



# BTMS London 2010

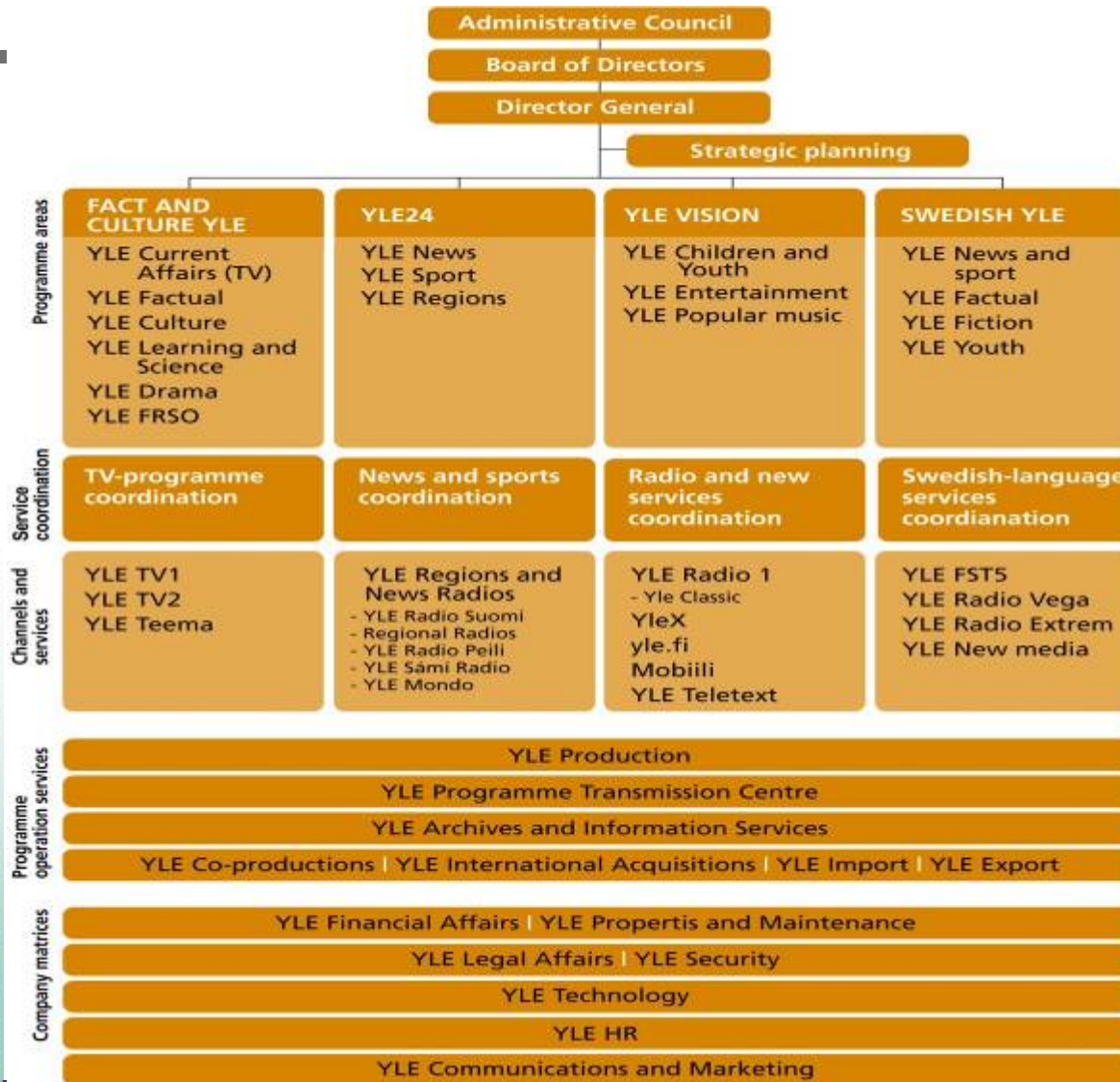
Tuija Snellman / Finnish Broadcasting Company YLE Ltd

# YLE's finances

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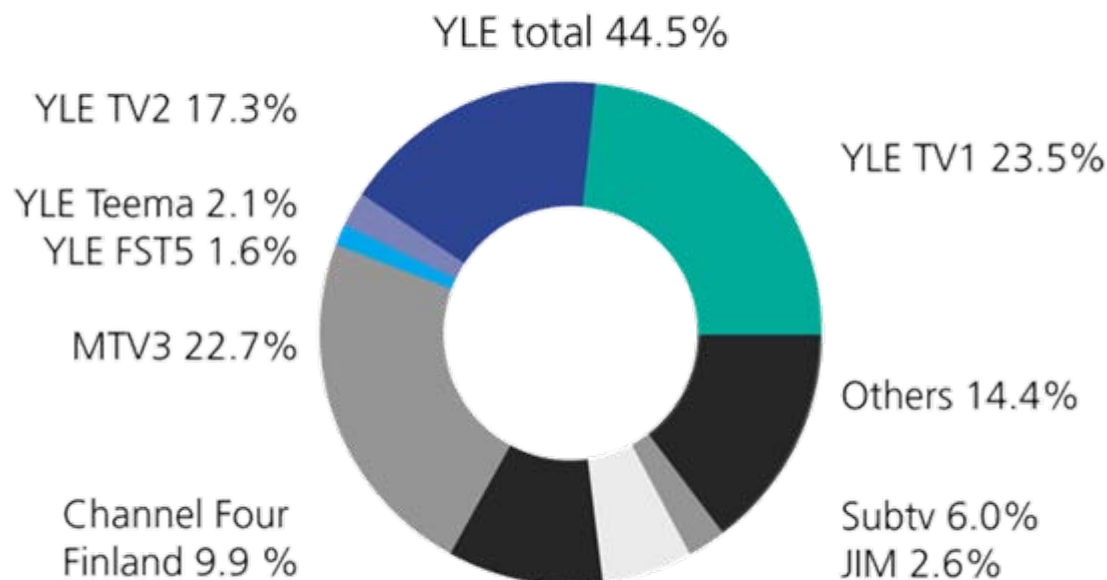
- Turnover 380.5 € million (2008)
- Mainly state-owned (99.9%)
- 92% of the operation financed mainly by television fee (224,30 €/y)
- Finland's TV fee is fixed by the Finnish Government and collected by the Finnish Communication Regulatory Authority.
- Personnel (Dec 31 2009) on a permanent contract 3307
- Personnel in programme activity 82%
- YLE was founded in 1926

# • Organisation



# Share of daily television viewing

Share of daily television viewing in 2008  
(all Finns aged over 4)



Daily viewing time total 2 h 57 min

TV Audience Measurement: Finnpanel Oy - YLE

# In television,

**YLE TV1** will focus on factual, news and current events programmes, as well as drama and stimulating entertainment.

**YLE TV2** will offer programmes for children in the mornings and early evenings and subsequently for the whole family. Late evenings will be oriented towards the young.

