

**DEEM EBOOK**

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Defeat the dark side of corporate travel



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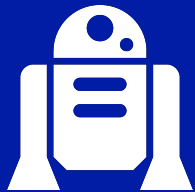
**A short time ago, in a company  
like yours...**

*It is a time where the travel market is dominated by one player who is dictating the future of online booking tools. The world of corporate travel is eager for an alternative who listens and responds.*

*And so arrives the Rebel Force – Deem.*

*Tech smart, market savvy and hungry, Deem is using stealth and the Force to create traveler happiness and save companies money. It is creating state-of-the-business software, and taking a no nonsense approach to the customer.*

*In a time of fiscal irresponsibility and out of channel spend, Deem Work Force fights for the entire business travel ecosystem using machine learning, AI and predictive analytics. The Galactic Empire has taken notice.*



Beep-bee-bee-boop-  
bee-doo-weep.

R2-D2

## Bring balance to the Fource.

Imagine if the Star Wars universe had no Force – or Fource, as we say at Deem. What if the Dark Side – travelers being lured to book out of channel - prevailed over the light?

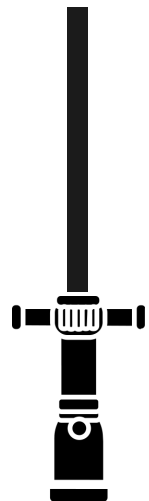
As Yoda said, "Fear is the path to the Dark Side. Fear leads to anger. Anger leads to hate. Hate leads to suffering."

Without the balancing power of the Fource, travel managers, travel agents and suppliers also suffer – from lack of visibility, wasted time and money, and a lack of duty of care.

This is the corporate equivalent of the Dark Side.

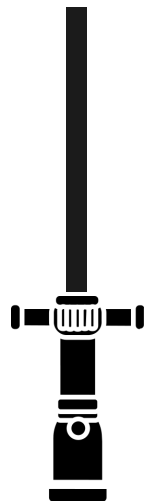
# Travelers are going to the Dark Side.

Organizations today face an intimidating challenge of setting travel policies. This is especially the case when 82% of respondents to a Phocuswright study stated they plan their travel themselves and 41% go directly to the hotel web site to make reservations.



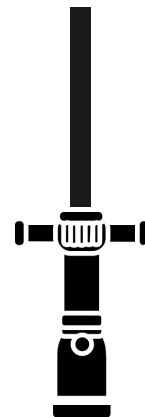
35%

I book whatever is most convenient for the particular trip



35%

I book whatever brand has better prices for the particular trip



28%

I prefer to book my business travel the same way I book my personal leisure travel

Source: Phocuswright The U.S. Business Traveler: Debunking Common Myths About Corporate Travel



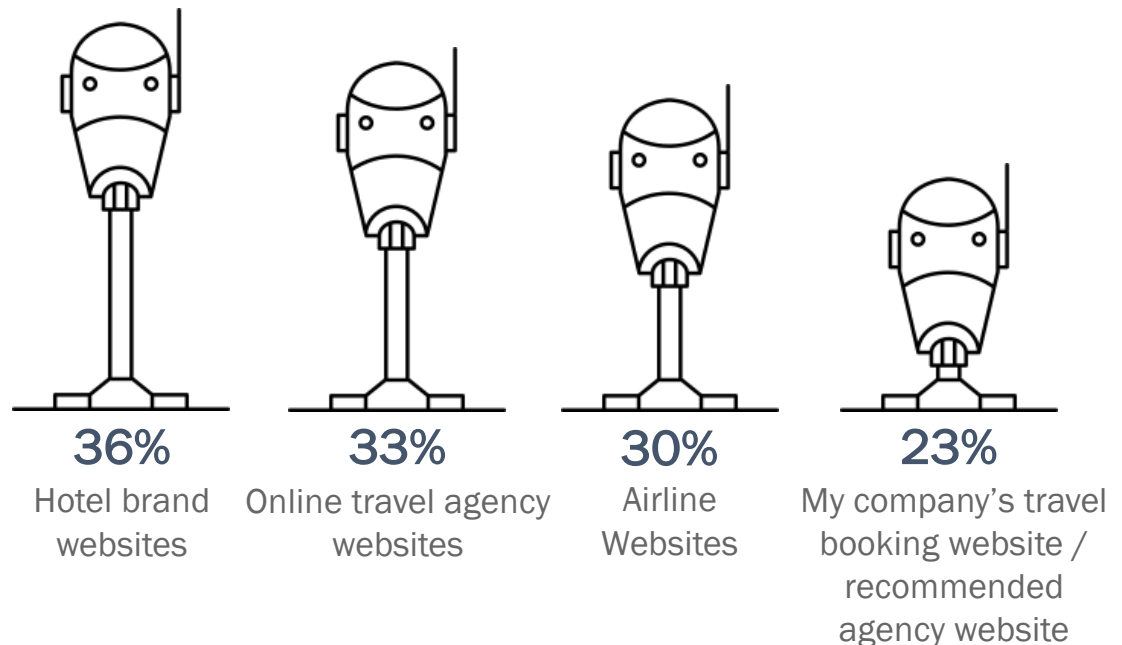
I find your lack of faith disturbing.

