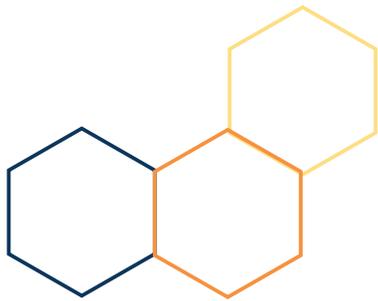


DigitalHive.



CLARITY
The Business Travel Experts



Case Study – Clarity

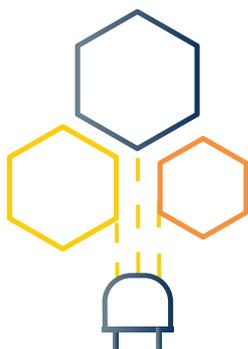
With Digital Hive, business travel specialist Clarity grows stronger through the pandemic adversity

Six decades of business experience delivered by 400 experts, each with an average of ten years of industry service, has allowed independent, global business travel management company Clarity to successfully weather good and bad economic conditions. Recently however, the COVID pandemic posed the company's greatest threat so far. Working with Digital Hive, Clarity was able to face down this threat by accelerating a digital transformation that will stand the company in good stead for many more decades to come.

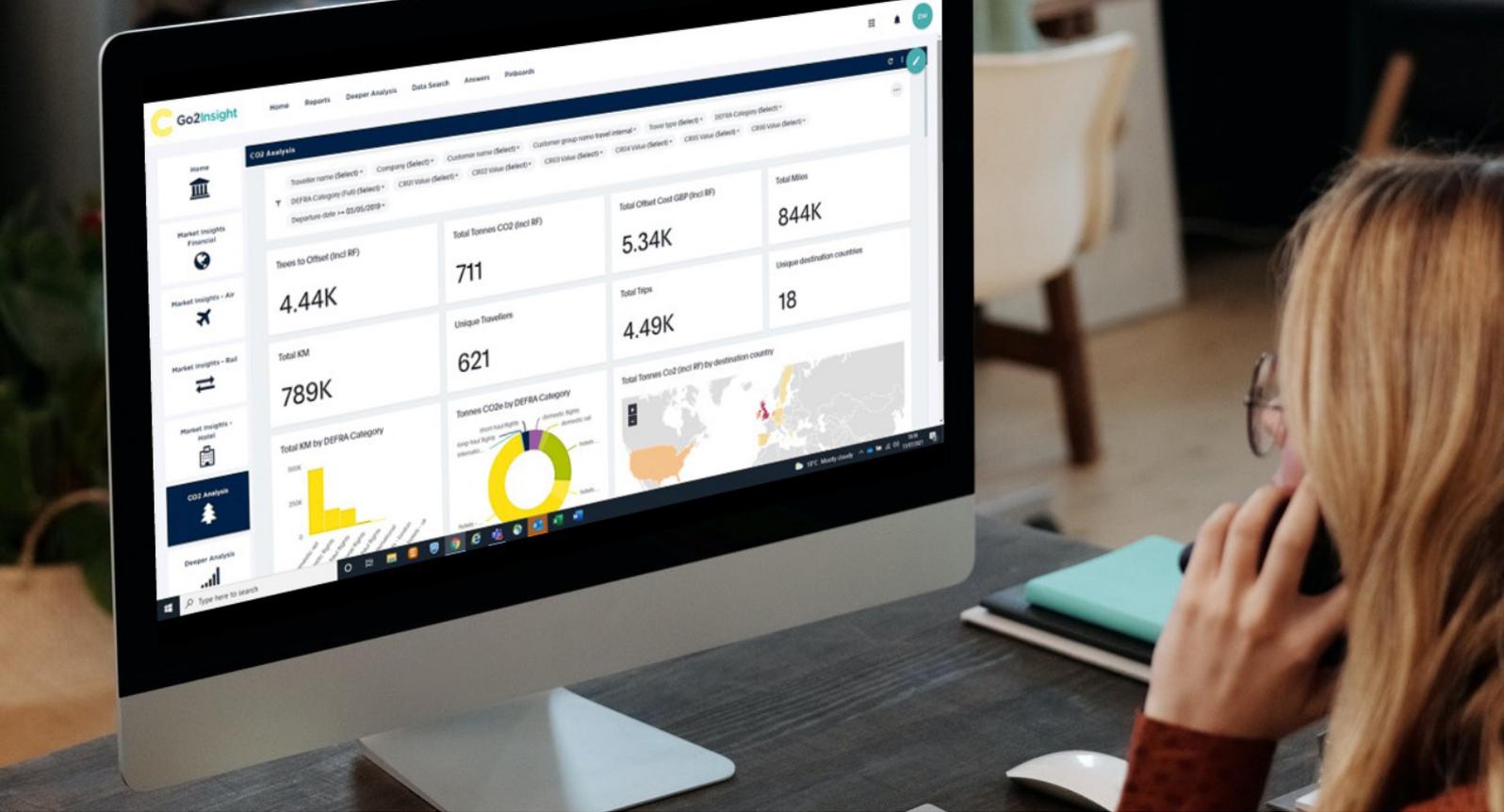
Manchester-based Clarity's mission is to help businesses better track, control and manage their corporate travel spend. Key to its value proposition is a set of powerful business travel support services which the company markets under the 'Go2' brand. The Go2 family of software solutions, part of which are built on Digital Hive, helps Clarity clients seamlessly manage all their travel needs. These include everything from arranging hotel, rail, air, meetings and events, executive passports and visas to airport 'meet and greet' and seamless onward transfers – all on a 24/7 basis. And with offices all over the UK, the firm's team of professionals work every day to deliver on its brand promise of helping clients make brighter business travel decisions that can boost their bottom line.

