

Open Booking

Wishful Thinking or Impending Reality?

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Agenda

- Open Booking Definition
- Relevant Trends
- Industry Solutions
- Travel Managers' Perspectives
- Audience Q & A
- Wrap-up

What is Open Booking?

- Range of answers:
 - “Do whatever you want”!
 - Travel credits (Google approach)
 - Aggregate bookings from several tools (e.g. hotel consolidators, rail systems)
- Core concepts:
 - Report from anywhere
 - Extend influence of travel program

The Wire – an AirPlus Publication



Open Booking attitudes of nearly 100 travel managers

1. I have concerns about data capture 79.3%
2. I don't know how I'd track travelers for safety and security purposes 72.8%
3. I could not support my supplier relationships 60.9%
4. I don't trust my travelers to make good decisions 39.1%
5. It increases traveler satisfaction 34.8%
6. I trust my travelers to make good decisions 17.4%
7. There is potential to better control budget 12.0%
8. I believe it would boost compliance 4.3%

* Source: US AirPlus Survey Published Dec 2012

Open Booking is NOT
an alternative to
managed travel, it's an
additional option for
companies looking to
manage traveler
behavior that is
already occurring now.

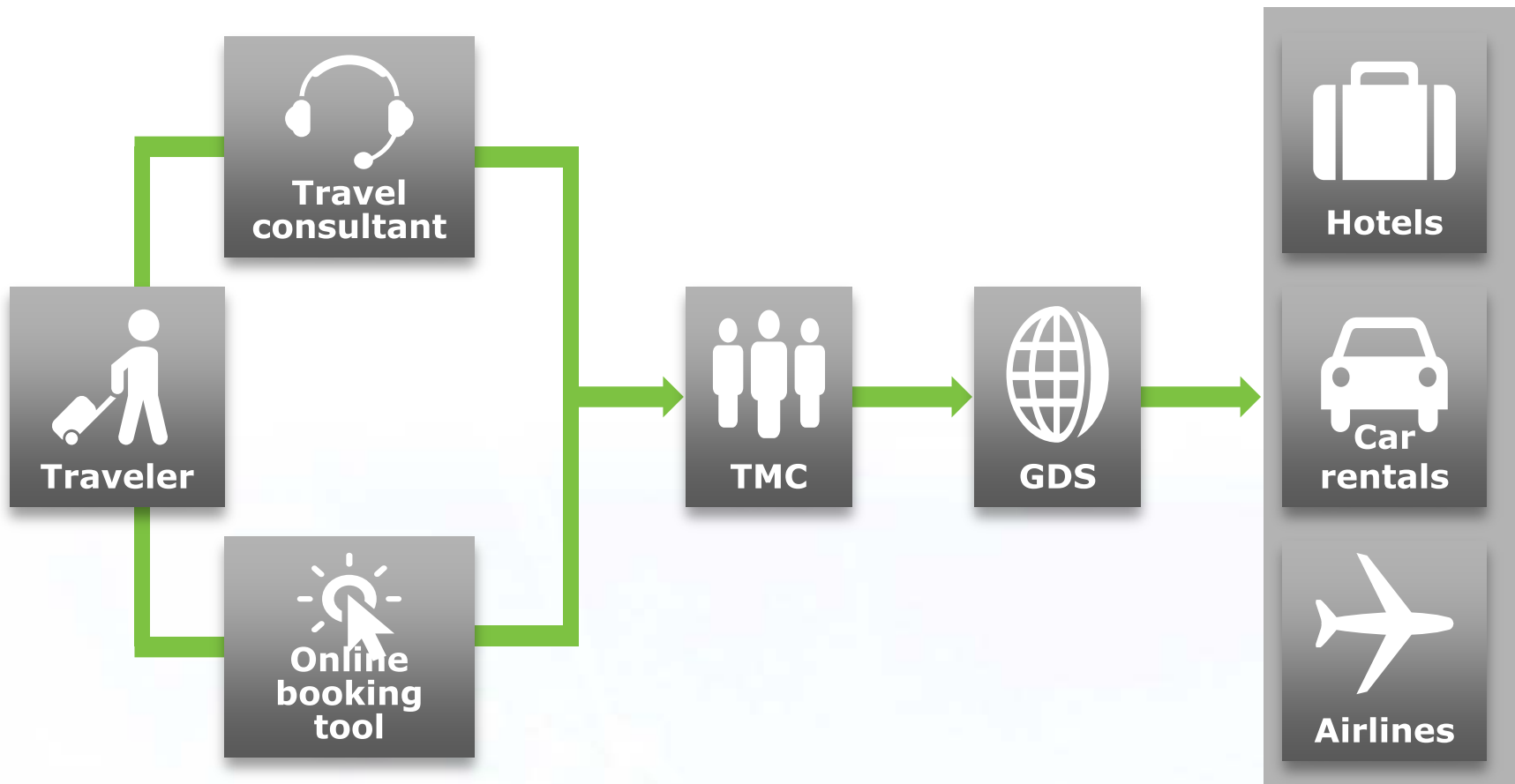


Content Distribution Costs



Explosion of Content





change is happening
WITH OR WITHOUT
employers



70%

Employees use personally
owned devices to access
company data and systems

Source: IDC

Data Facilitates The “Wants” and “Needs”

What *travelers want...*

- Booking Options
- Budgets not Rules
- Social/mobile tools
- Localized service

With the control the *company needs...*

- Capture Relevant Data
- Cost optimization
- Proven policy compliance system
- Travel risk management
- Reporting & business intelligence



Open Booking is all about Data Access and Data Quality



Importance Of Travel Data Uses

Average Rating On A Scale of 1 (Not Important) To 4 (Very Important)

- 3.13** Provide reports/KPIs to management
- 3.11** Generate information for supplier negotiations
- 3.10** Monitor travel policy compliance
- 2.82** Consolidate travel suppliers
- 2.80** Perform internal benchmarking

Source: AirPlus International April-May 2012 survey of 97 corporate travel buyers in North America and Europe

Assessing Satisfaction With Travel Data

Accuracy & Reporting Present Problems

Top Reasons for Satisfaction

- 10% Data is accurate
- 8% Amount is sufficient
- 3% Helps enforce & establish policies
- 3% Easily accessible

