

Insight. Action. Results.

**Making the Move:
Travel Agency to Travel Management
Company to Trusted Business Partner**

X is a world leading travel technology and services provider offering more than twenty software utilities for online booking, reservation, data intelligence, and process automation. We provide patented savings maximization solutions, travel analytics consulting practice, extended management services to travel buyers all over the world. We complement all of these offerings with

Agenda

- > **Introductions**
- > **Characteristics...which one are you?**
- > **Positioning your organization beyond travel**
- > **Engaging customers**
- > **Perceived value**
- > **WINNING!**

Meet the Panel

Hitachi Data Systems

Ralph Randle

Senior Procurement Manager - Americas Region

Georgia International Travel

Bob Bridges

Vice President of Operations & Customer Service

Mann Travels

Leigh-Ann Burroughs

Director, Corporate Operations

Characteristics....which one are you?

Travel Agency

- Low tech / high touch
- Limited options (pricing models, technology, availability, etc)
- Generally very localized

Trusted Partner

- ✓ Consultative
- ✓ Business savvy
- ✓ Problem Solver
- ✓ Value-Oriented

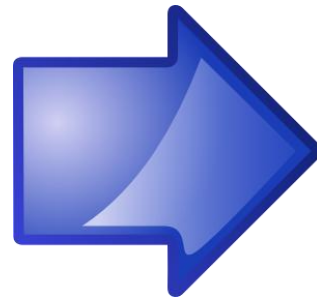
Travel Management Company

- 24 x 7 x 365 service
- Ability to support global customers
- Expanded options (pricing, technology, services)

Customer Engagement



Positioning Beyond Travel



Perceived Value: Move Beyond Value Add (get paid for what you do!)



WINNING! with Technology



(get paid for what you do!)