

REALIZE YOUR FULL POTENTIAL IN THE LODGING CATEGORY BY INTEGRATING A DEDICATED EXPERT INTO YOUR TRAVEL ECOSYSTEM

INDUSTRY SHIFTS PROMPT THE NEED FOR CHANGE

The travel management landscape is at a pivotal moment, highlighted by significant moves like Amex GBT acquiring CWT and investments by figures like Steve Singh in Direct Travel. Traditional Travel Management Companies (TMCs) are struggling under the combined pressure of increased travel volumes, more sophisticated corporate demands, and the necessity for rapid technological advancements. As traveler expectations evolve and the complexity of travel management, especially in lodging with the addition of new categories like meetings, ground transport, and co-working spaces increases, the limitations of legacy TMCs become apparent, particularly for mid-market clients strained by technological and staffing investments. A strategic shift towards an open API approach, leveraging AI and secure technologies, is essential for addressing the diverse and regional needs of the global corporate travel market.

5 CORE CHALLENGES TMCS FACING TODAY



CONNECTIVITY ISSUES

→ **Despite digital booking capabilities**, the failure to exchange detailed data beyond basic GDS and legacy TMC connections results in fragmented data silos. This fragmentation hinders analysis, transparency, and optimization, leading to intransparency and elevated costs for customers.



INADEQUATE DATA QUALITY

→ **Corporate Customers across the globe** are on average only able to steer half of their bookings through their managed channels, with rudimentary transaction data (price & destination info only) lacking the detail necessary for meaningful spend analysis (too little insights into budget expenditures due to its non-itemized nature, missing details such as taxes and

amenities). Manual aggregation and inconsistent data further delay actionable insights and future readiness of upcoming program challenged such as detailed sustainability footprints on property-level.



RELIANCE ON OFFLINE PROCESSES

→ **The reliance on offline processes** disrupts the flow of real-time data, impairing decision-making and causing travelers to circumvent managed programs for more personalized, digital solutions.



NET RATE LIMITATIONS

→ **With only 25% net rates available** in GDS, the managed travel experience—encompassing non-chain properties, payment, and loyalty points—is restricted. This limitation is evident as 40% of managed transient spend goes to individual hotels, which represent 75% of the supply. Additionally, 20% of lodging spend on meetings remains outside GDS coverage, presenting significant optimization challenges.



INNOVATION BARRIERS

→ **The current system's limited connectivity** with outdated technology such as GDS hinders continuous innovation and the seamless integration of new technologies (Attribute-based Selling & AI).










ADOPTING AN OPEN API ECOSYSTEM FOR CORPORATE TRAVEL

The future lies in embracing an ecosystem that prioritizes open API collaboration, extending beyond traditional suppliers to encompass the entire travel journey. This approach facilitates data consolidation and personalization, addressing leakage and aligning with company goals more effectively.

THE TRANSFORMATIVE ROLE OF A DEDICATED **LODGING & MEETINGS EXPERT**

HRS Lodging- & Meeting-as-a-Service (LAAS & MAAS) is revolutionizing corporate travel management, offering sustainable and seamless travel experiences through real-time data and AI. Our Procure-to-Reclaim model breaks down data silos and delivers unparalleled Level 3 data quality for complete transparency. This grants the insights necessary to refine your corporate travel strategy—lowering costs, boosting performance, increasing employee satisfaction, and enhancing risk management. From end-to-end, we're digitizing processes to meet modern expectations and expanding lodging and meeting options well beyond the confines of traditional GDS systems. LaaS transforms corporate travel management into a more customized, efficient, sustainable, compliant, and intelligent operation, empowering you to meet the challenges of today while being prepared for the challenges of tomorrow.

YOUR ADDED BENEFITS COMPARED TO YOUR CURRENT SETUP:

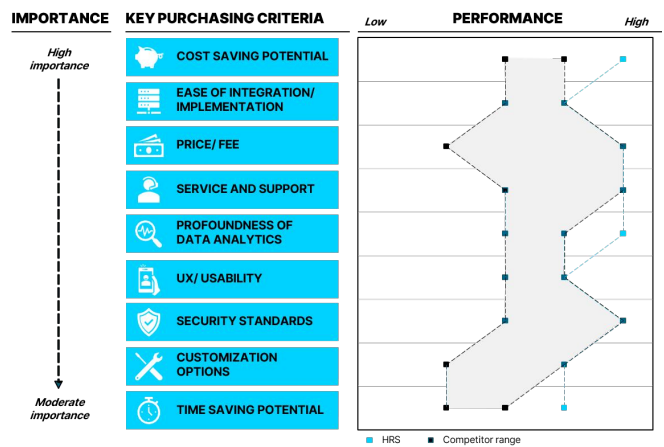
-  **Automated end-to-end** data flow from Procure-to Reclaim
-  **Superior L3 Data Quality & Insights** including Sustainability & Security Data Points
-  Secure, PCI DSS certified **Data Handling**
-  Comprehensive **Lodging Coverage & Convergence**
-  Access to **non-GDS net rates**
-  Streamlined Invoice Management & **VAT Reclaim**
-  **Direct Hotel Supplier** connections
-  **Advanced Booking Technologies** and Sustainability Assessments on Property Level
-  **Transparent, Customer-First** Business Model Global Presence and Local Consultancy