Top Reasons for Dissatisfaction

- 23% Data is not always accurate
- 20% Reports difficult to read/interpret
- 19% Reporting takes too long
- 14% Not consolidated/hard to access
- 8% Not enough provided
- 5% Not always trustworthy
- 2% Not sufficient to enforce policies

Assessing & Evaluating Data Sources

Data Sources	Respondents Using Data From Source	Find Data From Source "Very Valuable"
TMCs	96%	86%
Suppliers	93%	73%
Card Companies	76%	72%
Expense Systems	55%	83%
Expense Reports	46%	80%

Source: GBTA Foundation May 2012 survey sponsored by Carlson Wagonlit Travel, including responses from 174 members of the Global Business Travel Association and 31 CWT customers

Challenges with Travel Data Today

- **Data Capture** –
historically inconsistent
& *incomplete*
- **Data Consolidation**–
data elements &
formats are dissimilar
- **Data Completeness** –
missing key elements
of travel record used
for reporting & analysis



Emerging Industry Solutions

Supplier	Product	Brief Description
	Open Booking	Enhanced version of Concur Travel Indirect – forward itineraries to plans@concur.com Direct – link your Concur profiles with suppliers'
	Worldmate	Organize all itineraries and integrate them with the CWT agent desktops
	TripLink	Links trip components from multiple sources into TLRs (TripLink Records) stored in Centralized Travel Repository (CTR).
	Bookit	Shop, reserve anywhere; forward to Shorts to book
	ProcureApp	Embedded “Badge” sends reporting data securely to mid/back office, security, expense report, or all the above.

Open Booking Video

Please see the Open Booking Overview Video at Concur.com

Why is Open Booking good for your company?

Open Booking addresses the Social, Mobile and BYOD trends that are transforming corporate travel

Open Booking strengthens
managed travel programs
and *enabling* travelers to make
smart purchasing decisions
and bringing the data back
with a travel guideline.



Open Booking Direct strengthens managed travel

Appeals to businesses of all sizes by addressing the weaknesses caused by program leakage



Missed supplier discounts

Poor travel policy enforcement

Incomplete spend analysis

Ineffective Safety and Security procedures

Inefficient expense reporting

Why is Open Booking good for the TMC?

Open Booking fulfills the premise of a TMC

Manage ALL Corporate Travel

Mega TMC Whitepaper

54% of travelers...

...book outside of their
companies' recommended
hotel booking channels.

History doesn't repeat itself,
but it does rhyme.

Mark Twain