



SAP Concur 

Tell Your Story

Being an SAP Concur Case Study

We're proud to have you as a SAP Concur customer and know you have a great story to share. You've embraced new technology. You've modernised your processes. You're helping your employees be more productive, you're saving your business money and exploring a wealth of data. Ultimately, you should be proud of what you have achieved. Now, we'd like to tell your story.

WHAT'S IN IT FOR YOU? HOW CAN YOU GET INVOLVED?

- **Tell your story.** Share your knowledge, experience and point of view.
- **Increase your company brand exposure.** These case studies can showcase how great your company is for leading the way and embrace travel, expense and invoice solutions.
- **Gain media exposure.** Benefit from great PR at no cost in the national, trade and industry media.
- **Boost your personal brand.** Also boost your career prospects positioning yourself as an expert and showcasing your achievements builds credibility and reputation.

WRITTEN STORY

- Share your story either in person or on the phone
- We will then write a case study for you to review and approve
- Once approved, your story will be shared by SAP Concur

VIDEO STORY

- Share your outline story either in person or on the phone
- We will shoot the video, taking care of all equipment, interviews and cost
- You will be sent a draft video for review and a final video for approval
- Once approved, your story will be shared by SAP Concur and available for you to use

PRESENT YOUR STORY

- Share your story at an event or on a webinar
- We work with you to refine your story and prepare materials
- You will be well rehearsed and can practice as much or as little as you like
- We are there to support you on the day

BECOME A MEDIA CONTACT

If you're willing to share your story with the media, our PR team can contact you as and when media opportunities arise. We will work directly with you to fully prepare and support you.

REFERENCE CALL

Share your success story with a potential SAP Concur customer.

**FOR MORE INFORMATION ON ANY OF THESE
ACTIVITIES, PLEASE CONTACT:**

- Sandra Lowe, Client Marketing Manager, UK Enterprise
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- Brigit Wells, Client Marketing Manager, UK SMN
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Other SAP Concur customers are already shouting about their success. To see where your case study could appear, visit concur.co.uk/casestudy

ABOUT SAP CONCUR

SAP® Concur® solutions take companies of all sizes and stages beyond automation to a completely connected spend management solution encompassing travel, expense, invoice, compliance, and risk. For more than 20 years, these leading, innovative solutions have kept customers a step ahead by delivering time-saving tools, connected spending data, and a dynamic ecosystem of diverse partners and apps. User-friendly and business-ready, SAP Concur solutions unlock powerful insights that help businesses reduce complexity and see spending clearly, so they can manage it proactively. For more information, visit concur.co.uk.



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