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technologies inc.
YOUR DATA, WITHIN GRASP

TRAXO





Solving the Data Puzzle with Grasp and Traxo

The 5 Missing Pieces in
Your Travel Program and
Where to Find Them

Our Panelists



Dave M. Lukas

VP and CSO,
Grasp Technologies



Brian Butler

Chief Sales Officer,
Traxo



Louise Miller

Managing Partner,
Areka Consulting



Dave M. Lukas

Vice President and CSO, Grasp Technologies



Dave M. Lukas is a serial entrepreneur, best-selling author, and investor. His companies have been on the Entrepreneur 360 and INC 5000 List 7 times and currently do business in over 70 countries. He has been featured on radio, TV, and many top trade publications and websites such as Forbes, INC, Yahoo! Finance, BTN, BTE, and more. Dave joined Grasp over 15 years ago first as an investor and has served in the VP/CSO role since 2011. During Dave's tenure, Grasp has expanded services to clients in over 50 countries and has grown over 800%.



LINKEDIN

//davelukas

Website

www.grasptech.com



Brian Butler

Chief Sales Officer, Traxo



Brian has been in the corporate travel industry for 20 years, wearing various hats along the way. He has spent time in sales, account management, marketing, operations, implementations, technology, partnerships, network management, and even product management roles at Hertz, Radius Travel, Upside Business Travel, and others.

Brian is currently the Chief Sales Officer for travel industry software company, Traxo. Brian leads the sales organization that's out in the market every day, evangelizing the importance of complete data visibility and off-channel travel data capture.



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//brian-butler-584a6

Website

www.traxo.com



Louise Miller

Managing Partner, Areka Consulting

Louise Miller has a particular passion for all things data and line of sight into spend. With more than 20 years in executive leadership primarily in the travel industry and is based near Pittsburgh, PA. Louise is currently the managing partner of the global indirect procurement consulting practice. Areka Consulting is headquartered in Paris and is the largest independent procurement consulting firm specializing in the travel value chain.

Louise oversees corporate client engagements involving strategy, sourcing, implementation and optimization across many indirect categories including travel, payments, expense, technology platforms, professional services and events. Louise earned her Bachelor of Science – Summa Cum Laude - from LaRoche University in Pennsylvania. Louise and her family host international high school and college students from Latin America and Europe.



LINKEDIN

//louise-miller-ask-areka

Website

www.areka-consulting.com



Simple Question



How do you know your data is good?

What is good data?

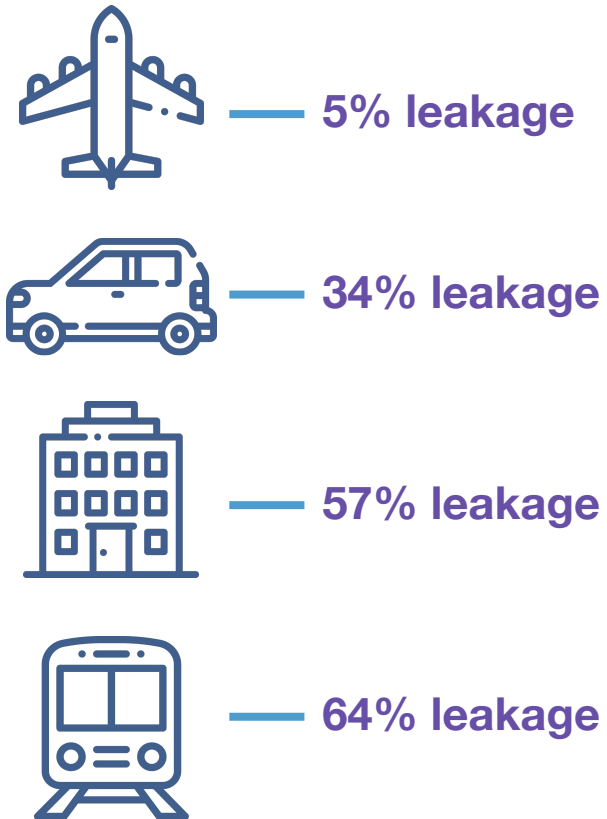
The Problem



T&E IS A CORPORATION'S 2ND LARGEST AND MOST CONTROLLABLE EXPENSE	T&E DATA IS DISPARATE, DISJOINTED, AND INCOMPLETE	NO DATA STANDARDS, NO INTEGRATION BETWEEN MOST SYSTEMS
EVERY PROGRAM IS DIFFERENT IN STRATEGY AND UNIQUE REQUIREMENTS	DATA MANAGEMENT FOR MOST IS MANUAL AND UNTIMELY	DATA CHALLENGES CREATE A VERY REACTIVE ENVIRONMENT

