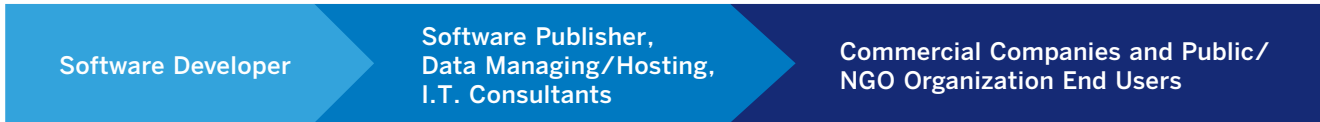


## DRIVING BUSINESS STRATEGIES WITH BIG DATA

While the composition of business spending varies between business sizes and industries, American Express can provide your company with big data analysis and customized reporting. Not only can you benchmark your business against the industry as a whole, you can also formulate an effective strategy that optimizes spending and improves your bottom line.

## KEY SUPPLY CHAIN IN THE TECHNOLOGY INDUSTRY<sup>1</sup>



## KEY TRADE SUPPLIES & OPERATING EXPENSES

Generally, companies allocate their spending across the following categories.



## EXAMPLES OF MERCHANTS THAT WELCOME AMERICAN EXPRESS<sup>2</sup>

### Travel and Entertainment

Travel and entertainment are essential to business operations. Enjoy a warm welcome when you use your American Express Card at airlines, hotels, travel agencies, online travel platforms, restaurants and more.

|                               |
|-------------------------------|
| Air Canada                    |
| British Airways               |
| Cathay Pacific Airways Ltd    |
| China Eastern Airlines        |
| Delta Air Lines, Inc.         |
| Egencia LLC                   |
| Emirates                      |
| Japan Airlines Co., Ltd       |
| JW Marriott Hotel Hong Kong   |
| Kerry Hotel Hong Kong         |
| Qantas Airways Hong Kong      |
| Shangri-La Hotels and Resorts |
| The Mira Hong Kong            |
| Uber                          |
| W Hotel Hong Kong             |

### Trade Supplies & Operating Expenses

American Express brings you more ways to flexibly manage your spending with different suppliers. With our platform, you can maximize buying power and increase cash flow.

|   |
|---|
| Amazon Web Services                                 |
| Apple   |
| Atlassian Pty Ltd                                   |
| Facebook Advertising (Hong Kong)                    |
| Federal Express (Hong Kong) Ltd                     |
| Google Services                                     |
| Hong Kong Adventist Hospital                        |
| Hutchison Telecommunications Hong Kong Holdings Ltd |
| Intuit Inc.   |
| NetSuite Inc.                                       |
| PayPal  |
| Salesforce.com, Inc.                                |
| Stripe  |
| Worldpay Group plc                                  |
| Yahoo! Hong Kong Ltd                                |

1. Information based on American Express internal data and does not necessarily represent the whole market. 2. Acceptance is on the basis of Merchant Terms and Conditions. The information is a sample of merchants that accept American Express Cards, and does not represent the comprehensive list of all merchants that accept American Express by industry.

## 善用數據分析 掌握營商策略

要全方位發展業務，管理商務開支與提升盈利同樣重要。美國運通因應不同行業及公司規模的開支需求，助您掌握大數據分析，制定合適的報表，不單可將公司的商務開支與同業作對比，更可更精準地規劃營商策略，優化商務開支管理，提高盈利。

## 科技業的主要供應鏈<sup>1</sup>

軟件開發商

軟件發行商，數據管理/托管，I.T.顧問

商業公司及公共/非政府組織使用者

## 主要供應商及營運開支

一般而言，科技業界的開支主要分為以下範疇。



## 歡迎美國運通卡的商戶<sup>2</sup>

### 差旅和酬酢開支

差旅和酬酢支出是業務營運重要的一環，現在您可以美國運通卡訂購機票、酒店、支付旅遊公司、網上旅遊平台及餐廳簽賬等，盡享方便。

Air Canada  
British Airways  
Cathay Pacific Airways Ltd  
China Eastern Airlines  
Delta Air Lines, Inc.  
Egencia LLC  
Emirates  
Japan Airlines Co., Ltd  
JW Marriott Hotel Hong Kong  
Kerry Hotel Hong Kong  
Qantas Airways Hong Kong  
Shangri-La Hotels and Resorts  
The Mira Hong Kong  
Uber  
W Hotel Hong Kong

### 供應商及營運開支

您可透過美國運通環球支付方案，靈活管理各項營運開支，提升購買力並改善現金流。

Amazon Web Services  
Apple  
Atlassian Pty Ltd  
Facebook Advertising (Hong Kong)  
Federal Express (Hong Kong) Ltd  
Google Services  
Hong Kong Adventist Hospital  
Hutchison Telecommunications Hong Kong Holdings Ltd  
Intuit Inc.  
NetSuite Inc.  
PayPal  
Salesforce.com, Inc.  
Stripe  
Worldpay Group plc  
Yahoo! Hong Kong Ltd

1. 以上資料為美國運通的內部數據分析，或未能反映整體市場狀況。2. 商戶條款及細則適用。以上資料為接納美國運通卡的部分商戶，並不代表該行業中所有接納美國運通卡之商戶。



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