

The Mobility Data Hub: A Journey to Integrated Reporting

Graebel helps a global technology company simplify its complex mobility ecosystem by unifying data from multiple providers into a single, centralized hub.

With fragmented systems and limited visibility, the company's mobility team partnered with Graebel to integrate all data sources — evolving from manual aggregation to an automated, company-owned reporting platform powered by a unique identifier model. The result: streamlined reporting and actionable insights across the globe.

Project overview

The company aimed to gain a unified, comprehensive view of its mobility program, including activity, volume and spend, as no single supplier captured all data across relocation, tax and immigration. A central data hub was established to consolidate inputs and provide consistent, executive-ready reporting. Partnering with Graebel, the teams co-developed the approach — starting with manual, multi-quarter decks, evolving to a structured data hub, and ultimately implementing a company-controlled unique identifier model to deliver clarity, consistency and confidence in global mobility reporting.

Methodology and strategic insights

To address the challenge and optimize the relocation experience, the project moved through several phases, beginning with establishing the baseline and ending with consolidated, unified reporting.

Phase	Approach	Key Findings
Phase 1: Baseline Assessment	Established baseline by gathering manual reports from sources (Graebel, the company, tax and immigration). Graebel consolidated manual reports into a comprehensive deck.	Complex parameters for the output identified challenges in data integrity.
Phase 2: Establish Unified Identifier	Collaborated with tax and immigration partners and recommended using the case number as a common reference to link records. Redesigned the structured data hub and refined its use over approximately 12 months.	Improved data capture compared to original baseline. Internal finance reports weren't aligned with active cases. Using the case number revealed additional gaps in areas where Graebel wasn't involved, such as non-relocation immigration activity.
Phase 3: Identifier Audit	Determined the necessity of auditing the common identifier so all data subsets remained included, regardless of partner involvement.	Ownership of the identifier required decentralization from a single partner.
Phase 4: Ownership Shift	Assessed best practices for assigning a common identifier.	Concluded that governance should remain with the company, as it's the sole owner of all activity.
Phase 5: Enterprise Implementation	Implemented a unique identifier system to tag all active and historical files across the company's supplier ecosystem.	Standardized key identifiers across all streams to ensure consistency and eliminate duplicates.
Phase 6: Automation and Implementation	Automated Graebel's weekly milestone report and integrated data hub inputs with tax, immigration and internal company reporting.	Reduced manual effort, improved timeliness, and established a repeatable reporting cadence using the unique identifier.

Results: Quantified time savings

Implementing the data hub and automating reporting processes saved the company and Graebel a total of 10 hours per quarter. This clearly demonstrates the efficiency gained by reducing manual effort and streamlining workflows.



Strategic business impact



Holistic visibility: A single repository with a client-owned unique identifier provided end-to-end views of mobility activity, volume and spend across all service partners.



Data governance: Company ownership of the identifier eliminated vendor bias and streamlined governance, data lineage and change control.



Operational efficiency: Automating Graebel's milestone report and standardizing parameters reduced manual consolidation and cycle time for executive reporting.



Cross-functional alignment: Collaboration across Graebel, tax, immigration, and internal teams ensured consistent, standardized delivery of data to a centralized source while maintaining integrity and auditability.



Scalability & evolution: The model supports ongoing enhancement of metrics and reporting outputs without re-keying data into any single vendor system.

Conclusion: Empowering visibility. Enabling evolution.

By moving from manual tracking across multiple systems to a client-owned unique identifier and automated reporting, the company and Graebel created a scalable foundation for comprehensive mobility analytics. This transformation improved governance, comparability and responsiveness, reduced operational overhead, and preserved flexibility as partner ecosystems and program requirements continue to evolve.