

“Chief Decision Makers”

Note: As described by Barry Padgett at Concur Fusion 2013

PRIVATE AND CONFIDENTIAL – COPYRIGHT 2013 EVAN KONWISER



Trip's Expected Benefit

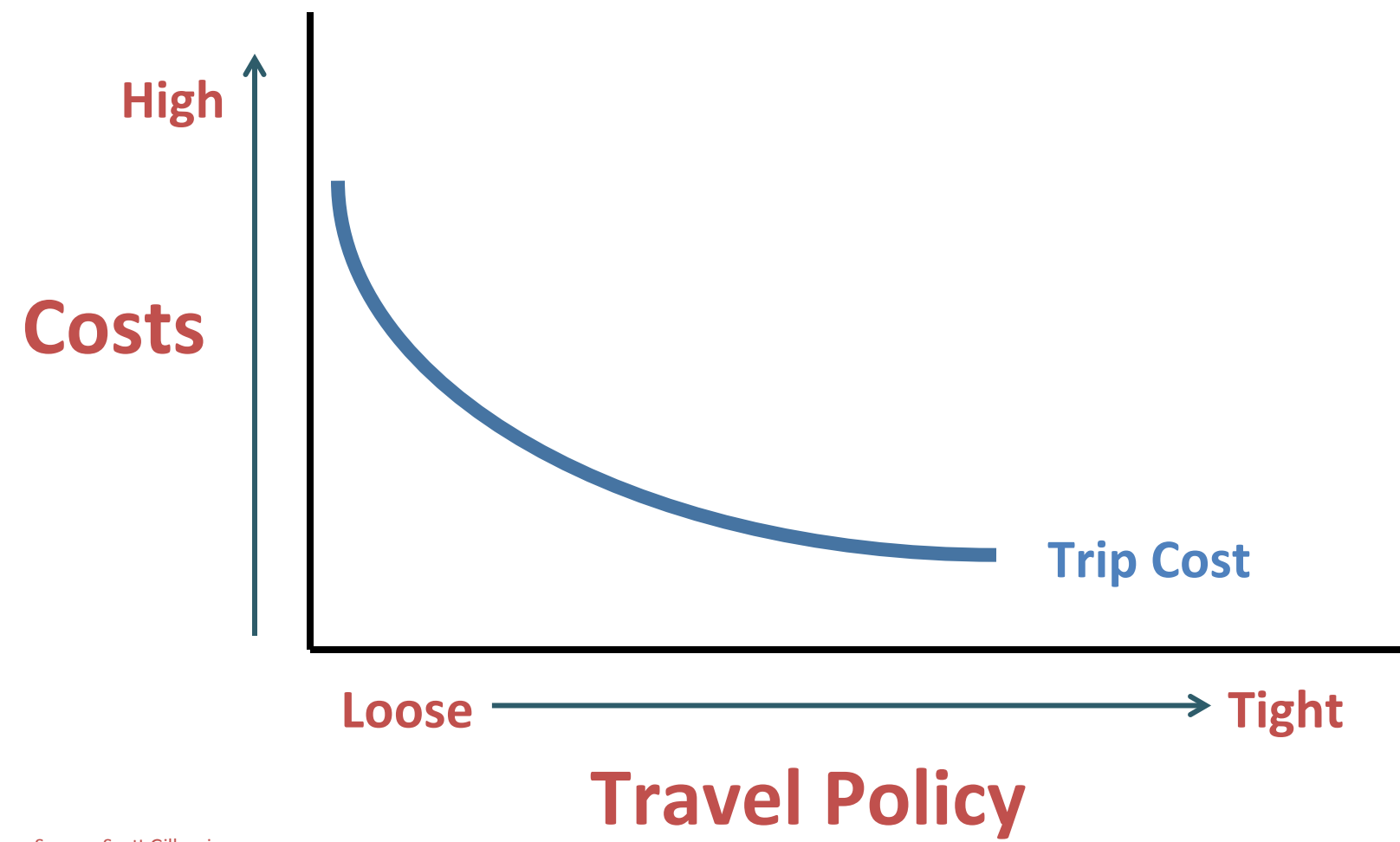
vs.

