

CASE STUDY

Thanks to Destinux, Froneri has achieved a 20% saving in costs and time



Introduction

Froneri is the result of the merger between Nestlé, the world's largest food manufacturer, and R&R, one of the global leaders in ice cream production.

Today, Froneri is present in **23 countries**, offering iconic products that are internationally recognized and appreciated, including **Maxibon, Pirulo, Extreme, Nuii, Oreo, Milka, and Toblerone**.

In Spain, Froneri Iberia has **more than 800 employees distributed between its headquarters and factory in Araia (Vitoria, Álava) and an office in Valencia**. The company's team is multidisciplinary, with experts in production, engineering, logistics, quality, R&D, sustainability, and commercial functions.

A relevant fact is that approximately 70% of the workforce undertakes regular travel, both nationally and internationally, making corporate travel management a strategic element for the company's operational efficiency.

What challenges did Froneri face in managing corporate travel?

Before taking the step toward digitalizing its travel management, Froneri faced obstacles that directly affected operational efficiency and the experience of its traveling employees. Some of these included:



1. Inefficient systems

Initially, the company used an internal Nestlé tool. Although it covered some basic functions, it quickly became clear that it was not adapted to Froneri's specific needs, as a company with high employee mobility and an international profile. The system lacked flexibility, did not provide user autonomy, and was not intuitive, which generated excessive dependence on external management and an additional administrative burden for the internal support team.

2. Manual and slow processes

Later, the company opted to work with traditional travel agencies. However, the management model remained inefficient: bookings, changes, and cancellations were handled mainly by phone or email.

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This process was not only slow and error-prone, but also led to long waiting times and a lack of immediacy that directly impacted employee productivity, as many of them traveled frequently for business reasons.

3. Lack of visibility and control

One of the biggest challenges was the absence of a centralized platform providing a global view of travel activity. The company did not have consolidated information on travel history, making it difficult to monitor expenses and ensure compliance with corporate policies. This created a dual problem: on one hand, it limited management's ability to make data-driven strategic decisions; on the other, it increased the risk of financial inconsistencies and regulatory non-compliance.



In this context, Froneri identified the urgency and need for a comprehensive system that would completely transform how corporate travel was managed. The company was looking for a solution that would:

- Centralize all travel-related information and processes
- Simplify and automate tasks, eliminating unnecessary bureaucracy
- Offer employees a fast, intuitive, and immediate booking experience
- Ensure control and traceability of each trip, guaranteeing compliance with corporate policies
- Provide real-time visibility for better strategic and financial planning

The situation was clear: for a constantly moving company like Froneri, finding an integrated tool meant not only a technological change, but also an opportunity to transform the way corporate mobility was managed.

"Destinux has allowed us to streamline and centralize all travel management. We can now check the status of trips at any time, make bookings autonomously, and have full visibility over every journey. The platform combines security, efficiency, and convenience, and the results speak for themselves, with savings of around 20% in both time and costs".

Helena Muñoz, Travel Manager at Froneri

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Why did they choose Destinux?

In their search for a comprehensive solution to address corporate travel management challenges, Froneri evaluated different alternatives. The company became aware of Destinux during its internal optimization processes, after an initial contact at an event organized by IBTA. From the outset, the platform caught the team's attention thanks to its innovative approach and its proposal to centralize and simplify all business travel management.

A key factor was the system's ability to configure and customize, in an ad-hoc manner, Froneri's organizational criteria and structural architecture, allowing the platform to be adapted to its specific corporate travel management needs. This flexibility enabled the centralization of all processes in a single digital environment, with automated workflows and full traceability, ensuring regulatory and internal policy compliance while maintaining an optimal balance between user autonomy and corporate control mechanisms.

Travel management was centralized under the responsibility of **Helena Muñoz, Travel Manager at Froneri**, who coordinates and supervises the company's trips. Additionally, employees greatly benefited from the ability to **self-manage their own travel** in an agile and autonomous way, always within the parameters defined by corporate policy. This not only gave users more freedom but also ensured that each booking aligned with internal control and optimization criteria.

Another key aspect was the **integration with Froneri's JD Edwards ERP system**. Thanks to this connection, information flows in a synchronized manner, avoiding duplication, financial errors, or administrative issues related to user onboarding and offboarding. This automation proved essential to improving efficiency and ensuring data reliability in accounting and internal management processes.



