

What does a

MOBILE PROGRAM

really

LOOK LIKE ?

Looking for the value in mobile



Traveler value

- Itinerary synch
- Flight alerts and disruption servicing
- Flash deals & promos
- Simple booking
- Service via phone / IM



Corporate value

- Custom messaging
- Custom content
- Compliant booking
- Lower cost & superior service
- Tracking & Duty of Care

Spectrum of options

- No integration
- No hassle

- Better traveler experience

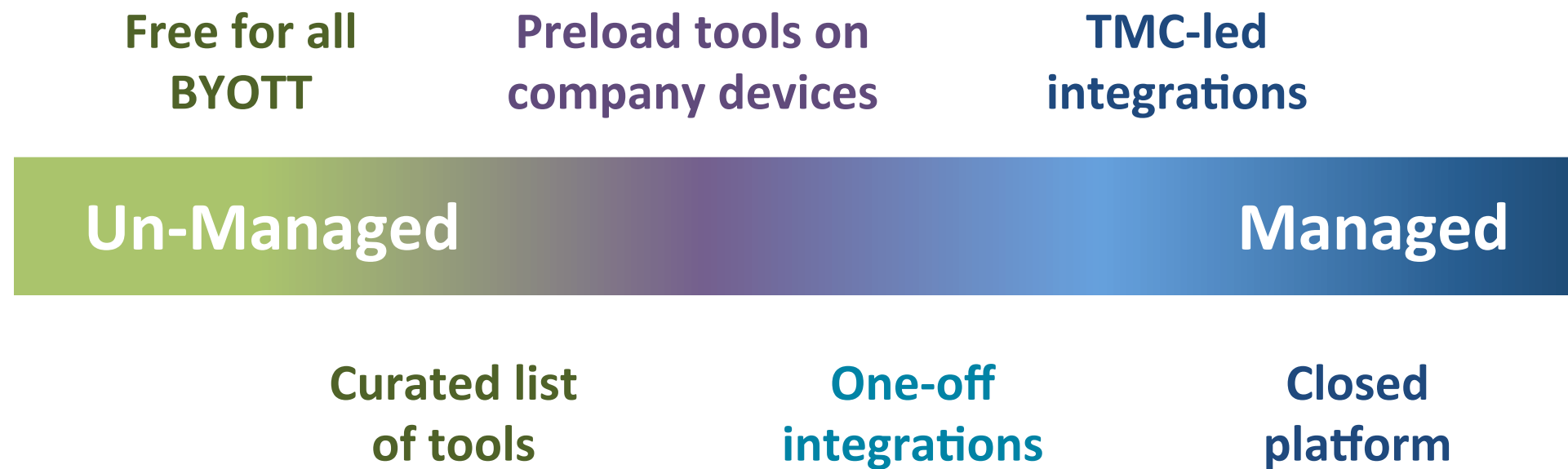
Un-Managed

Managed

- No upkeep
- No worries

- Travel manager tools

Spectrum of options



Spectrum of options



Un-Managed

Managed



What does integration look like?



1. Unmanaged travelers feel more successful at getting convenient and comfortable trips - and at getting the best prices
2. Unmanaged trips cost 3% less than those under “Guideline” travel policies
3. BUT...GBTA’s study update in 2013 recants some of their findings....

TMC	Mobile Solutions
BCD Travel	Proprietary play, coming soon
Amex	TripCase white label, others?
CWT	WorldMate acquisition
HRG	Mobile web, redesign in testing
OFB	Mobile web
Egencia	Native apps, refresher in 3Q

- That policies will go out the window
 - **Only certain mandates**
- That 100% of programs will do this now
 - **But the emerging norm**
- That our industry will be kaput
 - **Call it: “Reoptimized”**

- **Informed travelers:** Educated and trusted to optimize
- **Data:** Delivered to buyer near real-time
- **Safety:** Better, due to expanded visibility
- **Policy:** Still sets expectations and influences behavior
- **Preferred pricing & amenities:** Available in all channels
- **Service:** Open to the TMC, regardless of channel
- **Optimization:** Cost and friction data to budget owners