The Leakage Problem

According to data from Grasp Technologies, an average of **40%** of business travel bookings are made off-channel.



The 5 Missing Pieces in Your Travel Program and Where to Find Them



#1 - Missing Data



- Relying on just one set of data (many times just TMC)
- You need to include:
 - Expense data
 - Payment data
 - HR system data
 - Off-channel booking data
 - Supplier direct booking data
 - Online Travel Agency booking data
 - Rideshare data

#2 - Inaccurate data



- Travel data is dirty
 - Humans are inputting data across your sets and humans aren't perfect
 - TMC - each TMC in a global program might have different operational systems for booking data input
 - Expense - still a lot of human input for things like reason codes and other manual fields

#3 - Untimely Data



- Data must be timely to be effective, but
 - Expense data is only available once the traveler has actually submitted their expense report and had it approved, which can often be months after the travel
 - Payment data is up to a month behind before you have access to it
- So, by the time you have the data in hand, the entire world could have changed and you missed the Duty of Care or Savings opportunities

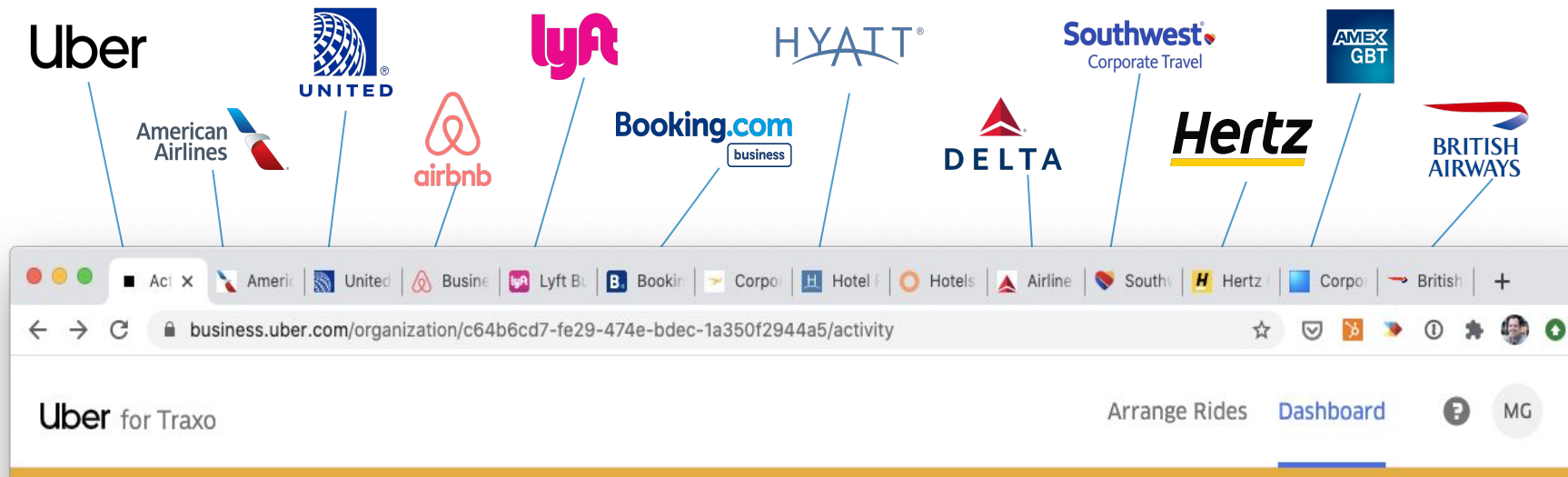
#4 - Inconsistent Data



- Travel data can be very messy
 - Hotel data - There is no standard on hotel names ... payment, expense, and TMC could all call it a slightly different name
 - Rail data - Inconsistent station identifiers
- Reservation vs Actual Spend
 - Matching is less than 80%

#5 - Unconsolidated Data

- Once you have your hands on all of the data, you have to consolidate it!
- If you have 10 sources of data, you probably have 10 different formats!