**Trip's Cost, net of
Policy Savings and
Trip Friction Costs**

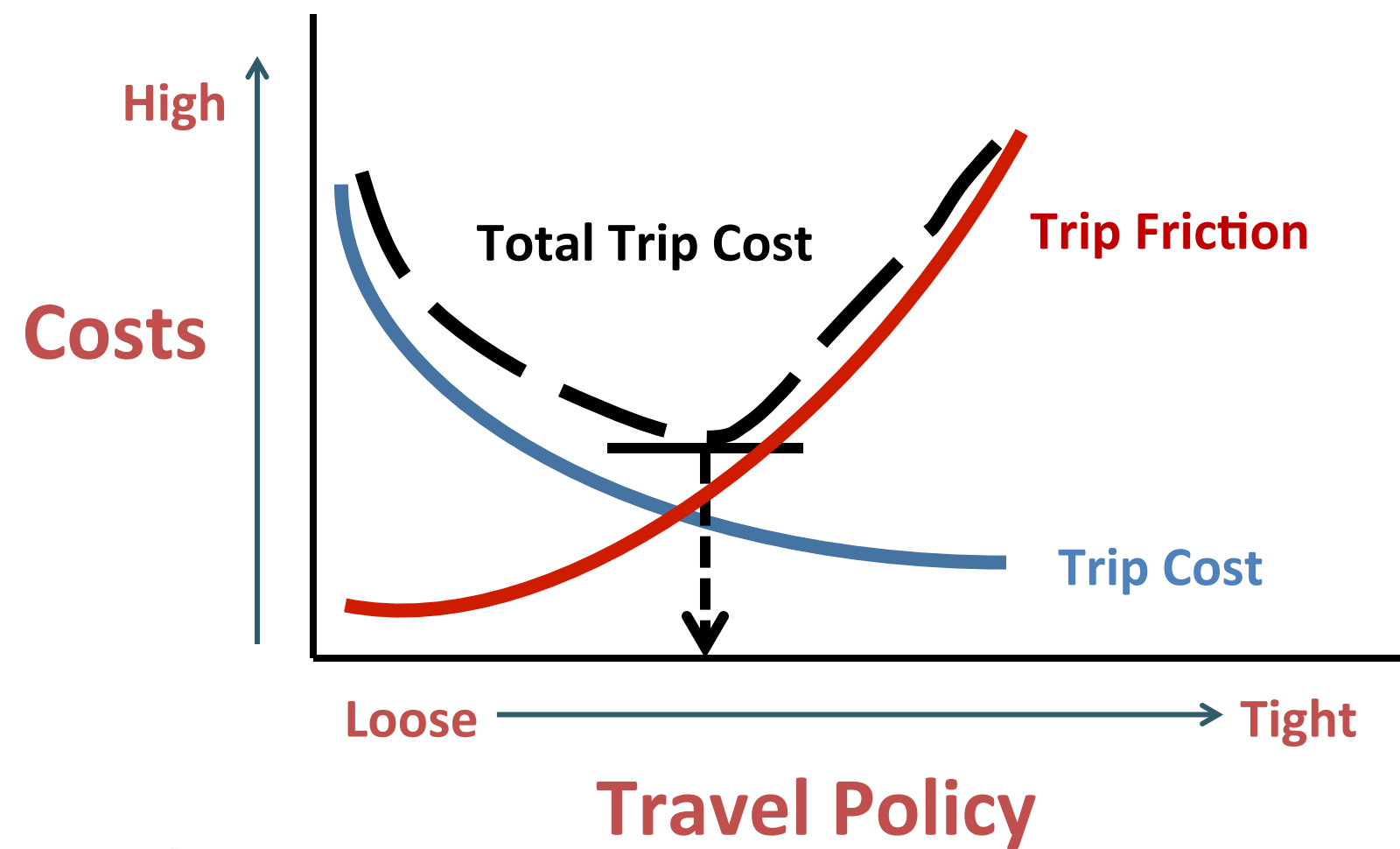
Red-eyes
Layovers
Delays
Coach class
Regional Jets
Lost personal time
Time zones crossed
Nights away



- **Lost productivity**
- **Reluctance to travel**
- **Negative impacts on recruiting & retention**



Source: Scott Gillespie



Source: Scott Gillespie

Who should make decisions about travel?



Traveler

Traveler's Manager

Travel budget owner

vs.



Central Travel Manager

Procurement / CFO

TMC

“Comprehensive management of corporate travel and spend while reducing restrictions on traveler choice.”

