



Amadeus **Cytric**

Deutsche
Telekom

Unifying **Deutsche Telekom's** global workforce through a scalable, integrated digital Travel & Expense platform

Deutsche Telekom

Products used:

Cytric Easy and Cytric Expense integrated in Microsoft Teams

Industry:

Telecommunications and digital services

Geographical scope:

+50 countries globally, with strong operations in Europe, North America, and growing presence in APAC through IoT partnerships.

Company size:

~ 200,000 employees

Annual business trips:

~ 200,000 globally

Managing mobility in a digital giant

Deutsche Telekom, a global telecommunications leader with operations in over 50 countries and nearly 211,000 employees, faced the challenge of fragmented travel and expense (T&E) management across its international footprint. With a large, mobile workforce and complex requirements, Deutsche Telekom sought a unified solution to streamline processes, improve compliance, and empower its teams with modern, integrated tools.

The pre-Cytric challenges

- **Fragmented systems:** Multiple booking tools, with limited integration and inconsistent user experience across countries, resulting in inefficiency and higher costs.
- **Limited flexibility:** The previous setup could not address customer-specific needs or provide comprehensive content, impacting adoption negatively (e.g., lack of UK rail solutions, invoice archiving issues in Spain).
- **Offline processes:** Manual, country-specific workflows led to inefficiencies, higher costs, and compliance risks.
- **Complex auditing:** Finance teams struggled with enforcing policy compliance and managing lengthy, cumbersome audits.
- **Lack of global visibility:** Inability to consolidate travel data and spend analytics at group level, leading to weak spend control.

These challenges triggered the need for a modernized, user friendly, end-to-end solution. DT created a comprehensive catalogue of 350-400 requirements covering travel, expense, content, interfaces, innovation, and user experience.

During the evaluation, Cytric distinguished itself through the quality and clarity of its RFP responses, its proactive approach to understanding Deutsche Telekom's needs, and the breadth and flexibility of its content offering. Deutsche Telekom particularly appreciated the transparent product demonstrations and the willingness to explore custom developments when needed. Reference customer feedback further reinforced trust in Cytric's capabilities.

The commercial phase involved detailed discussions around cost models, implementation pricing, and total cost of ownership. Despite complexities, Deutsche Telekom valued the respectful, open, and non-pressuring engagement throughout the process.

Why did Deutsche Telekom select Amadeus Cytric?

As a result, Cytric was selected for travel, and planned for expense, based on its **flexibility, alignment with European standards, transparent collaboration style, and its capacity to offer customization and responsiveness to customer feedback**. Deutsche Telekom felt they would have a stronger voice and greater influence with Cytric, leading to the final decision to move forward with Amadeus.

Deutsche Telekom's decision to adopt Cytric was driven by several factors:

- **Global reach and consolidation:** Amadeus Cytric offers a truly global solution with European roots, perfectly aligned with their international footprint. This approach helps Deutsche Telekom consolidate a fragmented landscape of local tools previously sourced through TMCs, creating a more unified and efficient ecosystem.
- **End-to-end integration:** Cytric provides a fully integrated platform for both travel and expense management, including advanced auditing capabilities. This end-to-end integration allows Deutsche Telekom to replace outdated legacy systems that offered poor user experiences and relied heavily on manual processes, moving toward a streamlined and automated environment.
- **Global content and flexibility:** Cytric offers the content needed by a global workforce, ensuring high level of online adoption. The platform also meets specific local requirements such as UK rail content and multi-country compliance, ensuring flexibility across regions.
- **Support Deutsche Telekom's vision** of a 'traveler-first' program by enabling direct supplier contracts, which reduces dependency on Travel Management Companies (TMCs) and strengthens control over their travel program.
- **Modern user experience and innovation:** Cytric delivers a modern and intuitive user experience through seamless integration with Microsoft Teams and advanced features like AI-powered auditing and certified receipt scanning. Deutsche Telekom also valued Amadeus' innovation roadmap, which includes significant AI investments to deliver future-ready solutions, that combine advanced automation, intelligent recommendations and real-time analytics to improve traveler experience, increase policy compliance, and strengthen cost control across the entire travel and expense process.
- **Cultural understanding and personalization:** Deutsche Telekom valued Amadeus' cultural alignment and partnership style, noting that the teams shared similar values and ways of working, which created trust from the start. They also appreciated the personalized approach that respected their diverse local needs while supporting a unified global vision.

Transformation in motion: how did the rollout unfold?

- **Implementation scope:** Cytric Easy was rolled out across 15+ countries, with a phased approach involving pilot users, User Acceptance Testing (UAT), and extensive onboarding. The team also had to account for diverse country-specific requirements and special processes.
- **Collaboration:** The project was marked by strong teamwork between Deutsche Telekom's Group Travel Management, Amadeus, and local teams.
- **Change management:** Early stakeholder engagement and clear communication ensured buy-in from both corporate communications and end users. Challenges such as ambitious timelines, the need for stakeholder alignment, and a complex IT landscape were navigated through open dialogue, a realistic approach to the solution, and clear, transparent communication. The IT complexity came from multiple legacy tools, ongoing internal transformation projects, and differing integration and security requirements across teams. This was addressed through a pragmatic, step-by-step approach, open collaboration with stakeholders, and transparent discussions that helped align expectations and define realistic, sustainable solutions.
- **Timeline and process discipline:** Despite an ambitious schedule, the project stayed on track by adhering to established processes and addressing issues pragmatically. The combined commitment to pragmatism from both Amadeus and partner played a key role in navigating management and maintaining momentum.

Impact unlocked: what does success look like?

- **Online adoption:** Increased to a record 97%.
- **Unified platform:** Consolidated five legacy systems into one, enabling Deutsche Telekom to position itself as a global service provider within the group.
- **Enhanced compliance:** Improved policy adherence and reduced off-platform bookings (Maverick Buying), thanks to comprehensive content and user-friendly tools.
- **Productivity gains:** Automation and digital workflows saved time for both travelers.
- **Strategic value:** The new platform supports Deutsche Telekom's growth ambitions, enabling international collaboration, data-driven decision-making, cost savings and employee satisfaction.





A model for digital travel management

Deutsche Telekom's transformation with Amadeus Cytric shows how innovation, standardization, and partnership can reshape a global travel program. By moving from fragmented manual processes to a unified, automated platform, they've accelerated rollouts, strengthened compliance, and unlocked new efficiency. And the journey continues: upcoming Expense integration, Smart Audit, Microsoft Teams integration, advanced reporting, and a shared commitment to innovation, expanded partnership, and future growth will elevate their program even further.

[Request a demo](#)



“Having a single, global platform for travel has been a gamechanger for Deutsche Telekom. Cytric’s flexibility and integration capabilities have allowed us to standardize processes, improve compliance, and deliver a better experience for our employees. The partnership with Amadeus has empowered us to scale our services and support our growth strategy.”

Benjamin Häfner
Head of Group Travel Management
Deutsche Telekom