**Why hasn't this problem been
solved before?**

Our Vision

Traxo and Grasp have come together to solve this problem for the travel industry



**Grasp
Technologies**



Traxo

Grasp + Traxo



Problem

1. **Missing Data** →
2. **Inaccurate Data** →
3. **Untimely Data** →
4. **Inconsistent Data** →
5. **Unconsolidated Data** →

Solution

1. **Truly Complete Data** - includes off-channel bookings
2. **Accurate Data** - cleansed and normalized
3. **Timely Data** - current data whenever you need it
4. **Consistent Data** - cleansed data
5. **Consolidated Data** - Grasp's proprietary data consolidation technology to ensure all data is brought together and aligned into one data set

The most robust and capable data intelligence suite available in the industry



01-Jan-19 to 30-Jun-19
CURRENT PERIOD

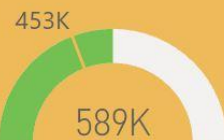
01-Jan-18 to 31-Dec-18
PREVIOUS PERIOD

01-Jan-19 to 31-Dec-19
CURRENT YTD

01-Jan-18 to 31-Dec-18
PREVIOUS YTD

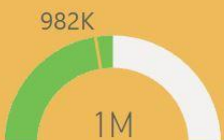
Match or Exceed Previous
Period and Previous YTD
Total Commissions ↓

Current vs Previous Period



Goal Met or Exceeded

Current vs Previous YTD



Goal Met or Exceeded

CLEAR FILTERS

Account Name

All

Dom. / Intl.

All

Class of Service

All

Booking Type

All

Vendor Name

All

Booking Type	Current Period	Previous Period	Period Variance	Current YTD	Previous YTD	YTD Variance
Transportation	\$40,802	\$41,998	-3% ↓	\$85,400	\$90,450	-6% ↓
Tour	\$0	\$8,778	-100% ↓	\$0	\$8,778	-100% ↓
Serv Fee	\$431,702	\$348,101	24% ↑	\$835,370	\$748,850	12% ↑
Rail	\$333,602	\$342,815	-3% ↓	\$633,926	\$682,544	-7% ↓
Other	\$10,404	\$14,350	-27% ↓	\$13,374	\$14,583	-8% ↓
Hotel	\$3,036,526	\$2,364,116	28% ↑	\$5,503,733	\$5,005,877	10% ↑
Car	\$302,227	\$245,344	23% ↑	\$546,301	\$487,761	12% ↑
Air	\$5,015,941	\$3,805,862	32% ↑	\$8,671,849	\$7,610,812	14% ↑
Total	\$9,171,204	\$7,171,364	28%	\$16,289,953	\$14,649,655	11%

Domestic/Intl	Current Period	Previous Period	Period Variance	Current YTD	Previous YTD	YTD Variance
Domestic	\$8,544,570	\$6,767,037	26% ↑	\$15,406,291	\$13,765,885	12% ↑
International	\$626,634	\$402,784	56% ↑	\$883,662	\$882,227	0% ↑
Not Defined	\$0	\$1,543	-100% ↓	\$0	\$1,543	-100% ↓
Total	\$9,171,204	\$7,171,364	28%	\$16,289,953	\$14,649,655	11%

Period Variance

28%

Current

\$9,171,204

Previous

\$7,171,364

YTD Variance

11%

Current

\$16,289,953

Previous

\$14,649,655

Booking Type	Net Transaction Count
Air	38,843
Hotel	35,719
Car	9,702
Rail	9,137
Transportation	871
Other	331
Serv Fee	43
Tour	1
Total	94,647