This breadth of our functionalities and services leads to a competitive advantage:

+20% ↑
LAAS Prime Savings

+27% ↑
Traveler Satisfaction

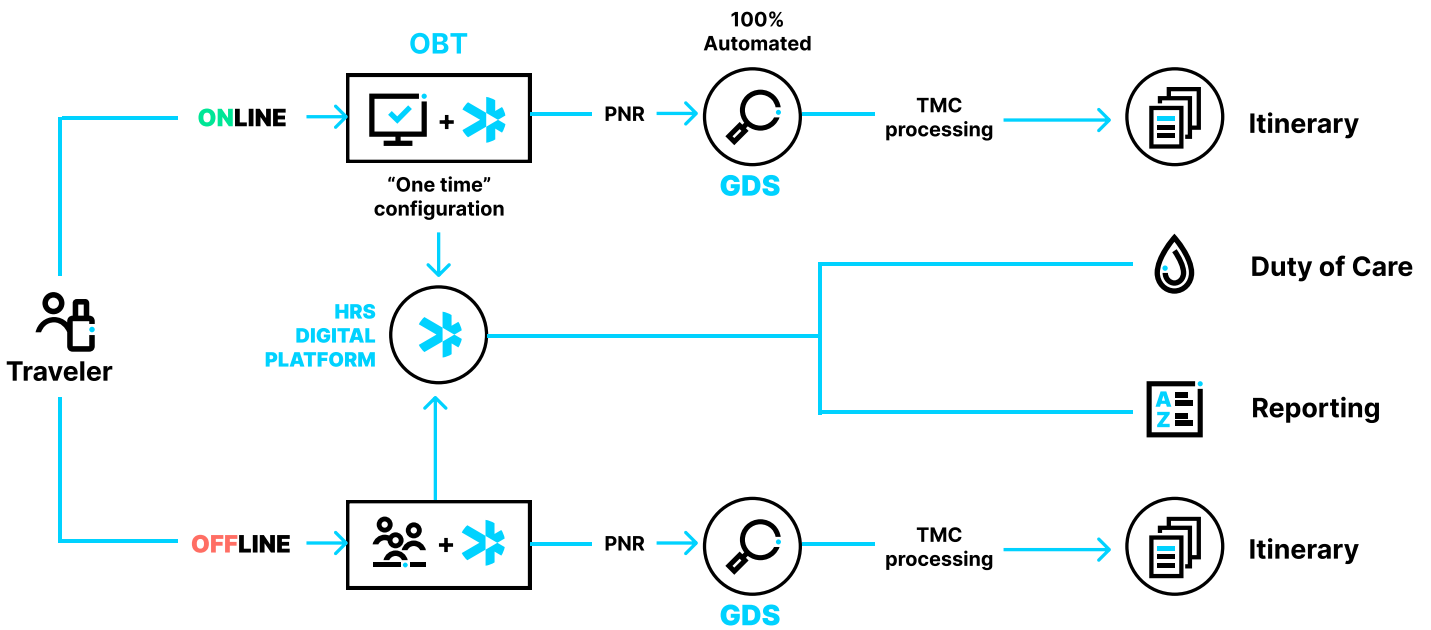
-12% ↑
Sustainability Footprint



PLUG & PLAY: HRS IS EASY TO INTEGRATE INTO YOUR EXISTING ECOSYSTEM

The Lodging-as-a-Service (LAAS) and Meetings-as-a-Service (MAAS) platforms operate independently but are designed to complement and integrate with OBE, TMC, payment, and expense systems, enhancing their functionality. They are built on APIs for easy "plug and play" integration, facilitating smooth data exchange across existing ecosystems during the entire procure-to-reclaim process and ensuring a seamless user experience. Already in use by global F500 companies like Siemens, Deutsche Telekom, Allianz, and DPDHL, the platforms prove their effectiveness. LAAS & MAAS level the playing field for all types of accommodation providers by standardizing property data (focusing on safety, security, satisfaction, and sustainability) and location, allowing for the creation of unbiased and optimal hotel programs tailored to customer needs. HRS oversees the seamless implementation and rollout with selected ecosystem suppliers, eliminating potential friction for both clients and travelers. While TMC's offline/agent services continue through our interfaces, LAAS & MAAS handle all online bookings directly on the chosen platform, integrating seamlessly with existing payment networks to boost volume and finance department approval.

HRS ONLINE & OFFLINE INTEGRATION WITH TMCS:



KEY TAKEAWAYS

ONLINE

Completely automated, PNR and passive segment built compliant with TMC requirements.

OFFLINE

HRS agent portal generates a passive segment based on TMC's requirements. TMC agent just copy / paste it in the PNR.

SERVICES

HRS becomes the single source of truth and is embedded in TMC's confirmations to travelers.

HRS EXPERIENCE WITH TMCS

	BCD	AMEX GBT	CWT
HRS Setup: Online & Offline sole content	☑	☑	☑
Markets covered worldwide	☑		☑
HRS/TMC SLAs over 90%	☑	☑	☑
Agents trained	☑	☑	☑

HRS Integration in TMC online & offline content is solution is proven and in use by customers worldwide