**YLE Teema** will be the channel of culture, learning and cinema.

**YLE FST5** will be a Swedish-language and Nordic channel targeting the whole audience.

**Sport will be broadcast on YLE TV2 and YLE FST5.**



# In radio,

**YLE Radio 1** will be the channel of culture, art and factual programmes.

**YLE Radio Suomi** will offer a regional presence and news around Finland.

**YleX** will be a youthful channel providing popular culture.

**Of the channels available in parts of Finland,**

**YLE Radio Vega** will be a general channel for Finland's speakers of Swedish and

**YLE Radio X3M** will be a channel for young Swedish-speakers.

**YLE Radio Peili** will concentrate on spoken programming.



# On the internet,

**YLE** will provide

- public service content
- tv and radio programmes
- archive material for general use
- a wide-ranging news service, which is also available abroad.



[Etusivu](#)[Tuoreimmat](#)[Luetuimmat](#)[Uutisvuosi 2009](#)[Talvisodasta 70 vuotta](#)[Kotimaa](#)[Alueelliset uutiset](#)[Ulkomaat](#)[Talous ja politiikka](#)[Kulttuuri](#)[Viihde](#)[Tiede ja tekniikka](#)[Luonto ja ympäristö](#)[Terveys ja hyvinvointi](#)[Urheilu](#)[Sää](#)[Viittomakieliset uutiset](#)[Selkouutiset](#)[Nyheter](#)[News](#)[Novosti](#)[Oddset](#)

## NEWS

[Index > News](#)

News

## Nokia Plans to Slash Nearly 300 Jobs in Salo

updated today 01:38 PM



Nokia announced on Monday that it plans to launch layoff talks at its plant in Salo, western Finland. The Finnish mobile phone maker estimates that around 285 jobs could be cut.

News

### Vantaa Police Uncover Large Cocaine Gang

updated today 02:53 PM



News

### Viking Line Cancels Ship Order; Blames Delay

updated today 02:54 PM



#### Multimedia News

YLE television broadcast will be on TV Channel 1 (except on holidays).

#### Latest news

- > Watch latest news
- > YLE Mondo radio website

#### This Week in



A glance at what's in the headlines

#### All Eyes on Va



The Winter O



Nuntii Latini



Nuntii Latini



Etusivu Kulttuuri Musiikki Tiede Yhteiskunta Teatteri Ateljee Dokumentit Uskonto Kolumnit Keskustelu Blogit Ku...

## Nuntii Latini

### Americani arma vendituri

Regimen Civitatum Americae Unitarum Taivaniae arma et aliud belli instrumentum venditurum est.

## Nuntii Latini

### Historia



Nuntii Latini, conspectus rerum internationalium hebdomadalis, est programma Radiophoniae Finnicae Generalis (YLE) in terrarum orbe unicum.

## Libri

### Nuntii Latini I-V (1989 - 1999)



Textus nuntiorum ad libri formam redacti sunt.

## Libri

### Relatio annua



YLE ad honorem decimi anniversarii (1999) relationem societatis annuam Latine quoque edendam curavit (praeter editiones Finnicae, Suetice et Anglice factas).

Etusivu > Nuntii Latini



## Audi Nuntios Latinos per interrete

: Nuntii Latini

Audi Nuntios Latinos per interrete. Programmata circa unum mensem audiri possunt. Potes programmata etiam in tuo computatro deponere. Podcast.

Transi in paginam audi Nuntios Latinos

## Americani arma vendituri

: Nuntii Latini

05.02.2010, klo 14.16

Regimen Civitatum Americae Unitarum Taivaniae arma et aliud belli instrumentum venditurum est.

## Forum ab oeconomia mundi

: Nuntii Latini

05.02.2010, klo 14.16

Forum ab oeconomia mundi, quod dicitur, septimana vergente Davone, in oppido Helvetiae, conventum habuit.

Hae YLE Radi...

## Colloquia

Quaere, narra...

## Sententia

Nobis scribe:

## Auctorita

Accidit etiam adolescentibus consumantur descendant n cupiditate. (Q

## In English

Nuntii Latini - weekly review Classical Latin broadcast of produced by Broadcasting

## Auf Deutsch

Nachrichten a Finnland jede

YLE.fi

ETUSIVU

UUTiset

URHEILU

OHJELMAOPAS

AREENA

Oikopolut

Etsi Google

> svenska.yle.fi

> YLE international

> YLE yhtiönä

> Mobiiliuutiset

> Teksti-TV

> Löydä A-Ö

# YLE PO-RUSSKI

## YLE po-ruski

По-русски

Suomeksi

- Главная страница
- Новости
- Обзор прессы
- Спортивный микрофон
- Европейский акцент
- Подкаст
- График вещания
- Спутниковое вещание
- Викторина
- Блог Голос Суоми
- Русская служба

- >> ЮЛЕ за границей
- >> Программа на упрощенном финском языке
- >> YLE Mondo
- >> YLE Puhe



Русская служба ЮЛЕ рассказывает о том, что происходит в Финляндии и о чем думают и говорят финны. Предлагаем свежие новости четыре раза в сутки, тематические рубрики, беседы с интересными людьми. По субботам передаем радиокурс финского языка. Наши программы слышны в диапазоне FM, через цифровое телевидение и Интернет.

» Разместите заголовки новостей на Вашей странице

## Новости

YLE

Понедельник, 8 февраля 2010 года, 11:00 ч.

