TCG CONSULTING

Transforming Corporate Travel, Meetings, Payment & Expense Management

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TCG's General Manager - Management Services in our EMEA region provides a recap of the recent Business Travel Show held in London.

- There was a growing presence of technology enablers attempting to deliver disruption to the market via improved process efficiency through the booking process. Their end goal is to provide improved oversight and quantified real savings to corporates.
  - Sample firms include: Trip Bam, Yapta, Arbitrip, Wizzme

- It is apparent that B2B relationships have matured amongst suppliers as integration to 3rd party tools to improve content delivery and drive competition in the market is becoming the norm via APIs. Suppliers are vying to maintain (or expand) control of the user experience.

- The large, mega travel agencies continue to purchase the largest and most visible real estate in the "central isle". Select observations on agencies:
  - FCM took the opportunity to launch their new OBT tool Seeqa, a version of Amadeus Cytric, which integrates seamlessly with other FCM technology. Their positioning and value proposition was providing a more content-rich experience for the corporate traveller.
  - Direct ATPI Global Travel was out in force as they made their first appearance at the show since Direct Travel and ATPI joined forces to create their new global organization.

- "API" / "AI" / "Machine Learning" / "Chatbots" – Buzz words and themes that resonated throughout the exhibition floor and were the "shiny new toys" at this year's event. Themes and selling messages seen include:
  - Suppliers are attempting to position themselves as ahead of the curve and technologically savvy, promising to anticipate your travellers' needs before a trip is even planned through Artificial Intelligence, logarithms, (…and a little bit of luck??)
  - PredictX showcased '**total cost of trip'** analytics, and how to use powers of persuasion to steer your traveller to positive booking behaviours. As leading organizations evolve from an Agency Direct spend baseline and management strategy to a TCO (Total Cost of Ownership) approach, tools like these may be able to support and supplement the broader integration strategies to align Travel, Meetings, Payment and Expense.

- NDC (New Distribution Capabilities) - Continues to be a topic of much discussion across many areas of the Corporate Travel Ecosystem
    - Of interest was a discussion panel on the status of NDC including pros and cons from five perspectives: Buyer, Content Aggregator, Airline, Agency, GDS. This panel highlighted the different positions, motivations, selling strategies and handicaps among the supplier bases:
        - **Buyers**: want the content, but want to manage it via their agency or booking tools to manage compliance
        - **Airlines**: want to upsell over the basic ticket while attempting to respect corporates having policy rules to follow
        - **Content Aggregators**: house content from many sources and can integrate into OBT. By doing so, they drive supplier competition in the market place
        - **Agencies**: are hampered by their back and mid-office technologies, thus making it difficult to fully deliver on corporate program needs
        - **GDSs**: are developing industrialized solutions that can be sold to Agencies in order to remain relevant

General Data Protection Regulation (GDPR) – Ready, Set, Let's Go!

- 25th May 2018 is GDPR Day. Are you and your suppliers ready?