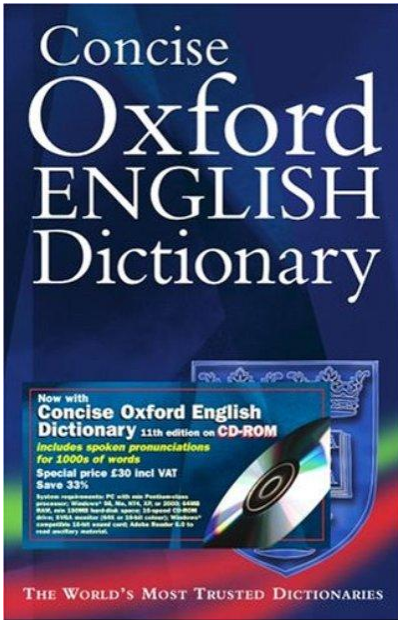


Insight. Action. Results.

The Power of Knowledge

Trx 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

Definitions



Da • ta *noun pl but singular or pl in constr, often attributive* \dā-tə, da- also dā-\ **1.** A group of values that represents the qualitative or quantitative attributes of a variable or set of variables. **2.** Is useful and important. **3.** By Itself does not provide much value.

In • for • ma • tion *noun* \in-fər-mā-shən\ **1.** A message received and understood. In terms of data, it can be defined as a collection of facts from which conclusions may be drawn. Information is the result of processing, manipulating and organizing data in a way that adds to the knowledge of the person receiving it. **2.** Tells a story **3.** Answers a question/Tells a story **4.** Leads us to a conclusion.

Knowl • edge *noun* \nä-lij\ **1.** the applied use of information to make a decision.

Wisdom *noun* **1.** The leveraging knowledge in an effort to make you indispensable to your organization **2.** JOB SECURITY!

Different Audiences – Different Needs

> Corporate Travel Managers

- Policy Enforcement, Supplier Management, Program Validation & Justification

> Agency Account Managers

- Efficiency Management, Supplier Validation, Policy Monitoring, Leakage Analysis

> Sourcing & Procurement Managers

- Supplier Negotiation & Validation, Savings Metrics

> Finance & Accounting

- Bottom Line, Budget Management, Forecasting, Trending Analysis

> Line of Business

- Traveler Management, Budget Enforcement, BB(G)OT



Different Needs – Different Data

> Travel Agency

- Booking Policies, Supplier Rates,

> Corporate & Meetings Cards

- Efficiency Management, Supplier Validation, Policy Monitoring, Leakage Analysis

> P Card , PO Spend, Direct Invoices

- Supplier Negotiation & Validation, Savings Metrics

> Supplier Direct Data

- Bottom Line, Budget Management, Forecasting, Trending Analysis

> Corporate Structure & HR Data

- Traveler Management, Budget Enforcement, BB(G)OT



Data Consolidation and Reporting

Who We Are



Data Intelligence

Who We Serve

Markets / Solutions	Traditional & Online TMCs	Corporate Buyers	Travel Suppliers	Corporate Credit Card Providers	Government Buyers	TRX Flagship Offerings
 Travel Reporting	✓	✓	✓	✓	✓	

Why Multiple Data Sources?

> Leakage Analysis

- Channel Compliance for savings maximization, traveler compliance, and supplier compliance
- 40-52% hotel, 35-44% car

> Other Commodities

- Long tail of travel spend
- Restaurant, Parking, Car Hire, Telco, Memberships, etc.



Steps of Consolidation & Reporting

Step #3 Insight and Analysis...

Dashboards, What if Scenarios,
KPI monitoring, Optimization,
ADHOC

Information
Delivery

Step #2...Enhancement of Data

Data Mapping, Matching and
Enhancement

Data
Enhancement

Hotel Name Normalization, CO2,
Ancillary Fees, Split Tickets,
Contract management, booked vs.
billed vs. expensed...