ВАЛВИРА завалили просьбами о расследовании подозрений в лже-врачах

Разместите заголовки новостей на Вашей странице

Заголовки новостей ЮЛЕ можно разместить на Вашей странице двумя способами:

Способ 1) Новостная лента

## Интернет

- Финская
- Эконом
- История
- Калейдо
- Голос Су
- Природа
- Россия п
- Останов
- Узы друж
- Кафе Хел
- Житейск
- 70-лети
- посвяща

## Сейчас в

14:30

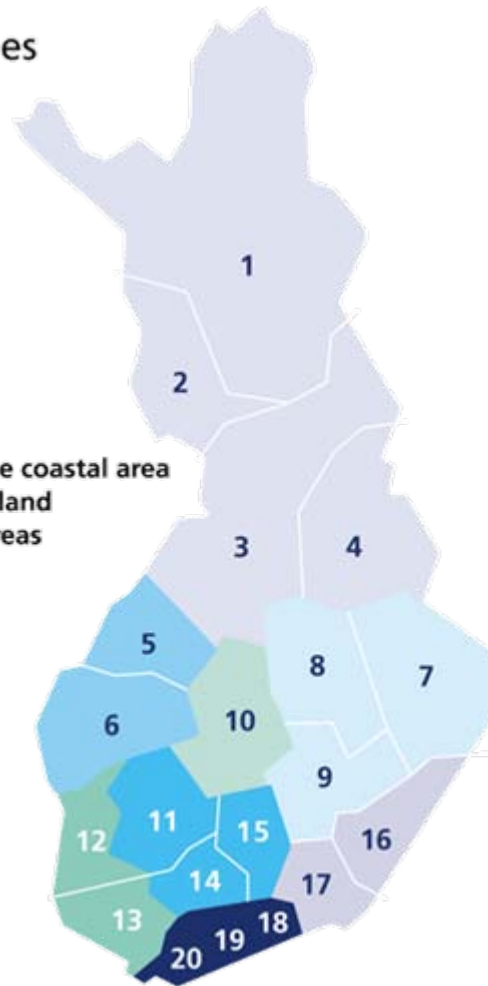
15:00

# YLE regional programmes

## YLE regional programmes

### Regional radios:

- 20 Finnish-language stations
- 5 Swedish-language stations in the coastal area
- One Sámi-language station in Lapland
- Regional tv news in 8 different areas



# YLE's special duties according to law

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- to support democracy and the universal opportunity for participation by providing a wide variety of information, opinions, debates and interactive possibilities;
- to produce, create and develop Finnish culture, art and stimulating entertainment;
- promote education, equality, tolerance, multiculturalism and cultural interaction;
- to support learning and self-improvement;
- to give emphasis to programmes for children;
- to treat Finnish-speaking and Swedish-speaking citizens on equal terms;
- to offer religious programmes;
- to produce services for the country's different language groups and minorities;
- to offer programming abroad.

# How the travel management is organized

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- CFO of the YLE owns the process
- CFO is a member of the company`s board of directors
- Travel manager is responsible of the operational duties and the development of the travel management as a whole in corporate level
- Travel manager is the manager for the employees in travel unit.
- Travel Unit is an internal service unit and it serves the whole company incl. foreign correspondents (28 persons), freelancers and visitors to the programmes.

# Travel Unit, a part of Corporate Finance



- Travel Manager + 4 employees
- Responsibilities include the following tasks:
  - ❖ Corporate Travel Policy (inc. Negotiation with Labour groups)
  - ❖ CreditCard-policy + operational tasks (More than 1.400 CreditCards)
  - ❖ Online-tools (Travel Expenditure-system, Travel portal and Sametime)
  - ❖ Travel safety issues (with Risk management)
  - ❖ Sourcing -agreements
  - ❖ IT-system updates + development
  - ❖ Inspections in travel- and expenditure claims (yli 50.000 pcs/y)
  - ❖ Data transfers (inc. accounting and money transfers)
  - ❖ Co-operation with tax authority and governmental institutions
  - ❖ Making of travel- and expenditure claims for freelancers and visitors
  - ❖ Making of travel- and expenditure claims for foreign correspondents
  - ❖ Planning and executing of internal education
  - ❖ Internal marketing and communication + Intranet –page updates
  - ❖ Benchmarking and follow-up
  - ❖ Customer satisfaction surveys
  - ❖ Service Center – services → "Travel Help"
  - ❖ Travel Insurance claims
  - ❖ Reports to the Director of Finance

# Travel Policy defines the guidelines to corporate travel

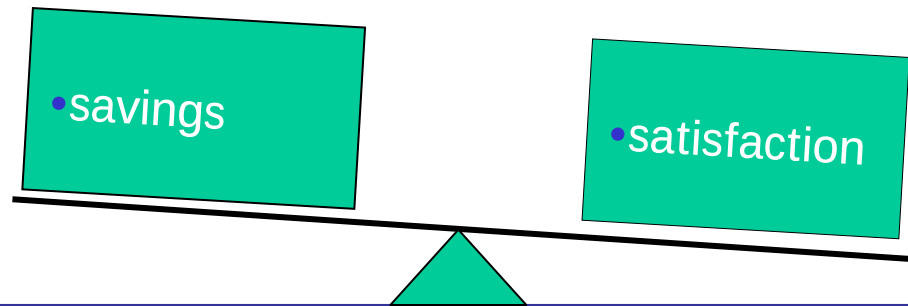


- **TM is strongly committed to the new internal YLE environmental programme.**
  - \* CO2 emission must go down by at least by 2 %.
  - \* Travel Policy must favour ecological alternatives.

# Expectations from the board of directors

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- **Support the core business of the company**
  - Finance
- **Risk management**
  - Employees must travel safely
- **Savings**
  - Efficient process



# Typical traveller ?

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- Radio Symphony Orchestra (n.100 persons)
  - TV Groups (Drama production teams /Sport production -teams )
  - Journalists, often with cameraman
  - Administrative personel
  - Foreign correspondents around the world (with team)
  - Freelancer- journalists
  - Actors
  - Experts, visitors to different programmes
- 
- Year 2008 we travelled to over 200 different destinations in the world.
  - Over 50.000 pcs of travel- and expence claims were made.
- 
- Amount of trips was nearly 30.000.
  - 2008 all travel expences came down by 4 %.

# Active communication

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- One contact person in each office
- Assistants to the corporate directors

Means of communication:

- Open information forums
- E-mail messages
- Strong travel policy
- Travel pages in Intranet
- NetLink – corporate "newspaper"



# Corporate tools for steering the travel

**Matkustus - Etusivu - Windows Internet Explorer**  
http://intra.yle.fi/matkustus/Sivut/Default.aspx

YLE Intra

Tervetuloa, Snellman Tuija | Oma sivusto | Omat linkit

Kaikki sivustot | Hae

Tarkennettu haku

YLE Puhelinnumerot | Järjestelmät | Organisaatio | Palvelupisteet | Mitä haluat tehdä? | Katsele ja kuuntele | Pajat | Webmail | YLE-wiki | yle.fi | Sivuston toiminnot

YLE > Matkustus > Sivut > Default.aspx

Näytä sivuston kaikki sisältö

**Etusivu**

Kotimaanmatkat

Ulkomaanmatkat

Etäkokous

Matkustussääntö

Sopimukset

Järjestelmät

Roskakori

**PIKALINKIT**

- Radion tukisivut
- KEKE ja TYKE
- Etäneuvottelu
- Ruokalistat
- Kirpputori
- Yle.fi
- Kringkast
- Google
- Kaikki HERAsta
- Interplay HKI - tukisivut
- YLE Tekniikan Raapaisuja-blogi
- TALO2010
- Kieli-kielenhuoltoportaal
- Paras työpaikka - ideafoorumi
- YLE:n PowerPoint-pohjat
- YHY:n kerhot
- YLE Ympäristö

**Tervetuloa Matkustussivuille!**

**Lahdossa työmatkalle?** Täältä löydät kaikki matkustukseen liittyvät tiedot. Mikäli sinulla on toivomuksia sivujen sisällöstä, otathan yhteyttä Matkahallinnon päällikköön Tuija Snellmaniin.

