



GetThere DirectMidMarket

Overview

Designed to empower travel managers and travelers of small and medium-sized corporations, *GetThere DirectMidMarket*™ offers an affordable yet sophisticated technology platform to book employee corporate travel online. Our continually enhanced traveler interface makes booking for business as simple as booking a leisure trip, and as personal – all wrapped around your current agency's services.

Created by the pioneers of the online booking industry, *DirectMidMarket* is also backed by the expertise of *Sabre Holdings*® corporation and *Travelocity*® consumer online business, world leaders in travel.

Why GetThere DirectMidMarket?

A majority of the FORTUNE 200 and the BTN Corporate Travel 100 rely on *GetThere*® to streamline processes, improve supplier and contract management, and achieve ongoing and sustainable savings in corporate travel spend. More than 10 million bookings are made annually by corporations using *GetThere*, and travelers using *GetThere* in 2007 surpassed \$9.4 billion in travel spend, with approximately \$600 million in airfare savings.

With more than 3,000 companies and 135 travel agencies around the world using the system, *GetThere* recorded its seventh consecutive year of 20 percent growth in 2007 while sustaining the industry's highest online adoption rates. *GetThere DirectMidMarket* offers powerful advantages to the multiple members of a corporation influenced by travel.

Traveler Benefits

- > **Ease** – Advanced, intuitive interface requires little or no training
- > **Convenience** – Book air, car and hotel reservations online, 24 x 7
- > **Empowerment** – Choose from the industry's widest selection of travel options

Travel Manager Benefits

- > **Automation** – Frees travel manager to focus on more strategic objectives by automating basic travel reservation and meeting planning processes
- > **Control** – Increased policy compliance from travelers, ensuring your travel spend is under control and your travel program is a success
- > **Flexibility** – Easy integration with your travel agency partner and any major GDS, as well as internal company systems

Company Benefits

- > **Compliance** – Ensures travel reservations comply with corporate policies
- > **Cost Savings** – Fewer agency fees, access to lower fares, and increased use of preferred suppliers and negotiated rates
- > **Efficiencies** – Integration with other enterprise-wide systems streamlines procurement operations and drives efficiency
- > **Relationships** – Policy compliance means more bookings for preferred vendors, enhancing supplier relationships and increasing negotiating power



DirectMidMarket Key Features

- > Available through your current agency
- > Easy access to air, car, hotel and rail reservations 24/7
- > Award-winning, easy-to-use leisure interface
- > Travel policy and preferred supplier compliance
- > Flexible integration with enterprise systems



DirectMidMarket Key Benefits

- > **Company Cost Savings** – Fewer agency fees, access to lower fares, and increased use of preferred suppliers and negotiated rates
- > **Travel Manager Control** – Increased policy compliance, ensuring your travel spend is under control and your travel program is a success
- > **Traveler Added Value** – A familiar, easy, leisure-like online shopping experience combined with "all the extras" including dining, activities and events
- > **Travel Arranger Flexibility** – The ability to easily book, manage and track multiple traveler itineraries online and in real-time



**No Boundaries.
Just GetThere.**

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GetThere DirectMidMarket Features

GetThere DirectMidMarket is an affordable yet sophisticated technology platform offering a proven track record of savings and adoption success for small to medium-sized corporations. Employees and travel managers can book and manage travel online with an easy-to-use interface and friendly functionality that's only available from *GetThere*.

Highly Integrated Content

- > **Only Multi-GDS and Multi-Agency Solution** – Access inventory from multiple GDSs (Abacus, Amadeus, Apollo, Galileo, Sabre and Worldspan) using *GetThere Super PNR™* technology
- > **GetThere Web Connect Technology** – Access more than 50 online travel sites and a wide variety of global content sources
- > **Rail** – Seamlessly manage and book rail online, including Amtrak throughout the Northeastern US, VIA Rail in Canada, TheTrainline in the United Kingdom and SNCF in France

Easy-To-Use Traveler Features

- > **Leisure-like User Interface** – Offers air, car, hotel and rail from a single home page and is easier than ever to use, like the popular leisure travel sites
- > **Online Ticket Exchange™** – Travelers can void, refund and exchange their tickets online
- > **Hold Trips** – Reservations can be held easily in the GDS prior to booking
- > **Pre-Trip Approval** – Every travel booking can be reviewed in advance for manager approval

Unmatched Service and Support

Comprehensive and experienced service teams made up of travel agency professionals work closely with you to implement solutions to achieve success for your travel program. *GetThere* innovation isn't limited to technology platforms and product features. Our team strives every day to innovate around service and meet your up-to-the-minute needs.

Only Fully Integrated Meetings Tool

GetThere's robust meetings tool is now available as a standard feature of *DirectMidMarket*. The *GetThere DirectMeetings™* product handles meeting invitation and registration, cost tracking and reporting, site selection and more. With *DirectMeetings*, all meetings related travel booked online flows through *DirectMidMarket* generating additional company savings.