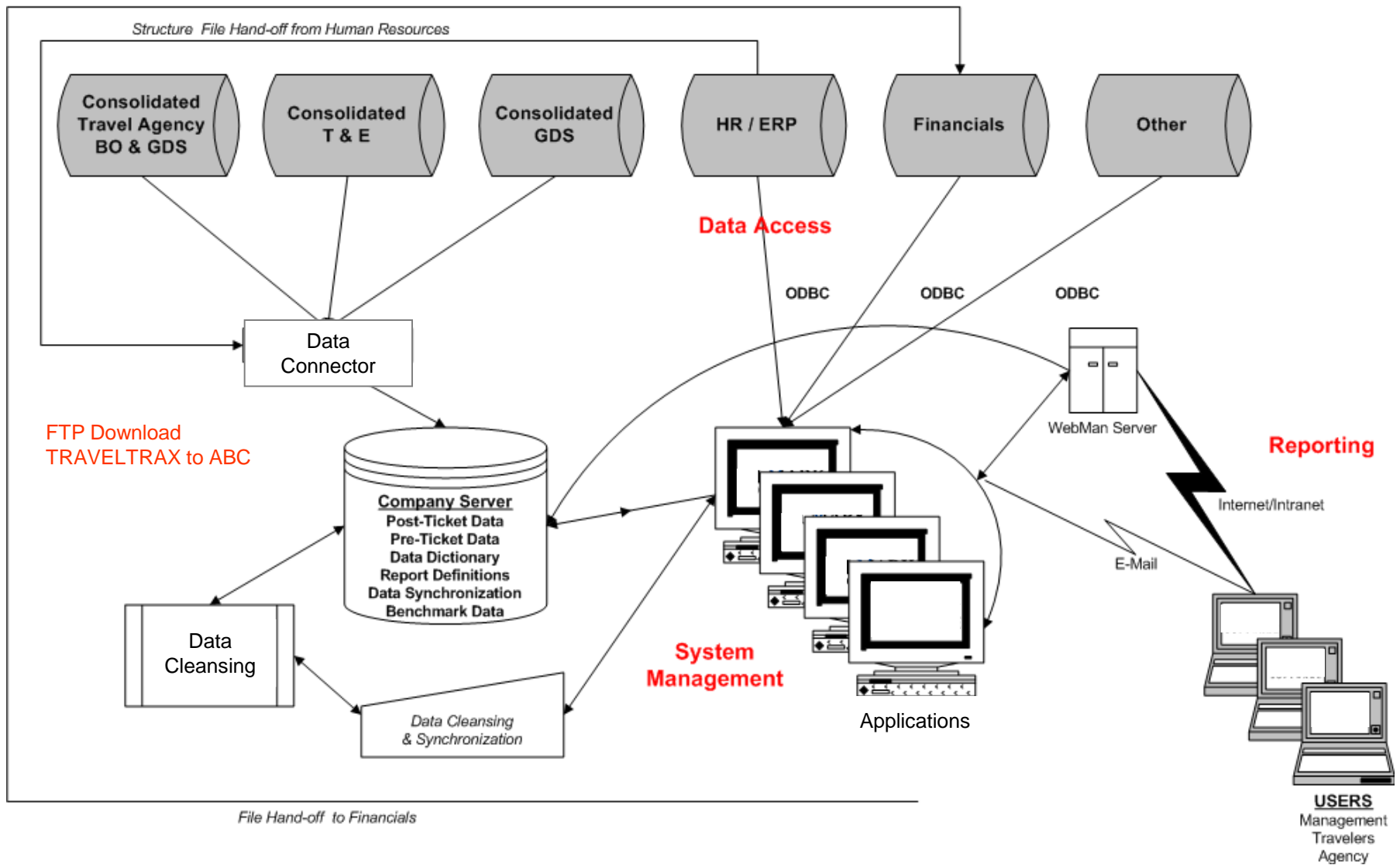
Step #1...