**AJANKOHTAISTA**

**YLE pilotoi Kaleva Travelin uutta Ticket Reminder-ohjelmaa ajalla 1-28.2.2010.** 28.1.2010 14:04

Pekkarinen Hannele

Ticket Reminder ohjelma lähettää matkan tilaajalle sähköpostitse muistutuksen seuraavana arkipäivänä kirjoitettavista vahvistetuista lentoluista. Muistutusviesti lähetetään sekä tiimissä että Netgatessa tehdyistä lentovarausista. Viesti lähtee 1.2...

Lisää uusi ilmoitus

**MATKUSTUSPROSESSI**

Nimi

Matkahallintaprosessi linkit ja integraatio

Matkahallintaprosessi päätoiminnot

Matkustusprosessi matkustajan näkökulmasta vaihe 1

Matkustusprosessi matkustajan näkökulmasta vaihe 2

Yhtöyhtenäinen matkustusprosessi

Lisää uusi asiakirja

**SOPIMUSMATKATOIMISTO**

Nimi

Sopimusmatkatoimisto

**PALVELUPISTE**

Wiki-sisältö

**Travel Help**  
ma-pe 8.30-15.30  
puh 8366  
travel.help@yle.fi

**Kalevan YLE-tiimi**

|                   |                     |
|-------------------|---------------------|
| Avoigna           | ma-pe 6.00-20.00    |
| Puhelin           | 0205 615 525        |
| YLEn lyhytvalinta | 1200                |
| Sähköposti        | yle@kalevatravel.fi |
| E-palvelukeskus   | puh. 0205 615 527   |

**MATKAN VARAAMINEN (NETGATE)**

Wiki-sisältö

Netgate-matkaportaalista varaavat matkalippunsa kaikki ne työntekijät joiden työsuhte YLEen kestää vähintään 6 kk.

Päivitäthän matkustajaprofiilisi Netgatessa? (Profiilisivu löytyy Netgate-järjestelmän sisästä, kohdasta Varausjärjestelmät/YLE e-Travel)

**NetGaten alta löytyvät seuraavat varauspalvelut:**

- **e-Travel:** lentolippujen ja hotellimajoituksen varaamiseen. Lentolippuvarauksen veloitukset siirtyvät suoraan Travel-matkalaskulle. Ennakot-välillehdelle. Hotellivaraukset maksetaan luottokortilla hotellista oosilahtiessä. Järjestelmä

Local intranet 100%

# About sourcing...



- Finnish Government framework agreements
- YLE has joined the following governmental framework agreements in travel management:
  - 👍 Domestic and international flights
  - 👍 Domestic and international hotels
  - 👍 Car hire
  - 👍 Boat trips
  - 👍 Travel Agency (inc.e-tools)
- YLE has few contracts of its own
  - 👍 Credit Card
  - 👍 VR Trains
  - 👍 Travel claim- and expence system
  - 👍 Travel insurance

# Hansel Ltd

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- Hansel Ltd is the central procurement unit of the Finnish Government. Its tasks and roles are defined in the Public Procurement Act and the State Procurement Strategy.
- Hansel reports to the Ministry of Finance, cooperates with State Treasury (Travel strategy and guidelines) and other stakeholders.