Managed Travel 2.0 Advisory Group
July 2013

Unmanaged

**Brand.com or
Personal TMC**

Personal Card

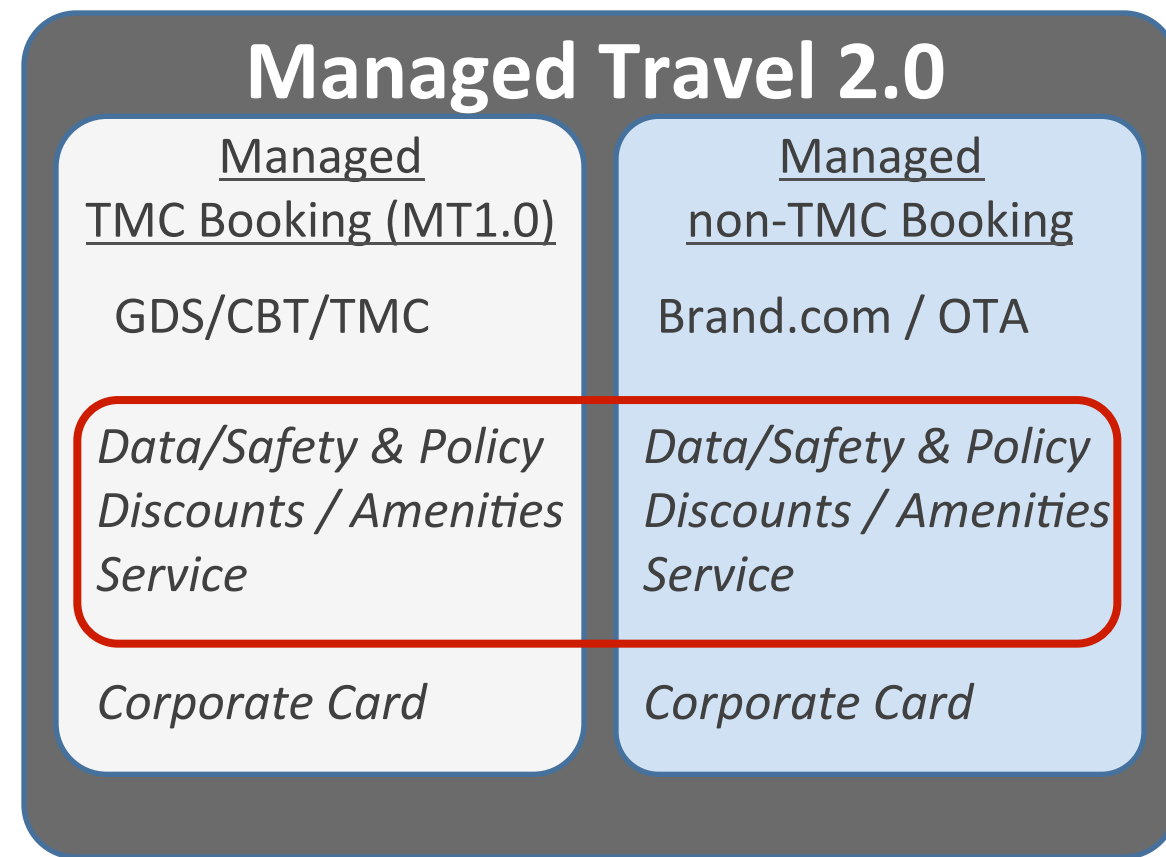
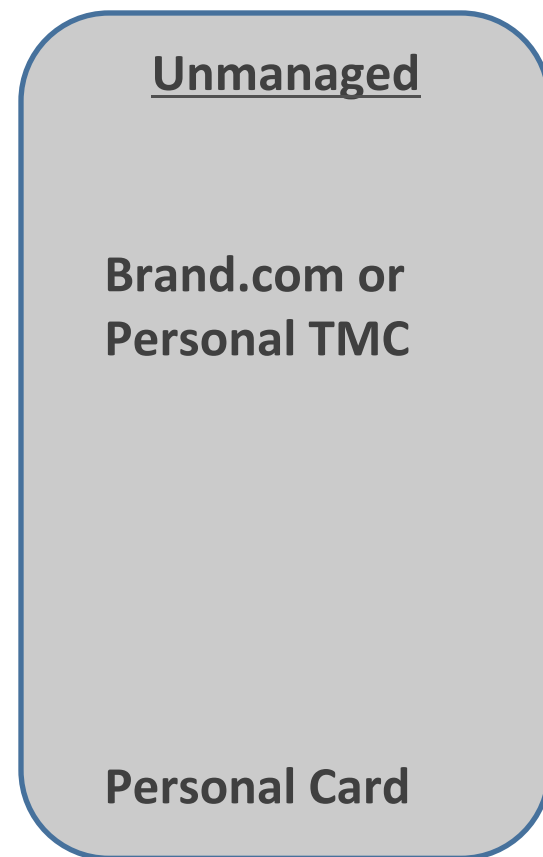
Managed
TMC Booking (MT1.0)