Data Sources

GDS, TMC back office,
Credit Card, HR,
Expense, Supplier Feeds

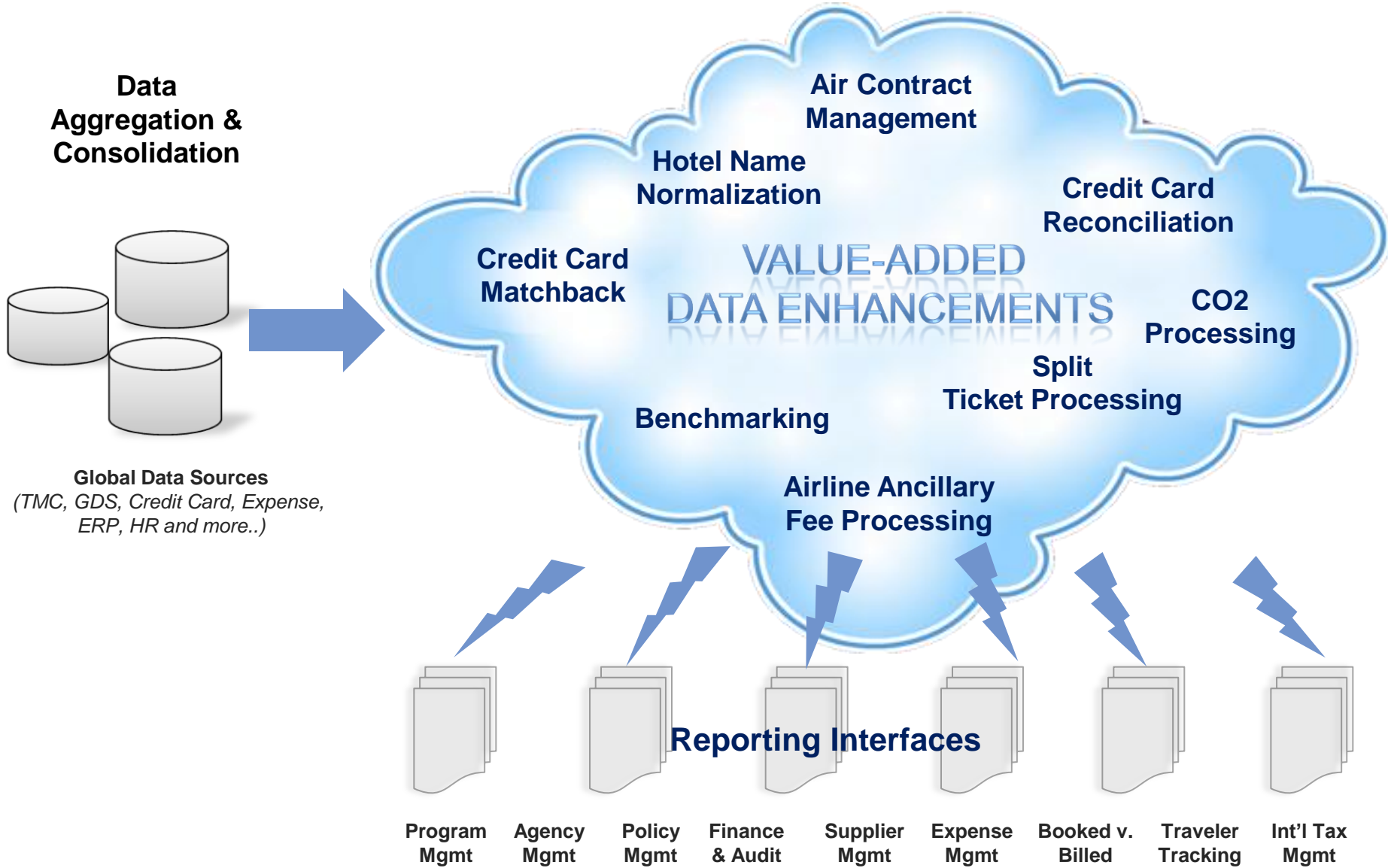
Global Data
Consolidation

Step 1 – Gathering Travel Data



Step 2 – Enriching Travel Data Sources

Data, Information, Knowledge, Wisdom



Step #3 – Insight and Analysis

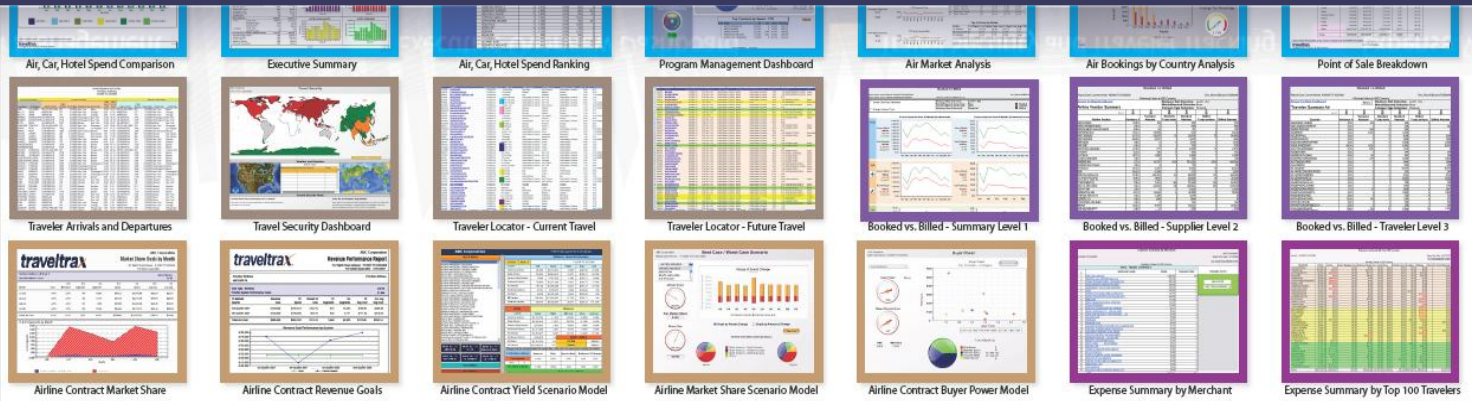
> Forms of output

- Enhanced data feeds
- 3rd Party integration
- Consultation and program analysis
- Sales reporting and analytic application
 - Dashboards, What If Scenarios, Trending Analysis, Drill Down Reporting, Etc.







Step #3 – Insight & Analysis Examples




Policy Management	International Tax Management	Data Scorecard	Booked vs. Billed Analysis
Agency Management	Spend Management	Program Management	Airline Contract Management
Supplier Management	Executive Overview Dashboard	Travel Security and Traveler Tracking	Expense Management