## Framework agreements support the travel management process

C  
U  
S  
T  
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M  
E  
R

# Travel Management

HR

Sourcing/procurement

Finance

IT

Planning

Profile

Booking,  
changes  
ticketing

Trip/  
Meeting

Payment

Travel &  
Expense  
system

Reporting

Traditional/  
Self service

Data transfer

Travel  
Managment  
System

Travel  
agency

Travel  
agency

Travel  
insurance

Charge card  
+ lodge card

Travel  
Managment  
System

Travel agency

Travel  
agency

Travel  
Managment  
System

Flight

Hotel

Car

Coaches

Train

Ferry

Meeting

Charge card

Travel  
agency

Travel  
agency

Charge card  
+ lodge card

Travel  
agency

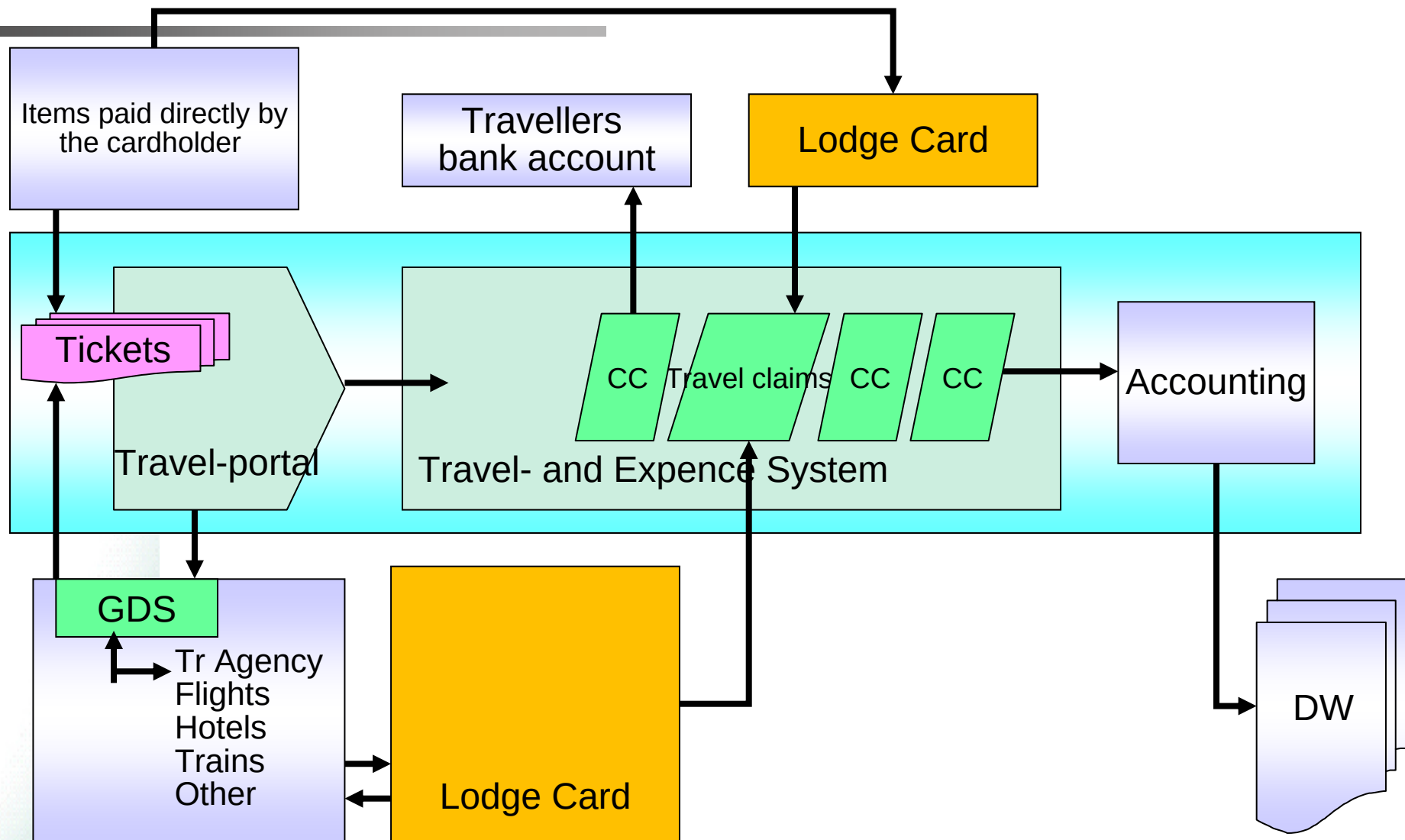
Charge card +  
lodge card

Travel  
Managment  
System

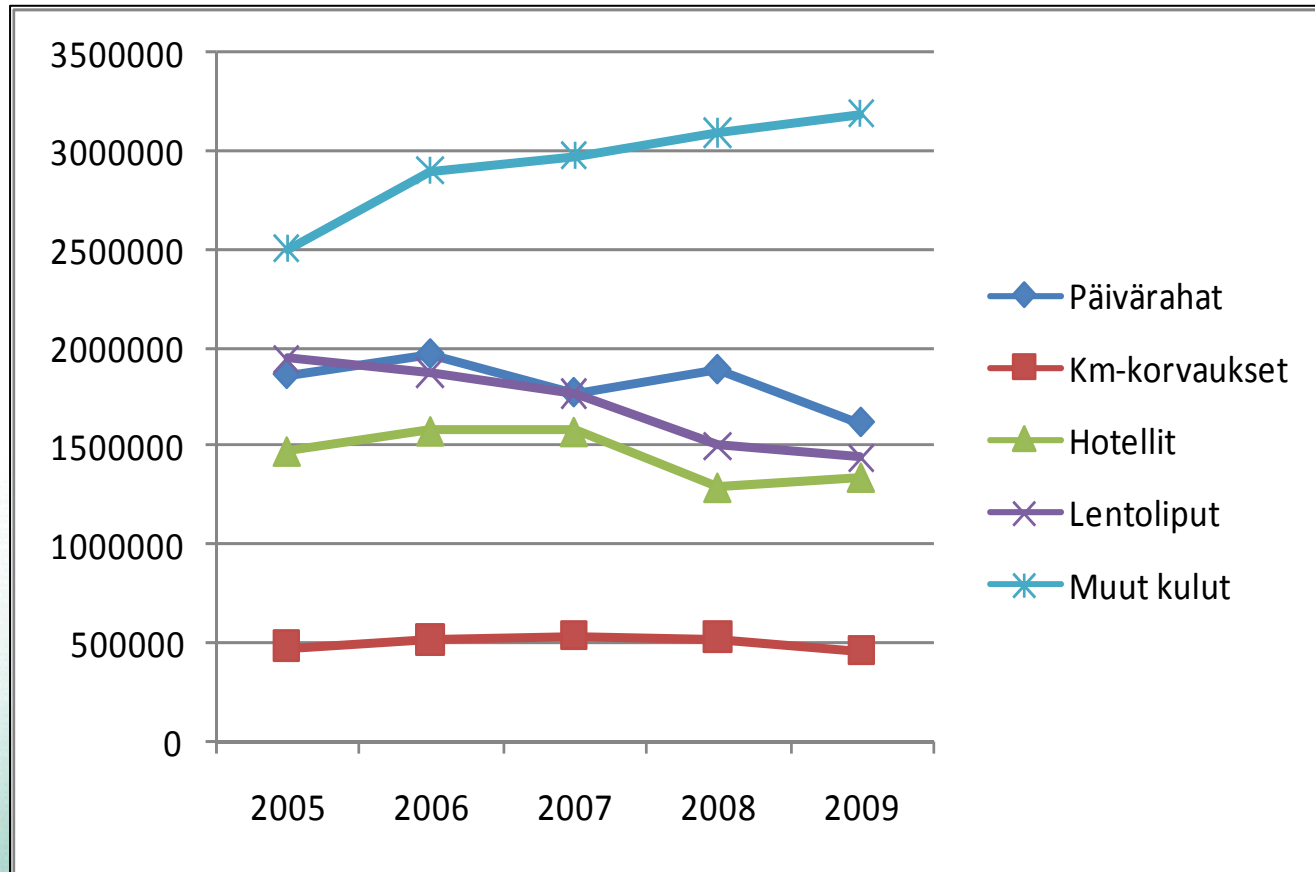
# Benifits from the co-operation with the central procurement unit of the Finnish Government.