The central role of Digital Hive CX

In technology terms, Go2Insight (and its sister product for power users, Go2Insight Pro) is a customisable analytics and BI (ABI) portal built on Digital Hive that makes it easy for business users and customers to access personalized views of data assets like reports and dashboards. Pro users also get tools that let them search data using natural language and get instant answers. Go2Insight is delivered and maintained for a few years now between Digital Hive and Clarity's technology partner, Assimil8.



“A key part of making all that success, is the Go2Insight Business Intelligence (BI) platform, which combines relevant business travel expertise from Clarity's in-house Management Information (MI) analysts and designated client Strategic Account Managers as well as an ever-growing amount of company travel data.”



Clarity's Go2Insight service is highly functional and rich due to the range of integrated ABI feeds. These include some of the most popular ABI packages on the market, including Cognos, Microsoft Reporting Services, and Qlik Sense. All of Clarity's customers use the Go2Insight service along with most of the company's 400-strong team as Darren explains:

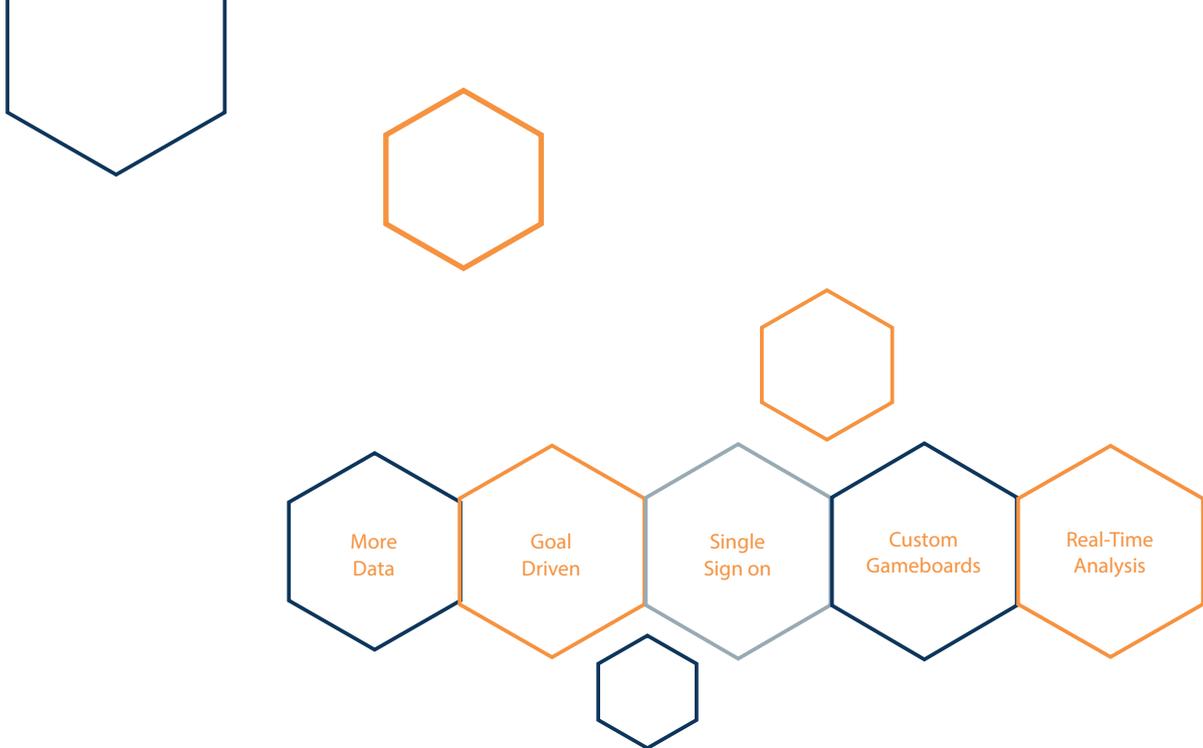
"Because it's the interface for Go2Insight, Digital Hive is accessed by all our customers but also pretty much every team in the organisation, across every area of our business. Our sales team uses it to demo Go2Insight to potential customers; our Finance team use Go2Insight to run analyses of, for example, outstanding billing transactions; our commercial team uses it to look at the performance of our air and hotel partners; account managers use it to prepare for their client presentations; our bid use it to search and surface capabilities most relevant to their bids; our marketing team uses it to get data for presentations-- even our events team uses it to run reports. Digital Hive really does touch every area of the organisation."

