



BTPAUTOMATION

Leveraging BTP Renegotiation Technology



BTP AUTOMATION

Intelligent Continuous Hotel Sourcing through Adaptive, Data-Driven Technology

BTP Automation has developed the corporate travel industry's first and only adaptive Intelligent Continuous Hotel Sourcing platform. This innovative technology will automatically and dynamically negotiate or renegotiate program terms and conditions throughout the hotel program life cycle. The entire system can be fully automated, eliminating the need for manual RFP generation and delivery.

Background

A BTP Automation Customer in Fintech, manages a global corporate travel program with negotiated hotel agreements across 60 business destinations. While they had secured preferred rates with their hotel partners for 2024, they wanted to ensure these rates remained competitive as market conditions fluctuated.

Challenge

Traditional hotel sourcing often locks in rates for a year or more, leaving companies vulnerable to market shifts that could result in paying above-market prices. Our customer needed a way to continuously monitor their negotiated rates against real-time market trends and quickly act on cost-saving opportunities.

Solution

By using BTP Automation's renegotiation technology, our customer gained real-time visibility into their contracted hotel rates and how they compared to the hotel's market rates. The system proactively flagged an instance in New York City where market rates had dropped below their negotiated corporate rates, allowing the company to identify savings opportunities and renegotiate with their hotel partner.

Results

Within the first 6 months after their negotiations were completed, the BTP system identified a significant opportunity at a high-volume hotel in New York City. Market rates had dropped by 12% due to shifting demand, yet the client was still paying their previously negotiated rate. The technology's automated alert allowed them to quickly engage the hotel in renegotiations, securing a lower rate that led to an estimated \$75,000 in annual savings for that property alone.

Beyond this single instance, the continuous monitoring enables all BTP Customers to:

- ✓ Optimize spend across multiple properties by ensuring rates remained competitive.
- ✓ Enhance supplier relationships through data-driven negotiations.
- ✓ Reduce the manual effort of rate audits and renegotiations.

Conclusion

By leveraging BTP Automation's renegotiation technology, this BTP customer transformed their hotel rate management strategy from a reactive, annual sourcing process to a proactive, continuous sourcing approach. This safeguarded their travel budget and ensured they remained agile and competitive in an ever-changing market.