONAL SUCCESS STORY

Six Years of Digital Transformation in TUI Musement:





The Second Step and Beyond: EXPANDING FOR ENHANCED EFFICIENCY



TUI Musement provided in-house courses, seminars, guides, and video materials to facilitate employee adoption. Building on the initial success, TUI Musement extended the digitalization and automation efforts throughout its Greek branch to more than 20 processes using the Therefore document system. Below are only three of the areas that Therefore have helped optimize and shape to fit the digital transformation goals of the company:

- **Employee expenses and liquidation management** - By replacing the previous spreadsheet-based system, the new platform connected thousands of employees and provided transparency in a user-friendly manner. Later, in addition to the employee expenses management, the liquidation management process included managing money collection from other transactions (e.g. excursions sales).
- **Digital contracts and policies** - Complex tasks like signing rental contracts, car agreements, and insurance policies were streamlined, saving time and reducing bureaucracy.
- **Inventory management** - Managing phones, laptops, and other inventory is anything but a small task in a company with thousands of employees scattered from the Caribbean to East Asia. In a year, TUI Musement established a system that allows them to manage the entire inventory in 50 countries in a unified way.

WHAT'S NEXT?

In 2023, TUI Musement successfully completed its digital transformation. The Digital Product & Technology teams are now focused on digital acceleration, planning to redesign another eight different processes, integrate Adobe Sign and SAP systems, expand the solution to other company branches worldwide, and migrate the server infrastructure to the cloud. Looking ahead, Mr Daniel expresses optimism, saying with a mischievous smile, "The sky is the limit."

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