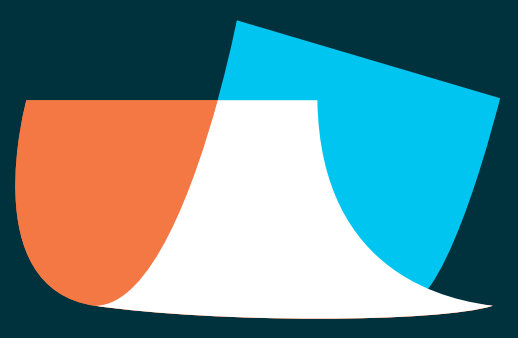


CASE STUDY



# Success Story: WS Audiology

mobile**expense**





# About WS Audiology

Formed in 2019 through the merger of Sivantos and Widex, WS Audiology combines more than 140 years of experience and expertise. Today, WS Audiology continues to pioneer the use of technology to help people with hearing loss enjoy the sounds that make life wonderful. The company produces hearing aids and owns and operates companies in retail, online sales, and diagnostics

“

“Mobilexpense is one of the software solutions that is most highly requested by WS Audiology markets which do not yet have a fully digital process.”

## Some facts

- ✓ Sells 5.5 million hearing aids per year; serves millions through its centres and partners
- ✓ Manufactures 1/3 of hearing aids worn by people around the world
- ✓ Active in over 125 markets with more than 11,000 employees worldwide
- ✓ Generates over €1.8 billion/year
- ✓ Mobilexpense customer since 2015, uses the solution in 28 entities around the world



# The Challenge

## Expense management pain points prior to Mobilexpense

Siemens, of which Sivantos was a business unit until January 2015, had travel booking and expense processing solutions for all entities. When Sivantos became an independent entity (out of which WS Audiology was later formed), it was forced to resume a manual paper-based travel and expense management process.

Within this manual process, bookings were made offline with local vendors and only occasionally via the internet,

the entire process chain. This meant a lot of time was spent creating, submitting, checking, and paying expenses, resulting in a high administrative cost.

Challenges also included slow processing times and the involvement of numerous stakeholders, each of which contributed to making the process longer and slower.



## Choosing Mobilexpense

WS Audiology turned to Mobilexpense for its compatibility with other WS Audiology systems, including the travel request and booking system (FCM Travel) and ERP software (Infor LN), as well as the ability to automate employee data import into Mobilexpense from its ERP.

The integration of FCM Travel and Infor LN with Mobilexpense was crucial to automate updates

and the posting and processing of expenses.

Mobilexpense's experience and flexible infrastructure in interfacing with third parties proved essential when WS Audiology expressed concerns that the interface with FCM might be difficult due to perceived experience gaps.

# Objectives

## & decision-making process

WS Audiology's primary goal when implementing Mobilexpense was to reduce redundant effort of individual team members as well as upgrade the overall travel and expense process efficiency. As part of the company's Simplex initiative to do this, a project was kicked off to simplify and improve the travel request and claims process.

Implementing an automated solution which would manage both travel and expenses was a natural fit leading to less administration, more digitalisation and better reporting functionalities. The deciding factor when choosing Mobilexpense was the flexibility of the platform which allows WS Audiology to connect to existing technology.

## Solution

### implementation & challenges

WS Audiology has been a Mobilexpense customer since 2015 and the solution is currently used in 28 of its entities around the world. It was implemented with FCM Travel and Infor LN integrations, also integrating SuccessFactors to provide up to date employee and cost centre information. The solution was first built around a simple two-step approval flow with minimal manual checking of individual transactions.

On WS Audiology's side, the project is overseen by a Steering Committee composed of the heads

of HR, IT and Accounting as well as the Process and Project Managers, assisted by a Project Team of two Financial process stakeholders and an IT business analyst.

"During the implementation process, Mobilexpense demonstrated their experience in interfacing with travel and ERP third parties. They have also shown themselves to be both dedicated to and fully focused on their customer and have kept their word in delivering the solution to the newest markets."



# Mobilexpanse & WS Audiology

## Success factors

WS Audiology strongly believes in Mobilexpanse and its ability to provide a cost-efficient expense management process. The close collaboration between the WS Audiology and Mobilexpanse teams has had a clear positive impact on WS Audiology's expense related processes and garners positive feedback on both sides. Mobilexpanse is currently used in 28 WS Audiology entities worldwide with a total of 22.000 expense reports filed annually. The most active markets today are the United States and China.

The solution is used by WS Audiology's Sales teams and by their teams in the retail businesses.

"We primarily appreciate the simplicity of the expense management process through the use of the Mobilexpanse app SpendCatcher as it provides WS Audiology a fast and cost-efficient expense management process", says the Head of Financial and Support Systems at WS Audiology.

## Benefits:

Mobilexpanse's global expense management solution has proven itself in interfacing with other WS Audiology systems such as the HR management system. This has significantly reduced the time required for expense scanning, creation, and control by a higher two-digit percentage.

Furthermore, compliance has vastly increased thanks to the use of a global solution.

Finally, the users appreciate the state-of-the-art interface of both the Mobilexpanse SpendCatcher app - which is the core of WS Audiology's offering to internal customers - and the website.

The user experience is perceived overall as being excellent.





# Future plans

Mobilexpense is one of the software solutions that is most highly requested by WS Audiology markets which do not yet have a fully digital process. Oceania is being rolled out in Q3/Q4 2020 and the Nordics will follow between Q4 2020 and Q1 2021.

While an aggressive rollout plan is being closed with nine rollouts in Q4 2020, the teams are currently looking into the finalisation of the rollout plan for the upcoming quarters with more countries which will benefit from digital expense management.



## Curious about how your business can benefit from Mobilexpense?

Book a call with our advisor or to find out more about Mobilexpense here

[mobilexpense.com](https://mobilexpense.com) 