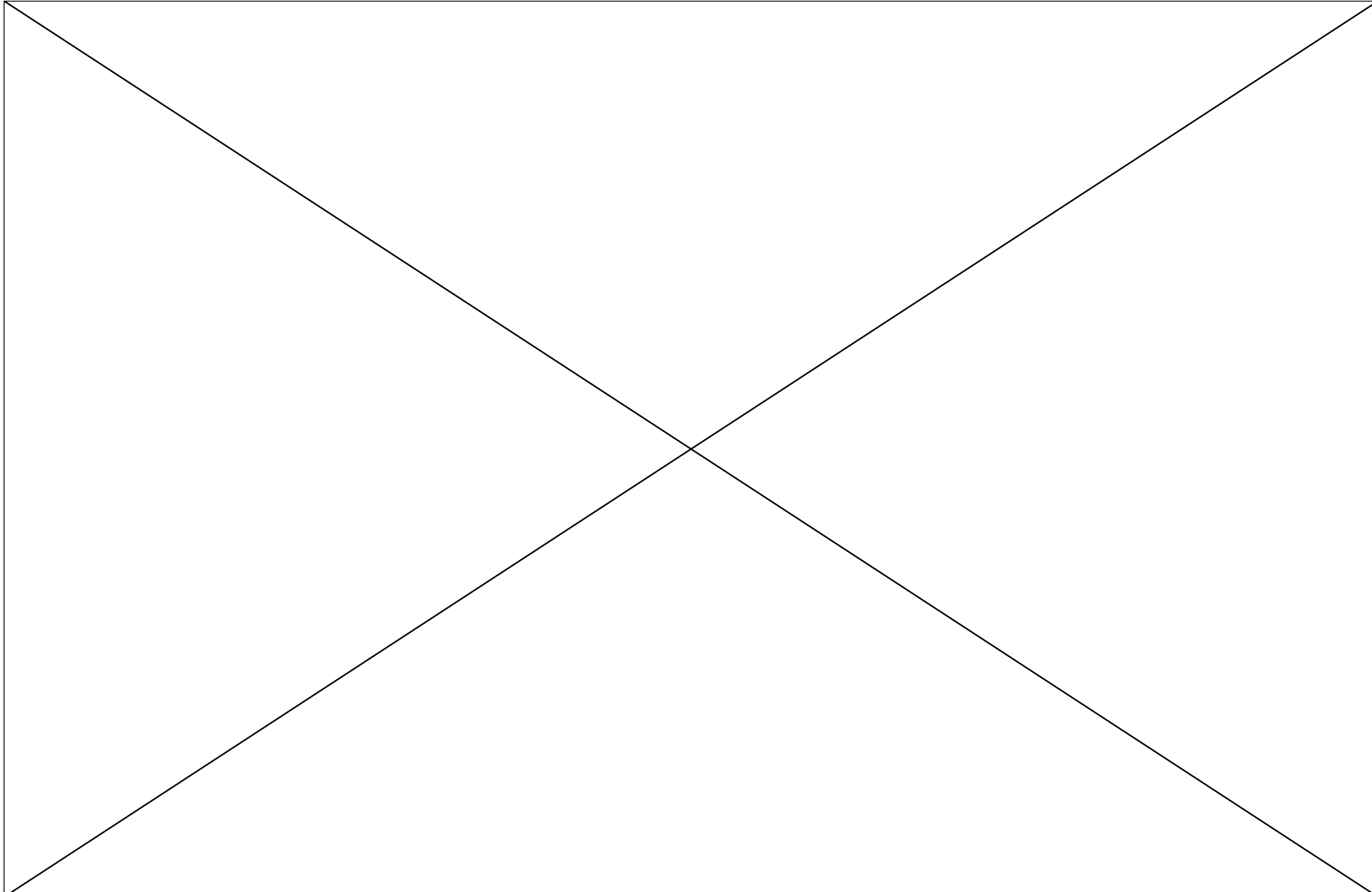


Step #3 – Insight & Analysis Examples

Ancillary Fee Type Spend by Carrier							Total
Company: <input type="text" value="Name Withheld"/>							
Report Range: <input type="text" value="1-1-2011 to 3-31-2011"/>							
First Bag Fee	\$89,375.64	\$37,537.77	\$17,875.13	\$3,575.03	\$17,875.13	\$12,512.59	\$178,751.27
Second Bag Fee	\$21,798.50	\$9,155.37					
In-flight Purchase	\$10,413.00	\$4,373.46					
In-flight Wireless	\$9,686.00	\$4,068.12					
Priority Check In	\$7,046.00	\$2,959.32					
Excess Bag Fee	\$4,643.00	\$1,950.06					
Cancellation/Penalty Fees	\$3,628.00	\$1,523.76					
Economy Plus	\$2,840.50	\$1,193.01					
Premium Cabin Upgrade	\$1,420.00	\$596.40					
Airline Club Fees	\$936.00	\$393.12					
Total by Carrier	\$151,786.64	\$63,750.39					

Ancillary Fee Type Spend by Carrier			
Company: <input type="text" value="Name Withheld"/>			
Report Range: <input type="text" value="1-1-2011 to 3-31-2011"/>			
	Total Fees	Total Trips	Cost Per Trip
First Bag Fee	\$89,375.64	3575	\$25.00
Second Bag Fee	\$21,798.50	623	\$34.99
In-flight Purchase	\$10,413.00	1000	\$10.41
In-flight Wireless	\$9,686.00	1500	\$6.46
Priority Check In	\$7,046.00	245	\$28.76
Excess Bag Fee	\$4,643.00	100	\$46.43
Cancellation/Penalty Fees	\$3,628.00	24	\$151.17
Economy Plus	\$2,840.50	250	\$11.36
Premium Cabin Upgrade	\$1,420.00	50	\$28.40
Airline Club Fees	\$936.00	40	\$23.40
Total by Carrier	\$151,786.64	10000	\$15.18

Step #3 – Insight & Analysis Examples



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GLOBAL USER CONFERENCE

Brent Majors & Brian Tarble
Implementation Consultants, TRAVELTRAX

www.trx.com

 TAKE ACTION