Thriving, not just surviving

Even pre-pandemic, Go2 solutions have more than proven their worth, being the centrepiece of the entire Clarity technology stack. But their recent contributions have been truly remarkable, having enabled the firm to win a significant amount of new business and achieve highly enviable customer retention rates—especially given COVID's enormous impact on the sector. In the last three years alone, Clarity has secured no less than £135m in new business. And, over the same timeframe, it recorded on-going/retained business worth a very impressive £74m.

In the first three quarters of 2021 alone Clarity managed to record £55m worth of new business. How did a business travel company manage this over a year of lockdowns? For sure, tight management and business controls played a very big part. But Clarity also attributes part of its success to the huge value its Digital Hive-powered software tool has provided to the business and its clients.

"A key part of making all that success," began Darren Williams, Clarity's Head of Finance Operations, Management Information and Data, "is the Go2Insight Business Intelligence (BI) platform, which combines relevant business travel expertise from Clarity's in-house Management Information (MI) analysts and designated client Strategic Account Managers as well as an ever-growing amount of company travel data. Customers rely more and more on Go2Insight to get all the MI and data they need to see the bigger picture".



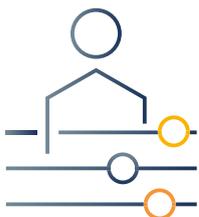
Self-service analytics 'on tap'

The most transformational Go2Insight service results from the connection of Digital Hive with ThoughtSpot's search-driven analytics platform. Digital Hive provides ThoughtSpot's search-driven analytics 'on tap' to let Clarity's customers and internal users easily explore, analyse, and share real-time business analytics data inside their teams, using natural language. Users get access to ThoughtSpot's live, interactive dashboards (or 'pinboards'), as well as highly customised views (Digital Hive 'gameboards') for specialist teams like Marketing or Finance. Together these technologies have been particularly beneficial in the turbulent first 18 months of the global health crisis.

A silver lining: accelerating self-service and automation

With the travel industry getting battered by COVID's very strong winds in the first few months of 2020, Clarity offered a very welcome cost-saving option for customers: enable a swift (and helpful) bit of digital transformation by moving to self-service as much as possible. A pivot to greater internal reliance on Digital Hive also aided Clarity's internal reorganisation to weather the crisis, which included streamlining operations and putting many of its analysts onto the emergency furlough scheme.

Fast 'low code' development was always one of Digital Hive's benefits, but this really came to the rescue during those rough few months of 2020 to early 2021, as Darren explains: "Right at the start of the pandemic, we were able to instantly create special views to let us see the status of refunds and cancellations," says Williams. "But we've also now built out several additional use cases and reporting content to our Finance team that allow us to much more easily look at the efficiency within the business and increase automation. There was always a vision to have Go2Insight run right through the organisation, from one end to the other, and in a way, one silver lining of COVID is that it drove us to finally achieve that."



"We've also now built out several additional use cases and reporting content to our Finance team that allow us to much more easily look at the efficiency within the business and increase automation."

Personalized portal solutions - fast!

Since joining Clarity in 2017, Darren has been particularly impressed with the speed that he can personalise the portal for different business users, customers, and specific use cases:

“The big benefit with Digital Hive is that it enables me to very quickly model something, then go create it, and just as quickly change something. That means I can design and build at the same time, which has always really cut the cost and simplified the entire effort of building a personalized travel cost and management portal for a Clarity customer.”

Innovative client ESG (environmental, social, and corporate governance) travel metrics

One important new personalized capability that Clarity has built for its customers with Digital Hive is on-screen carbon offsetting travel metrics. Using Go2Insight customers can see everything from how much CO2 is output on a journey to the number of trees that need to be planted to offset a flight to any location or by kilometres. It also lets users compare the carbon footprint of travelling one mode (e.g., high-speed train or ferry) versus another (short-haul flight or car) and make the appropriate decision according to any new ESG policy their boards may have mandated.

“We’ve noticed more and more over the course of the pandemic a massive increase in focus on carbon emissions reporting” Darren commented. “In response and to help our customers, we’ve completely revised all our CO2 reporting and added additional content filters within Go2Insight to help customers meet their ESG commitments.”

