Industry Know How
Online Booking Tools
The acronym jungle

- **OBE**
  Online Booking Engine

- **OBT**
  Online Booking Tool

- **SBT**
  Self-Booking Tool

It is all the same!
Today’s Online Travel Environment

Industry Trends
Industry is fragmented

Too many “non-business Travel” options

Loss of control

Increase of leakage

Lack of adoption for hotels
Corporate needs and requirements for an OBT

- Traveler Tracking (Duty of care)
- Centralized Payment and Expense Management
- Anywhere @ Anytime
- Enforce Business Travel Policy & Process compliance

- Spend visibility, Real-time data
- Employee satisfaction
Booking channels of the future

Source: VDR Geschäftsreiseanalyse 2017

<table>
<thead>
<tr>
<th>Companies w/ 10 – 500 employees</th>
<th>Preferred hotel booking channels</th>
</tr>
</thead>
<tbody>
<tr>
<td>Directly w/ supplier</td>
<td>![2016] (0) ![2017] (15)</td>
</tr>
<tr>
<td>Online platforms</td>
<td>![2016] (30) ![2017] (35)</td>
</tr>
<tr>
<td>Travel agency (TMC)</td>
<td>![2016] (20) ![2017] (25)</td>
</tr>
<tr>
<td>Combination of different sources</td>
<td>![2016] (10) ![2017] (15)</td>
</tr>
<tr>
<td>Online Booking Tool (OBT)</td>
<td>![2016] (5) ![2017] (10)</td>
</tr>
<tr>
<td>„Open Booking“</td>
<td>![2016] (0) ![2017] (10)</td>
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</table>
Booking channels of the future

In 2017

50%+
of volume was via an OBT

Source: VDR Geschäftsreiseanalyse 2017
The OBT jungle

SAP Concur
Cytric
traveldoo
KDS
lemontech
amaDEUS
e-Travel Management
onesto
atlatos
Argo
locomote
Amadeus cytric

Product range
- Travel
  - Self Booking Tool
    - Sold directly or via TMC (reseller)
- Request
  - Travel Request Management Tool
    - Always sold directly
- Expense
  - Expense Report Management Tool
    - Always sold directly
- Invoice
  - Automated Invoicing Tool
    - Always sold directly

Vendor Direct Access (VDA)
- Booking.com
- HRS
- meetago
- C&C
- Best Western
- HOTEL DE
- Expedia Affiliate Network
- DERhotel.com
- Premier Inn
- Hilton

Market Penetration
- Global
- Strong in Germany
- Growing in APAC & EMEA
- Benefits from Amadeus IT Group Network

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Amadeus cytric – characteristics

- Core business is Travel Tool (OBE). Expense is sold as an add-on product to the Travel Tool. Travel can be sold as a standalone product.

- Migrating all customers from AeTM to cytric.

- 85% through Reseller (TMC)
  15% through Direct Contracts

- EUR 5 – 7 per transaction
SAP Concur

Product range

- Expense
- Invoice
- Travel
- Request
- TripLink
- Locate

Expense Report Management Tool
- Always sold directly

Automated Invoicing Tool
- Always sold directly

Self Booking Tool
- Sold directly or via TMC (reseller)

Travel Request Management Tool
- Always sold directly

Open Booking Capturing Tool

Risk Messaging Tool

Direct Connects

- Rakuten Travel
- HRS
- Booking.com
- LidoGroup
- iAlbatros
- Teldar Travel

- Premier Inn
- THE HOTELS NETWORK
- HOTEL DE
- CDS GROUP
- cleartrip

Market Penetration

- Global
- Strong in NORAM
- Fast growing in EMEA & APAC

Benefits from SAP Network
Core business is Expense. Travel/Request are sold as an add-on. Travel can be sold as a standalone product.

Package: Standard, Professional, Pro Plus (up to 100k €) Time & Materials model: Premium (up to 236€ per hour)

80% through Reseller (TMC) 20% through Direct Contracts

Fee per Expense report generated based on the volume (T&E model) Booking fee (Travel standalone)
24% of German business trips are booked outside the specified channels.*

60% of hotel bookings are made outside the specified channels*

Source: * Business Traveler Report, VDR
MICE goes OBT
Challenge: Lack of transparency & control in meetings & groups

<table>
<thead>
<tr>
<th>Transport</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Train</td>
<td>100%</td>
</tr>
<tr>
<td>Air</td>
<td>100%</td>
</tr>
<tr>
<td>Car</td>
<td>96%</td>
</tr>
<tr>
<td>Hotel</td>
<td>50% - 90%</td>
</tr>
<tr>
<td>Meetings</td>
<td>?%</td>
</tr>
</tbody>
</table>

Source: meetago survey
Integrate with your OBT for an efficient meetings & groups process

- Start booking process
- Event booking
- Individual travel bookings in OBT
- Data transfer to expense management

Consolidation of booking data in OBT

- SAP Concur
- + meetago exclusively available through cytric, onesto

- Unique end-to-end processes for M&G bookings & individual journey
- Increased compliance through established approval processes
- Integration into established accounting processes
Tailored integration options ensure high adoption by all stakeholders – with an integrated process

Login to cytric
Select “meetago” (SSO)
Definition of requirements
Search
RFP

Payment Solutions
Expense Management
Risk Management
Smart Data

Sourcing
Rate Loading
Search & Book
Attendee Management
The use of an online tool ensures standardised processes to encourage the adherence to compliance policies.
The online tool facilitates a targeted search and helps with finding the right conference hotel.
The online tool facilitates a targeted search and helps with finding the right conference hotel

