

CLIENT CASE

BABOLAT x N2F

“N2F is really fast! Don't even talk to me about Excel anymore...”

CLAUDINE COUDENE
Responsible for expense report management in France

ACTIVITY SECTOR

Manufacture of sports equipment and accessories



INTRODUCTION



Companies growing internationally need an **expansion strategy tailored to each market**. This often includes opening local subsidiaries, to be as close to the ground as possible. When a company internationalizes its business in this way, it adopts multi-entity, multi-nationality, and multilingual management. In this context, **it will be to the company's advantage to adopt software solutions that meet the specific needs of its different markets, whether for sales, marketing, or administrative management**. These tools must facilitate implementation and enable strong inter-entity links to be maintained. To achieve this, they must be easy to deploy across multiple territories, available in several languages, and highly configurable.

Babolat, a global sports equipment company, has around ten entities across different continents. Several years ago, **this world-renowned company moved to paperless expense report management with the N2F application**. Claudine Coudene, Babolat's supplier accountant and administrator of the solution for France and abroad, shares her experience of N2F and explains what the tool brings to her company's international context.



BABOLAT, IT'S:

150

YEARS OF EXPERTISE

5

LANGUAGES USED IN N2F

(FRENCH, ENGLISH, GERMAN, ITALIAN, AND SPANISH)

10

ENTITIES SPREAD ACROSS
EUROPE, AMERICA, AND ASIA

280

EMPLOYEES WORLDWIDE

Babolat was founded in Lyon and its innovation expertise dates back to its earliest days, when the company **invented the tennis string in 1875**. Specializing in racket sports, the brand has acquired an **international reputation in the world of tennis, badminton, and padel**, equipping top-level players for the most prestigious competitions.

The company, run by a descendant of the founder, retains its family spirit and is proud of its Lyonnais origins. Its success has been built around strong values, as its president Eric Babolat reminds us: “With every gesture, every strike, every match, we pass on nearly **150 years of emotion, enthusiasm, innovation, daring, and victory**”. Today, Babolat employs 280 people worldwide, in France, the US, the UK, Germany, Italy, China, and Japan.

ACCOUNTING AT BABOLAT

Claudine Coudene is **responsible for expense report management in France**. She explains:

“

Accounting is handled by a team of seven people on our Lyon site. As N2F administrator, I'm in charge of creating new users and **configuring the tool when we need to develop it to meet our needs**. Expense reports for foreign entities are managed by an accountant and a manager on each site.

Most of our subsidiaries use N2F, so I liaise with the local accountants and support them in their use of the tool.”



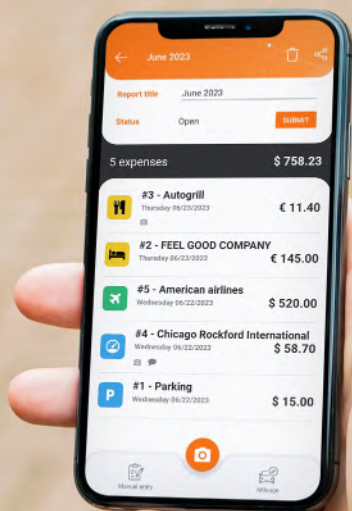
WHY DID YOU DECIDE TO IMPLEMENT THE N2F APPLICATION?



Claudine Coudene clarifies that: “N2F was introduced in 2019 by my predecessor. **We first deployed N2F in France, before rolling it out in the US, Spain, and Italy in 2020. The tool was implemented in the UK in 2022.**



We decided to implement an expense report management solution **to save time and improve approval workflows.** We were using paper at the time: we would send the document to the person submitting the expense report, they would sign the document, they would then have to send it to their manager, and so on. **The process wasn't optimized. We wanted to speed it up, and expense reimbursement too.”**



WHY N2F RATHER THAN ANOTHER SOLUTION?

“ We studied the various expense report management solutions on the market. To my mind, several factors steered us towards N2F.

Firstly, we could **easily integrate it with our in-house software via a specific development**. Secondly, **the analytics** offered in the tool were well-suited to our needs (we use this part a lot).

Finally, **a real advantage of N2F is that it can be easily deployed in our foreign subsidiaries thanks to its multilingual capabilities**. Our employees can use the tool in their native language, whether it's French, English, German, Italian, or Spanish.”

N2F ON A DAILY BASIS AT BABOLAT

Claudine Coudene, who has been responsible for managing expense reports on N2F for nearly three years, can see **the daily benefits for all concerned**.



DAY-TO-DAY OPERATIONS

“We equip employees as we go along, according to their needs. If they make business trips, for example, I give them access to the application. Some other employees who don’t travel also have access, because we’ve introduced a **flat-rate teleworking allowance**. The employees who benefit from it enter a specific expense claim in N2F and receive the allowance.

In terms of **analytics**, each person has a **service code**. We have also set up **product, market, and project codes**. We use these axes to take advantage of the statistics available in N2F.”



EXCEL VS. N2F

“Before, I used to do my expense reports in Excel. I can clearly see the difference now. It’s quicker, I don’t have to write them down on a form and then enter the data by hand into the accounting software. It goes straight into the accounting system and into the right account. It’s really fast! Don’t even talk to me about Excel anymore...”



THE USER EXPERIENCE

“Our users are delighted by how quickly their expense claims are reimbursed. It was easy **to implement the tool because it’s really practical, fun, and user-friendly. I’ve never had any negative feedback!**”



THE ADMINISTRATOR’S EXPERIENCE

“Our validation workflow includes the managers, and the validated information is then passed on to me. **The process is much faster than before**, and it’s the same for integrating the data into our internal software and for reimbursements. If there are no errors, an expense report takes me **just two minutes**.

As an administrator, I’m responsible for configuring the tool if there are changes to our expense policy, or if we need a new analytical axis or expense category, including for our foreign entities. **I’ve really got to grips with the solution and I’m now autonomous on N2F**. I keep in touch with the accountants in the other subsidiaries to answer their questions and deal with minor problems if necessary.

What I particularly like about the tool are the imports: for car registration, for example. I use this regularly.

HER FAVORITE

THE “VERIFIED” BOX

Another feature I like is the **“Verified” box**. It lets you know where you are in the verification of an expense report, which is very useful when there are a lot of expenses. It’s a great management aid, as it avoids losing work you’ve already done: if you complete a task in several stages, for example.

I also use the **predictive verification feature**, which comes in very handy day-to-day. It suits me perfectly, and I find it **clear and easy to use**.

I'm still learning, because the application is full of possibilities and there's a lot you can do with it. **I think it's a fun solution and I'm very happy to be using N2F.**"



FUNCTIONAL UPGRADES TO N2F

"The changes made to the application are headed in the right direction, and **the new features are great!** The automatic translation of receipts is very useful, **because it's difficult to check receipts in a foreign language.** Now we can make sure everything is consistent ourselves.

Similarly, **internal messaging allows us to contact the person concerned directly if needed** without having to e-mail the manager."

CLAUDINE COUDENE'S OPINION OF N2F'S SERVICES

" **I don't call on the support team very often, as the tool is extremely well-suited to our needs,** but our exchanges with the N2F teams have always been excellent. We get the answers we need.

Last year, **the technical support manager came on site** to train the accounting department and demonstrate how the tool works, which we really appreciated. **I'm very satisfied with the services provided by N2F.**"



RENEWED TRUST

“We recently increased the number of N2F licenses at Babolat to support our international expansion. Given the speed and ease with which the tool can be deployed, we’re thinking about rolling out the solution to our subsidiaries that aren’t yet equipped with it”.



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