



easyavenues

MIDOCO
OPTIMIZING WORKFLOWS



— MEMBER OF THE MIDOCO GROUP —

CASE STUDY

EASY AVENUES

The right tech stack to scale



Since GO-Live of MIDOCO Midoffice,
Easy Avenues has onboarded
156 new clients.



www.midoco.de

COMPANY PROFILE

Think bigger, do differently and deliver beyond.

Easy Avenues was founded in 2009 by Michelle Roughan. Initially founded as MICE company, Easy Avenues quickly moved into the TMCs field to complement their MICE proposition. Numerous awards and growth over the years have proven that a focus on exceptional service and experience provided a great vision to build on. Now, 21 highly committed employees think bigger, do differently and deliver beyond and have enjoyed exceptional success in 2022 and forecast rapid growth in 2023. Easy Avenues main fields of business are TMC and MICE.

KEY CHALLENGES

Scaling the use of multiple booking systems.

As companies scale, they will need to adapt their tech stack to allow a next-level boost. Even though Easy Avenues delivered exceptional results with the existing tech stack, the team knew that they would have to embrace new advanced tech to allow them to trade competitively on a larger scale. The industry delivers new solutions in every part of the value chain, and as such, it became clear that Easy Avenues would undergo a greater change process when they chose to work with Atriis as their new OBT. Scaling the use of multiple booking systems will only work when you have a backend solution that can manage these uniformly. The right solution would

- **need to include a team that understood Easy Avenues' business**
- **have to be able to manage the project in a manner that up-to-date performance would be outperformed**

Moreover, key criteria would be a partner with the need for excellence and attention to detail.

Key goals to be met were

- **flexibility in partner relationships**
- **enabling the company to scale**
- **enhancing client relationships with reliable data when invoicing clients**

SOLUTION

High-performing software and travel-specific expertise.

MIDOCO's vision has always been to enable companies to scale. The company has numerous long-term client relationships with TUI, Lufthansa City Center, DERPART, Fello Travel Ltd, EFR Travel Group and many others that are proof of this experience. The exceptional and high-performing software, as well as a committed/highly skilled and dedicated team focusing on delivering the best possible implementation, was the perfect match for Easy Avenues.

To scale travel businesses, you need efficient processing and automation for

- **data exchange**
- **documentation**
- **order and**
- **customer relation management**
- **transaction fee management**
- **task management**
- **a package of capabilities that allow you to acquire large corporate travel departments.**

Alongside a comprehensive feature set that reflects Easy Avenues' needs, MIDOCO would be able to provide travel-specific expertise to thoroughly understand the requirements. Moreover, MIDOCO would provide the necessary resources and manpower for the implementation period.

IMPLEMENTATION

Commitment to communication and preparation.

The decision for MIDOCO was made in July 2020. Easy Avenues took the opportunity of low trading volumes during the pandemic to undergo this change. The entire year 2021 was dedicated to educating and building a test environment to ensure a smooth transition. Tight project management and weekly meetings ensured that all corners of the Easy Avenues process landscape were considered, and nothing would be left out. From both sides, there was a clear commitment to communication and preparation. Based on MIDOCO's experience in rolling out software and connecting content partners, a short-term notice GDS change to Amadeus was nothing more than flipping a switch. Based on experience and travel knowledge, MIDOCO Midoffice performed a frictionless GO-live in January 2022 for the Easy Avenues TMC Business.

LEARNINGS

Meet critical success factors.

Choosing the right partner is key and strongly impacts an implementation. The implementation strongly relies on the time and resources the buyer and the supplier put into the project. Software capabilities, industry knowledge, project management and time are equally important for the transition to become successful. With all these qualities in place, the complexity of the project could easily be handled, and risks reduced to a minimum.

The implementation of MIDOCO Midoffice at Easy Avenues went very smoothly and was a positive journey for both parties. The success has proven that a set of factors has strongly influenced the outcome of implementing MIDOCO Midoffice at Easy Avenues. The critical success factors for software deployment in a travel management company can be identified as follows:

- **Choosing the right tool providing the right capabilities**
- **Partnering with a supplier that has the in-depth industry knowledge**
- **Ensuring project management experience of the involved team members**
- **Giving the project the right priority and providing enough resources**
- **Making sure that the communication within the deployment team runs smoothly**

All of these points played a key role throughout implementation. The results were immediate, both short and long-term – enabling the company to scale rapidly and provide confidence in winning new business. The implementation of MIDOCO has been key to Easy Avenues taking its Business to the next level.

CONCLUSION

The right priority.

It's commonly known that to grow, you need to invest. This case is proof that the thesis is true. The equation will only work out if all stakeholders commit to the investment and give it the right priority.

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MIDOCO Midoffice is an extremely capable software function that will enable us to not only achieve the highest level of post-booking process automation available for both our business and our many clients currently but also will allow us to evolve further as new technology becomes available moving forward.

Mark Woolcock, CFO, Easy Avenues



The MIDOCO Team have been and continues to be an extremely knowledgeable and valuable resource in all aspects of travel and finance-related processes within the UK and Global travel market. Moreover, the onboarding procedure of MIDOCO is perfectly organised and flexible about not only our particular and individual business requirements but also those unforeseen challenges that come along from time to time with a system migration of our size. We are convinced that with MIDOCO Midoffice we will be perfectly positioned, shaped and prepared for the post-pandemic arena of both domestic and global travel.

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