Top Air Carrier Current YTD

American Airlines	\$1,608,679
Southwest Airlines	\$1,478,822
Delta Air Lines	\$762,504
United Airlines	\$547,831
Jetblue Airways	\$308,327
Air Canada	\$109,667
British Airways	\$59,242
Emirates	\$39,847
Amtrak	\$29,707

Top Hotel Chains Current YTD

Hyatt Hotels & R...	\$389,647
Residence Inns	\$290,089
Hilton Garden Inn	\$237,026
Courtyard By Ma...	\$208,575
Marriott Hotels	\$184,063
Hilton Hotels	\$142,709
Hampton Inns	\$137,882
Preferred Hotels	\$130,531
Westin Hotels	\$115,309

Top Car Rental Companies Current YTD

Hertz	\$267,483
Enterprise Rent-...	\$32,995
Budget Rent A Car	\$966
Payless	\$366
Dollar Rent -A-Car	\$286
Avis Rent A Car	\$131

All values reflect Net Volume / Net Transactions. Net Ticket Volume is Sales + Exchanges - Refunds. Transactions counted as: Sales = 1, Exchanges = 0 and Refunds = -1. Excludes Voids.



Booking Type

All

Data Source

All

Vendor

All

Clear Filters

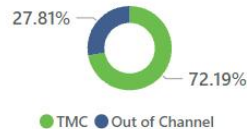
Based upon historical data, the Department most likely to book out of channel is:

Research and Development

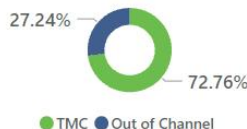
7% of all bookings for this Department were made via sources other than the TMC.

This represents a potential commission loss of \$8,373

TMC vs OOC Bookings



TMC vs OOC Spend



TMC Bookings

21,732

Out of Channel

8,373

Total Bookings

30,105

\$6,184,055

TMC Volume

\$2,314,729

Out of Channel

\$8,498,784

Total Volume

Key influencers

What influences Data Source to be Out of Channel ?

When... the likelihood of Data Source being Out of Channel increases by

Destination is Vancouver BC

3.61x

Destination is Quebec QC

3.60x

Destination is Kelowna BC

3.60x

Destination is Cedar Rapids IA

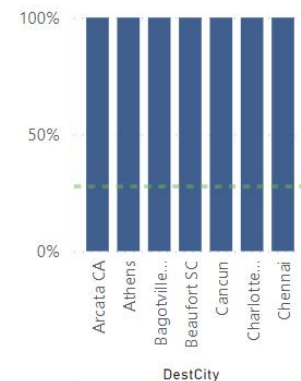
3.60x

Destination is Wabush NL

3.60x

Sort by: Impact Count

Data Source is more likely to be Out of Channel when Destination is Vancouver BC than otherwise (on average).



Only show values that are influencers

Out of Channel TMC Bookings



Spend Distribution

Air

\$3,717,029

TMC Spend

\$1,312,949

OOC Spend

26%

OOC % of Total

Car

\$434,946

TMC Spend

\$188,730

OOC Spend

30%

OOC % of Total

Hotel

\$2,032,080

TMC Spend

\$813,050

OOC Spend

29%

OOC % of Total

Data Source	Booking Type	Traveler	Vendor	Spend	Lost Commission
Out of Channel	Hotel	AARCHWAY/LUIS	Hilton Garden Inn Tu	\$238	\$24
TMC	Air	AARCHWAY/LUIS	Delta Air Lines	\$207	\$0
TMC	Hotel	AARCHWAY/LUIS	Wingate Inn Memphis Wolfchas	\$99	\$0
TMC	Air	ABBOTT/BEVERLY	American Airlines	\$272	\$0
TMC	Air	ABBOTT/BEVERLY	Us Airways	\$647	\$0
Out of Channel	Air	ABBOTT/JESUS	Delta Air Lines	\$1,538	\$0
Out of Channel	Car	ABBOTT/JESUS	Hertz	\$603	\$60
Out of Channel	Car	ABBOTT/JESUS	National	\$264	\$26
Out of Channel	Hotel	ABBOTT/JESUS	Hampton Atlantic City Bayside	\$170	\$17
Total				\$8,498,784	\$100,332



Questions & Answers



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Thank You