Login to cytric

Select “meetago” (SSO)

Definition of requirements

Search

RFP
Consistent procurement conditions minimize the risk of cancellation costs

**Login to cytric**

Select “meetago” (SSO)

**Definition of requirements**

**Search & Book**

- Attendee Management
- Payment Solutions
- Expense Management
- Risk Management
- Smart Data

**Search**

**RFP**

**Consistent procurement conditions**

**Minimize the risk of cancellation costs**

- **Login to cytric**
- **Select “meetago” (SSO)**
- **Definition of requirements**
- **Search**

**Payment Solutions**

- **Smart Data**
- **Expense Management**
- **Risk Management**
- **Sourcing**
- **Rate Loading**

**Costs**

- **Consistent procurement conditions minimize the risk of cancellation costs**

- **Any further questions?**

  - **Email:** sales@cytric.com
  - **Phone:** 1-800-123-4567

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**Information about organizer and offer**

- **Event request from 18. Oct 2018**
- **Requests:**
  - **Attendees:** 50 People

**Consistent procurement conditions**

- Minimize the risk of cancellation costs

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**Consistent procurement conditions**

- Minimize the risk of cancellation costs
A structured bid comparison and a system-based renegotiation process leverage additional savings
Consistent procurement processes and conditions minimize legal risks and secure compliance

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<th>Search &amp; Book</th>
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<th>Payment Solutions</th>
<th>Expense Management</th>
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<th>Smart Data</th>
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<tr>
<td>Further inquiry &amp; re-negotiation</td>
<td>Contract</td>
<td>Guest Management</td>
<td>Replication of Booking Data</td>
<td>Payment</td>
<td></td>
</tr>
</tbody>
</table>

### Leonardo Frankfurt Airport***

**Contract:** "2018-10-08"

<table>
<thead>
<tr>
<th>Record number:</th>
<th>675422</th>
</tr>
</thead>
<tbody>
<tr>
<td>Date:</td>
<td>12. Feb 2019 until 13. Feb 2019</td>
</tr>
<tr>
<td>Offer number:</td>
<td>7654904</td>
</tr>
<tr>
<td>Contract Number:</td>
<td>3849</td>
</tr>
<tr>
<td>Date of contract:</td>
<td>08. Oct 2018, 1:10pm CEST (+02:00 UTC)</td>
</tr>
<tr>
<td>Contracting party:</td>
<td>i:FAO GmbH (Demo), Testlandort Bonn, Cost Center: 123/456, Sample Street 1, 63203 London (United Kingdom), Oliver May</td>
</tr>
<tr>
<td>Contact person:</td>
<td>Telephone: 01795555310, Fax: Email: <a href="mailto:oliver.may@olivermay.de">oliver.may@olivermay.de</a></td>
</tr>
<tr>
<td>Event location:</td>
<td>Leonardo Frankfurt Airport, Waldstraße 76, 60528 Frankfurt / Main (Germany), Tel.: +49 (0) 69 56 00 50 0, Fax: +49 (0) 69 56 00 60 6, E-mail: <a href="mailto:events.frankfurtairport@leonardo-hotels.com">events.frankfurtairport@leonardo-hotels.com</a></td>
</tr>
</tbody>
</table>

Den Vertrag in deutsch finden Sie im Anschluss an diese Version.
Easy guest management through the cytric companion for profile synchronization

<table>
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<th>Sourcing</th>
<th>Rate Loading</th>
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Further inquiry & re-negotiation  Contract  Guest Management  Replication of Booking Data  Payment

### Set and administrate the attendee management

<table>
<thead>
<tr>
<th>Task</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Determine event details</td>
<td>Determine the key facts of the participant administration such as time period, event location and participation fees.</td>
</tr>
<tr>
<td>Administrate room allotments</td>
<td>Administrate the room allotments or change here the given information.</td>
</tr>
<tr>
<td>Administrate participants</td>
<td>Add new participants, update their status and manage the participation details.</td>
</tr>
<tr>
<td>Send emails</td>
<td>Send the confirmations of attendance to the attendees by email.</td>
</tr>
<tr>
<td>Administrate participant lists</td>
<td>Make the participant lists available to the hotels.</td>
</tr>
</tbody>
</table>
Booking data will be automatically replicated into traveler’s personal portal. Mobility bookings can be added to the trip plan.

### Confirmation for Oliver May

<table>
<thead>
<tr>
<th>Segment #</th>
<th>Type</th>
<th>Travel Date</th>
<th>Destination</th>
<th>Time Periods</th>
<th>Requested Service</th>
<th>Status</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td></td>
<td>11.02.2019</td>
<td>Frankfurt am Main</td>
<td>2 Nights</td>
<td>Leonardo Hotel Frankfurt Airport Room for one Person Breakfast included</td>
<td>Confirmed</td>
<td>260.00</td>
</tr>
<tr>
<td>2</td>
<td></td>
<td>12.02.2019</td>
<td>Frankfurt am Main</td>
<td>2 Days</td>
<td>2016-10-08</td>
<td>Confirmed</td>
<td>0.00</td>
</tr>
</tbody>
</table>

Total Cost of the complete Trip in EUR: **260.00**

### Payment Information

- Total price for all travelers for all Event bookings in EUR: **0.00**
- Total rate for all travelers for all Hotel segments in EUR: **260.00**

Total Cost of the complete Trip in EUR: **260.00**