- Governmental volyme in each sector makes the rates very competetive (compared to the ones with just YLE´s volume)
- Terms in the contracts are very good
- Enviromental issues are well taken care of
- Results can be measured with benchmarking reports from other governmental corporations
- Seat in the advisory board
- Savings in travel costs and human resources (Year 2008 - >0,5 milj.€)
- Self-booking tools (Automatically updated with framework rates)

# About the process ....

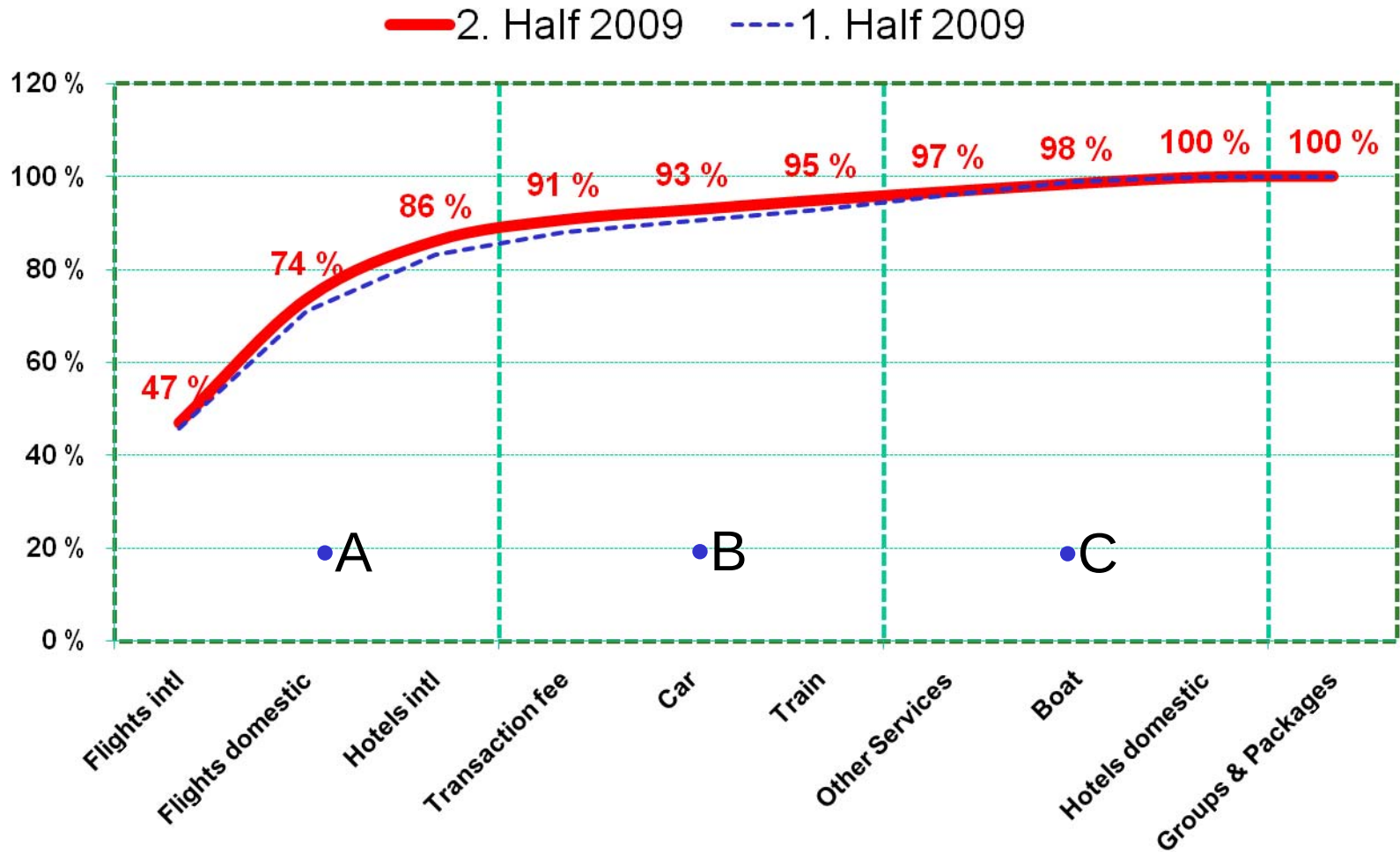


# YLE Travel Expenses 2005 - 2009



# YLE

## 2009 ABC Spend



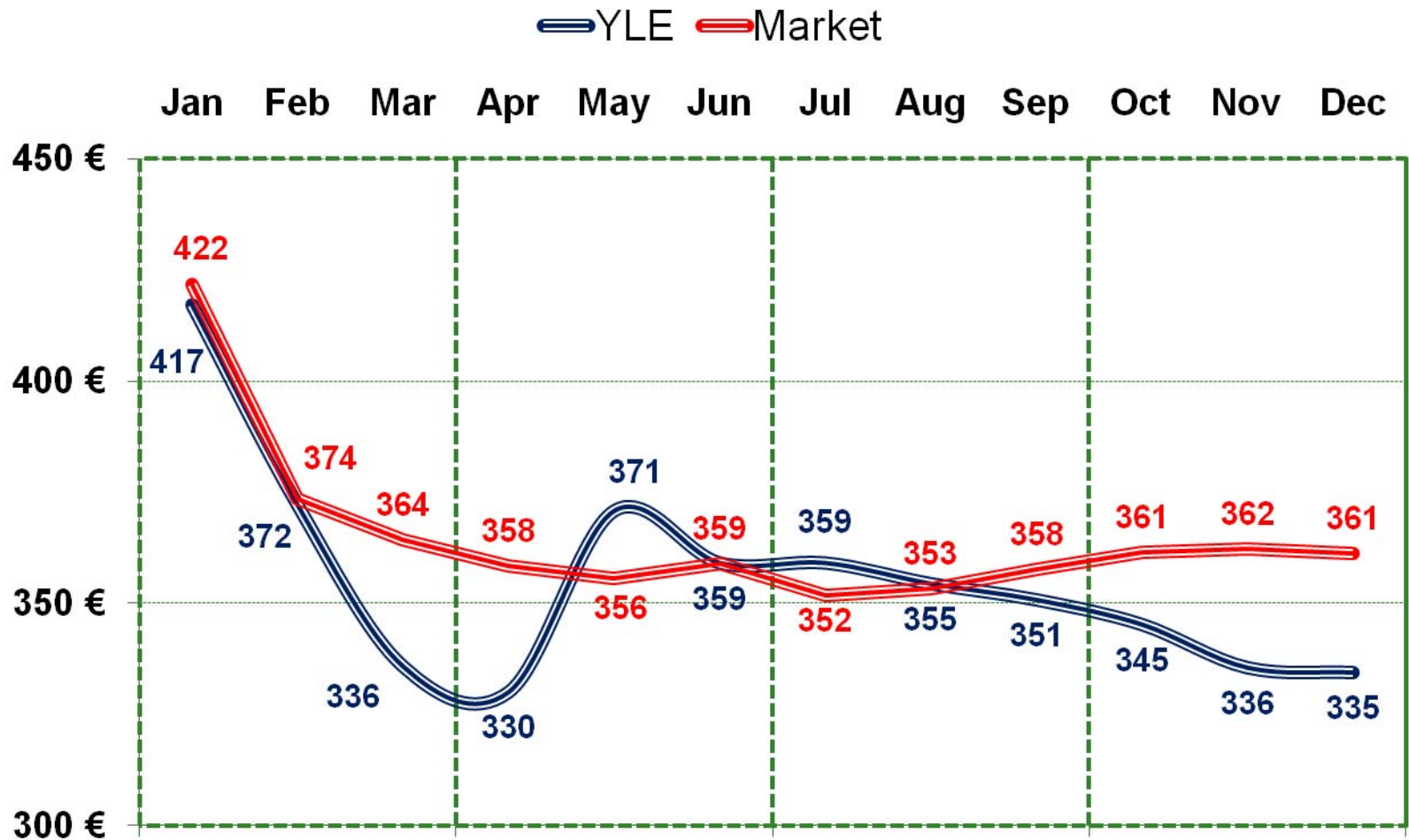
# YLE

## Cost per mile and price savings 2009

|                       | CPM 2008 | CPM 2009 | Diff € | Miles 2009 | Price savings |
|-----------------------|----------|----------|--------|------------|---------------|
| Domestic              | 0,48     | 0,44     | -0,04  | 855 096    | -37 486 €     |