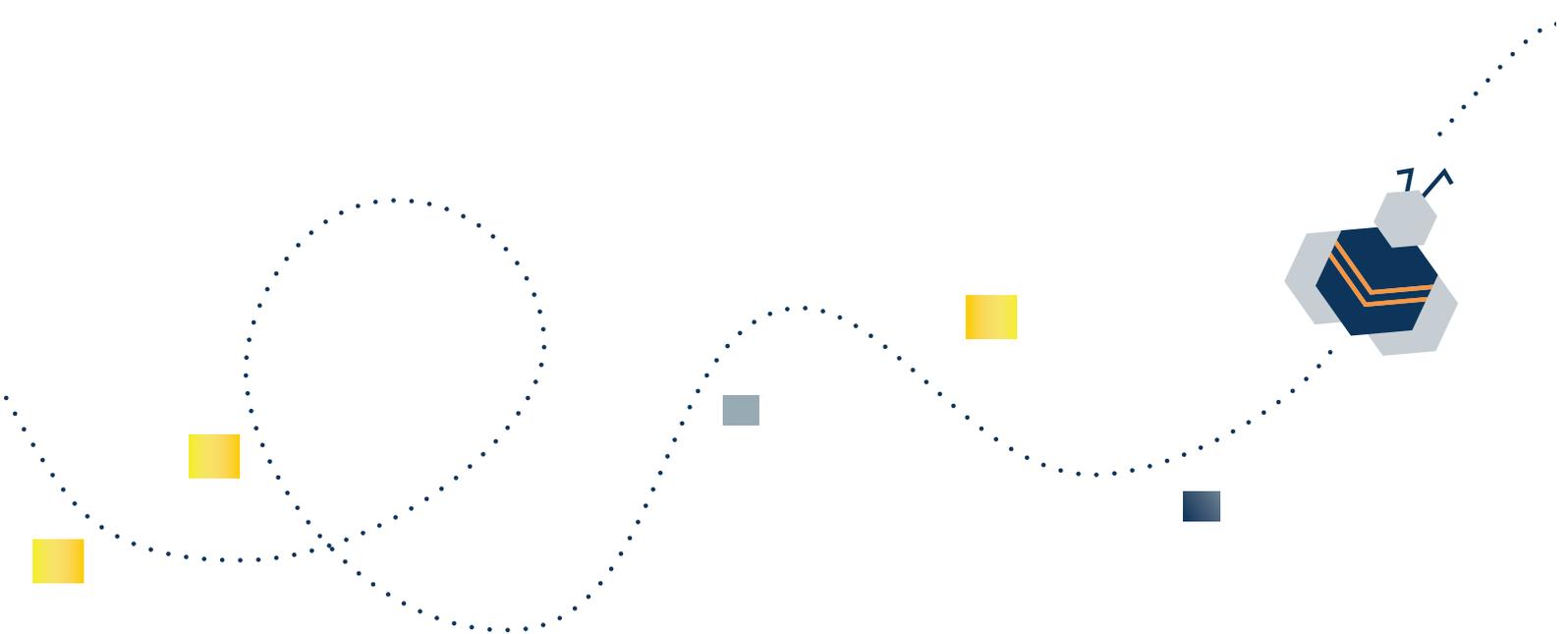
Match fit and ready for any future industry changes

Without question, Digital Hive has helped Clarity prepare its business for the post-pandemic era of business travel, whatever changes may unfold over time as Darren explains: “Right now, our big focus is on environmental metrics. There will be additional areas of development for us using Digital Hive as we return to normality and travel picks up again. People recognise that there are things that they needed to pay more attention to that will in turn drive more analysis and reporting requirements. The good thing is we have a platform that we can easily personalise so we can do any of what we’re asked for very quickly--and very easily.”

And crucially, as travel companies return to match fitness, Go2Insight is helping Clarity win over new customers: “As Go2Insight is such a big component part of what we give our customers, we could say that it’s directly responsible for every bid that we win” Darren concluded.



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About Clarity

Based in Manchester, UK, Clarity offers the UK's best online Corporate Travel Booking Tool as part of a range of multi award-winning and market-leading corporate travel management solutions. The firm does this via a range of proprietary and unique booking technologies architected to always offer the very best choice of global fares and rates, including its Go2Insight tool for deriving maximum value for money on your corporate budget to Go2Track, its traveller support system, and full SAP travel management functionality integration.

About Digital Hive

Digital Hive is an international software company that provides an intelligent enterprise portal to content from analytics and BI tools, content management systems, and file systems – on-premise and in the cloud. By providing a single, shared organizational view, federated search across tools, and custom branding, Digital Hive helps drive systems adoption, improve data literacy, and deliver data stories for better decision making and business performance. A 2020 Gartner 'Cool Vendor,' Digital Hive customers like Clarity, DFS, Highmark, Pomona College, and University of Denver.

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Darren Williams, Clarity

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