In short, Froneri selected Destinux not only as a technological solution, but as a **strategic partner** capable of delivering immediacy, control, and visibility in a critical business area: corporate mobility.

What benefits have they achieved with Destinux?

The implementation of Destinux at Froneri has led to a significant change in how the company manages corporate travel, resulting in a true transformation in efficiency, control, and employee satisfaction. The most notable benefits include:

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1. Greater efficiency and control

Thanks to the centralization of all travel-related information, bookings, and documentation, the company now has full visibility over past, current, and future trips. This global control has enabled Froneri not only to improve day-to-day operations but also to make strategic decisions based on real data, optimizing resources and anticipating potential incidents.

2. Drastic reduction in administrative time

One of the most significant achievements has been a reduction of up to 90% in the time spent on travel-related administrative tasks. What previously required multiple emails, phone calls, and reviews is now resolved in minutes through the platform. This time saving has freed staff from repetitive tasks, allowing them to focus on higher-value, strategic work.

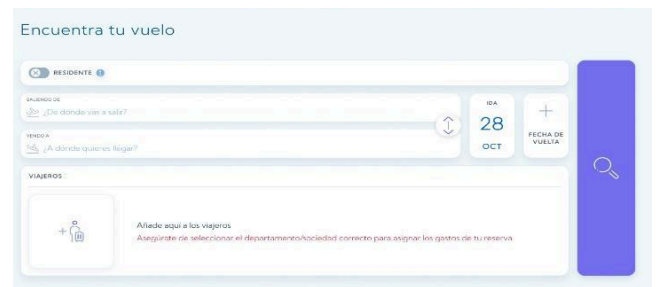
3. Cost savings (direct and indirect)

Since implementation, Froneri has achieved an estimated 20% optimization in costs and time, thanks to better planning, greater visibility into spending, and the ability to compare and select the best transport and accommodation options. This is complemented by more efficient control of corporate policy compliance.

Destinux ensures that every booking is made in line with internal policies, providing a framework of control and transparency. In cases of exceptions, these are managed quickly and in a controlled manner, avoiding risks and ensuring consistency in policy enforcement. This has strengthened management's confidence in compliance with company standards.

4. Corporate policy compliance

Destinux ensures that each booking is made in line with established internal policies, providing a framework of control and transparency. In addition, when exceptions arise, they are managed quickly and in a controlled manner, avoiding risks and ensuring consistency in the application of corporate rules. This has strengthened management's confidence in the company's compliance with its standards.



5. Innovation and ease of use for employees

The platform has been very well received by users thanks to its integrated agenda and wide product catalog, which includes airlines, trains such as Renfe and Iryo, as well as car rental services—all managed from a single access point. This practicality has greatly simplified the travel experience, increasing employee satisfaction and reinforcing the perception that the company invests in modern, easy-to-use tools adapted to real needs.

6. Personalized support accompanying every corporate trip

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A key differentiating factor for Froneri is the availability of a Personal Travel Assistant, a human and specialized support service that complements the digitalization of the process.

This service provides employees with immediate and personalized assistance in case of any emergency or complex travel-related issue. The combination of advanced technology and human support strengthens traveler confidence and ensures a seamless end-to-end experience without the need for additional providers.

"At Consultia Business Travel, we support Froneri in transforming their corporate travel management by offering an integrated solution that combines digitalization and personalized assistance. In this way, we ensure efficiency, control, and above all, the peace of mind that their employees have expert human support on every trip, wherever they are".

Anabel Leal, Business Travel Director

Corporate events management

In addition to optimizing employee mobility, Froneri has found in Consultia Events & Experiences a key partner for organizing its most important corporate events. Among them is the company's annual meeting, a strategic gathering that brings together around 700 participants over two days.

These meetings are not only a point of convergence, but also a true platform for internal and external communication where new developments are presented, company culture is reinforced, and new collaboration opportunities are created. In these cases, Consultia has handled the full end-to-end event management.

The result is a smooth, memorable, and high-impact experience that not only meets attendees' expectations but also enhances the Froneri brand and strengthens its corporate image within the sector. Thanks to this collaboration, the company has transformed its events into a true driver of connection, cohesion, and growth.