| Finland - Scandinavia | 0,35     | 0,35     | -0,00  | 427 246    | -53 €         |
| Finland - Europe      | 0,19     | 0,17     | -0,02  | 2 041 666  | -32 941 €     |
| Long Haul             | 0,11     | 0,10     | -0,01  | 1 668 190  | -10 907 €     |
| Internal              | 0,30     | 0,27     | -0,03  | 99 962     | -3 361 €      |
|                       |          |          |        | Total      | -84 747 €     |

# YLE HEL-LON keskihinnan kehitys

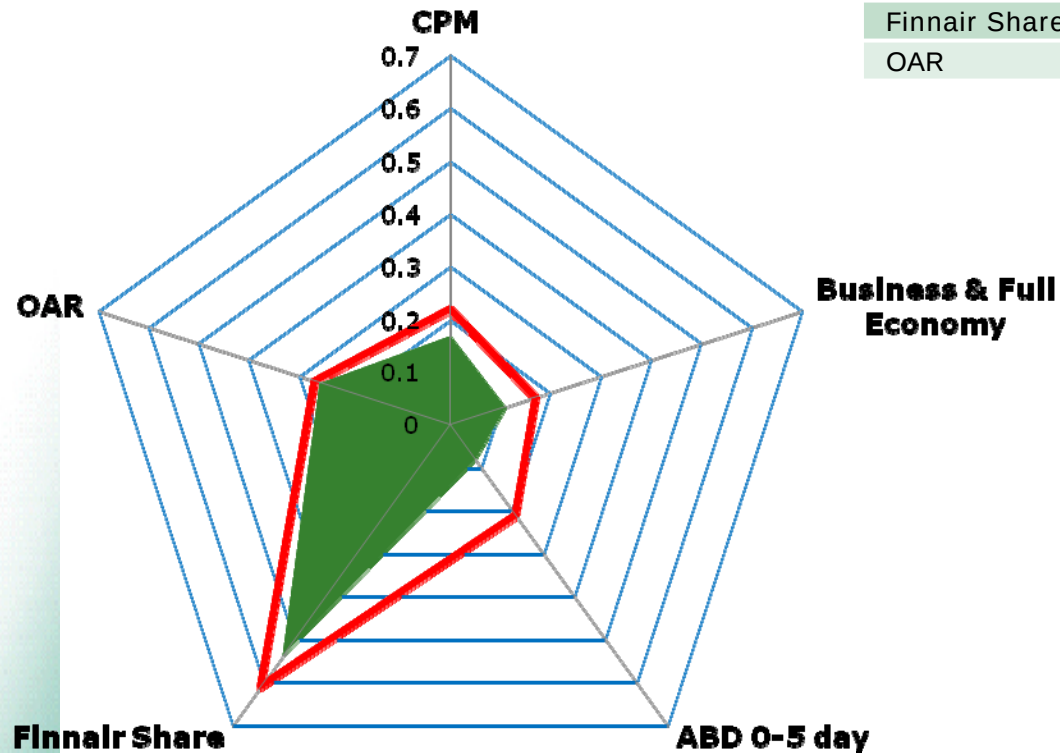
## 2009



- YLE vs. Market
- Europe air cost benchmarking

■ YLE ■ Market

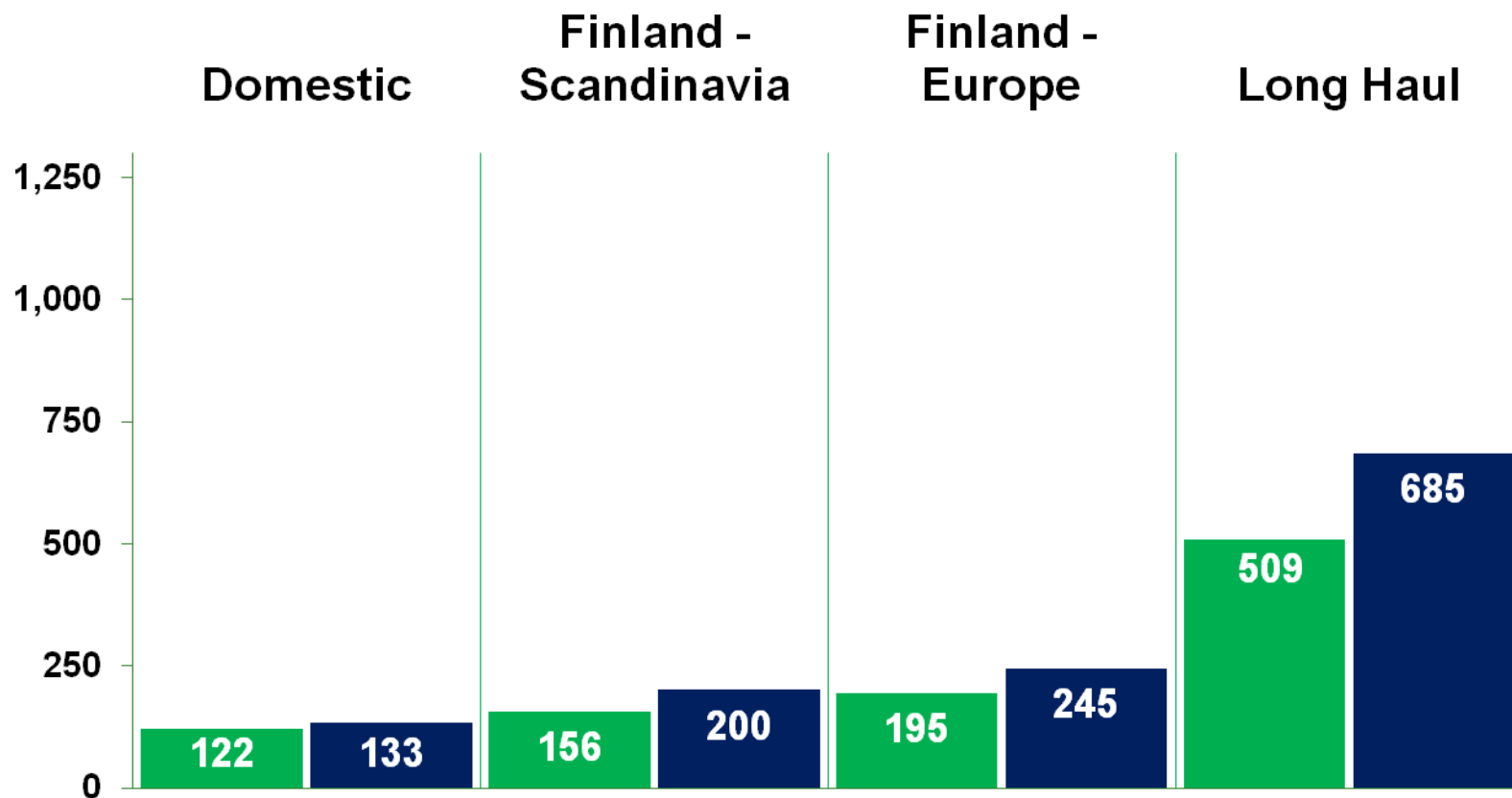
|                         | YLE  | Market |
|-------------------------|------|--------|
| CPM €                   | 0,17 | 0,22   |
| Business & Full Economy | 11 % | 17 %   |
| ABD 0-5 day             | 8 %  | 21 %   |
| Finnair Share           | 54 % | 61 %   |
| OAR                     | 26 % | 27 %   |