GDS/CBT/TMC

*Data/Safety & Policy
Discounts / Amenities
Service*

Corporate Card





Allow travelers increased flexibility about where and what to book, thereby allowing them to optimize their own travel decisions, without compromising the ability of corporate travel buyers to manage spend and provide service

Managed Travel 2.0 Advisory Group
July 2013

1. Consumerization by traveler
2. Platform by provider
3. Empowerment by manager

**Travelers are using their own tools
to manage travel, empowered to
make more decisions on their own.**

Itinerary Managers

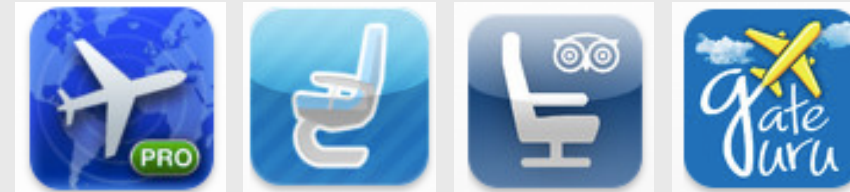


Examples: WorldMate, Triplt, TripCase

Key Functions: Parsing itineraries, Storing all aspects of itineraries for quick reference, itinerary alerts

Integrations: Itineraries updates (from e-mail parsing, inbox scraping, or API)

Flight Trackers / Flight Aid

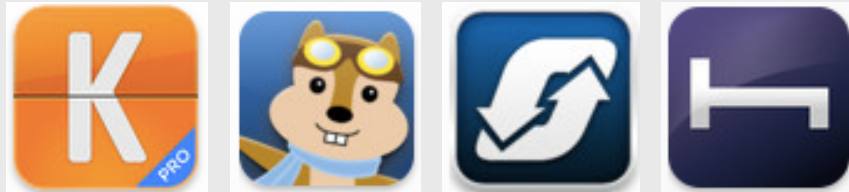


Examples: FlightTrack Pro, Seat Guru, Seat Alerts, Gate Guru

Key Functions: Information about flights, including seats, delays, gates; Information about airport experience

Integrations: Itinerary feed, if any

Flight / Hotel Searches

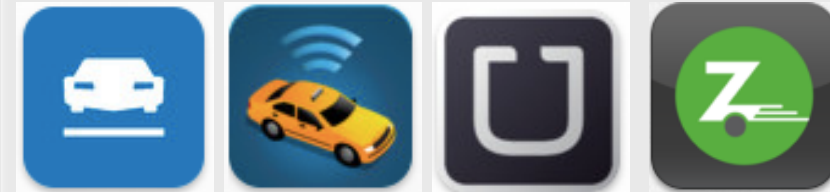


Examples: Kayak, Hipmunk, Hotel Tonight, Orbitz

Key Functions: Searching (and booking) air and / or hotels, including last minute booking, alternative flight schedules, etc.

Integrations: None. Expense feed if booking enabled

Ground Transportation



Examples: Groundlink, Taxi Magic, Uber, ZipCar

Key Functions: Ground transport options, real-time or advanced, from a variety of options ranging from one limo network, to driver-initiated to rental cars

Integrations: Itinerary and expense feed, if any, enterprise contracts in some cases

Connectivity

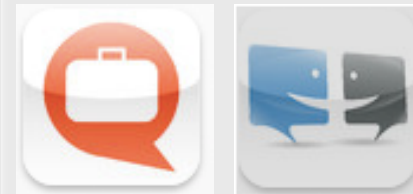


Examples: GoGo, iPass, Boingo

Key Functions: Giving wifi connectivity in spots not known for coverage, like airports, restaurants, and on airplanes

Integrations: Buying enterprise licenses and expense integration.

Language



Examples: TripLingo, Verbalize It

Key Functions: Translation services to help travelers abroad navigate language issues via the app or connection to a live translator

Integrations: Enterprise contracts and expense integration, if any

Telephony



Examples: Skype, iMobb, TruPhone, Google Voice

Key Functions: Allowing telephone connectivity via internet when abroad, which means free over wifi

Integrations: Buying enterprise licenses and expense integration.

Expense & Finance



Examples: OneReceipt, Mint, and Lemon

Key Functions: Tabulating expenses, keeping track of receipts, synching to expense systems, holding onto loyalty cards, etc.

Integrations: Buying enterprise licenses and expense integration.