## YLE vs. Market

Cost per city pair € 2009

■ YLE ■ Benchmark



**|YLE|**

enabling the nation

- Efficient travel management



# BT Travel Management



Ensuring Best Value in Travel Sourcing and Procurement

**Jan Tucker Jones**

Global Travel Manager, BT



# Introduction to BT

We are a leading provider of communications solutions and services operating in 170 countries worldwide. Our principal activities include:

- Networked IT Services
- Local, National and International Telecommunication Services
- Broadband and Internet Products and Services

**BT service business and residential customers**

# Procurement Principles in BT

- We act in an ethical/commercial responsible way in our business dealings with our global supply market
- Highest standards of professional competence/ insightful market knowledge /seek world class value for money and minimise risks to BT
- Harness the capability, diversity and innovation of our supply market to add value to our business
- Seek to be easy to do business with
- Confidentiality of information entrusted to us, working with suppliers who respect this practice
- Permit acceptance of hospitality only to an extent that it cannot be perceived as an inducement

# Global Travel

- 150,000 employees globally across 7 Lines of Business
- Operating in more than 55 countries 80m + Spend
- Global contracts with best of breed approach in UK
- Each LoB / Country / Region operate their own P&L
- Travel Procurement oversee all travel spend

# Global Travel

- Posted first operating loss in 20 years
- Non-essential travel ban September 2008
- All costs under scrutiny
- BT reduced operating costs by over £1bn in last year
- Cheapest option advised
- Spend down by 40% (January to June 2009 Vs 2008)
- Rooms booked down by 35% (January to June 2009 Vs 2008)

# BT Hotel RFP Objectives:

- Consolidate programme
- Manage cost in line with targets
- Allow free competition – the most cost effective will win!
- Ensure right hotels for continued compliance
- Develop partnerships further

# Market knowledge

- Worldwide mid-range published hotel rates are forecast to climb by 8 - 18%, with the same increase predicted for upper-range hotels
- Hotel rates in the Asia Pacific region are set to increase by 5 – 10%
- In the UK, mid-range hotel rates are set to rise 6 - 12%, and by 5 - 8% in upper-range hotels

These predicted rate increases are set against 2009, a year when rates fell drastically around the world and when BT capitalised on these decreases with continued negotiations

# Market knowledge

- Suppliers are becoming more willing to negotiate in response to current financial climate – Volume rather than rate is now the motivator
- Volume production, travel policy and the ability to deliver volume through well-managed compliance are key
- Hotels are attempting to undercut the competition and are in turn being undercut – we need to think about programme integrity
- Hotels are limiting the number of client-specific rates offered and basing their proposals on BAR (Best Available Rate) / ‘dynamic pricing’

# Typical Issues

- Management information poor
- Sophisticated hotel yield management systems
- Rate increase pressure
- Multi GDS availability
- Knowing where your travellers are in security alert situations
- Achieving visibility of and compliance to policy

# BT RFP 2010 – Structure & Strategy

- **Gather the data**
  - HBA/TMC, Hotels and BT local contacts
  - Build bespoke and accurate global bid list
- **Scrutinise the findings**
  - Which suppliers offer ‘best fit’?
  - Where (and with who) should our efforts be focused?
  - Work with existing partners wherever possible
  - Work with all stakeholders across BT

# BT RFP 2010 – Structure & Strategy

- Marketing & Communication Plan
  - Internal stakeholders
  - Travellers
  - Suppliers
- Project Plan:
  - Deadlines are set.
  - Parameters of RFP agreed, using NBTA format
  - Bid list signed off by all stakeholders
  - **RFP available Mid August**
  - **Deadline Mid September**
  - Adjudication/Re-negs October
  - Acceptances mid November

# BT RFP 2010 – Structure & Strategy

Adjudication focused on;

- Hotel's offered rate versus achieved rate in 2009
- Market analysis by location
- Location (in relation to BT offices and airports or known projects)
- Quality of Hotel (BT traveller feedback during 2009, or recent visits)
- Volume of business during 2009
- Offer of room allocations, last room availability
- Greener Environment

# Conclusion

- Successful RFP
- Improved rates across all markets
- Stronger relationships
- Increased benefits
- Good communications are essential
- Loading issues

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- Highest standards of professional competence/ insightful market knowledge /seek world class value for money and minimise risks to BT. **AGREED**
- Harness the capability, diversity and innovation of our supply market to add value to our business. **AGREED**
- Seek to be easy to do business with **AGREED**
- Confidentiality of information entrusted to us, working with suppliers who respect this practice. **AGREED**
- Permit acceptance of hospitality only to an extent that it cannot be perceived as an inducement.  
**AGREED**

Neil Rogers  
Chief Procurement Officer