DARTH VADER

# Don't let travelers book out of channel.

Employees need time to focus and complete their work. Similarly, a Jedi must remain resolute and patient to complete their training. Employees who get bogged down in inefficient travel planning and booking suffer from a lack of productivity, wasting time and money — leading your company on a path to the Dark Side.

**Only 23% of respondents to the Phocuswright study book their travel using corporate online booking tool**

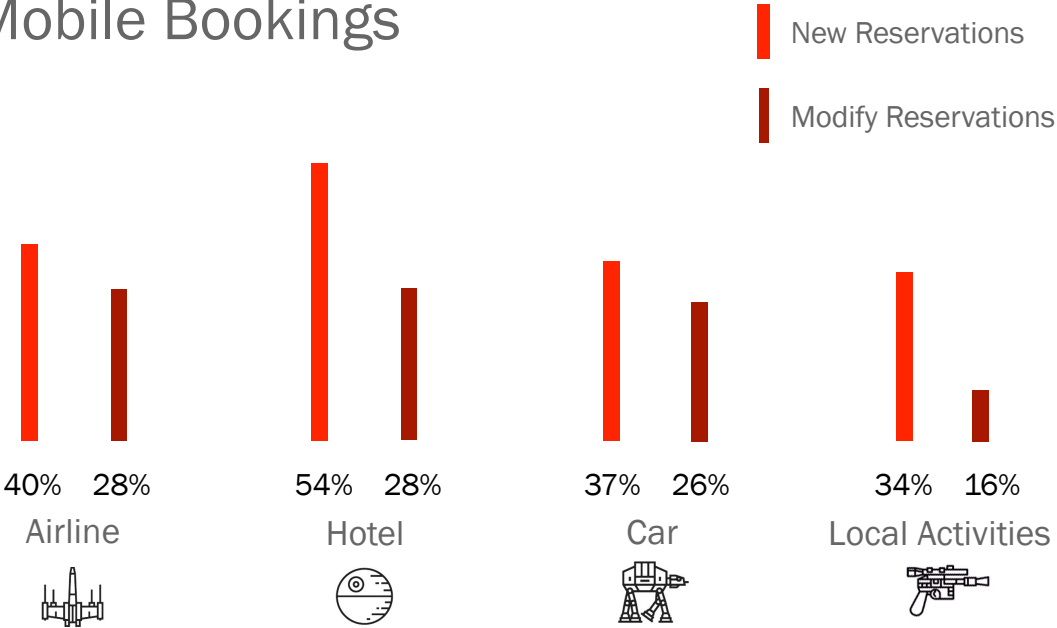


These aren't The  
Droids We're  
looking for.  
STORMTROOPER

# Let travelers book from anywhere... even their Jedi X-Wing.

Unsurprisingly, travelers rely on their smartphones throughout the travel planning, booking and managing life cycle – and this will only continue to rise.

## Mobile Bookings



Source: Phocuswright The U.S. Business Traveler: Debunking Common Myths About Corporate Travel



Stay on target.  
RED LEADER



It's a trap!  
ADMIRAL ACKBAR

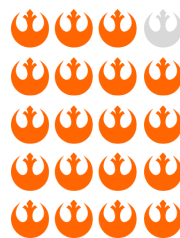
# Keep your Resistance Fighters Safe.

The challenge of keeping travelers safe is magnified when they go to the Dark Side. Luckily, smartphones provide a new avenue for tracking employees while they're on the road. For employees' safety, companies can locate them in times of emergency.

Giving travelers tools like Deem's Facebook Messenger Check-in feature for smartphones, means you know where they are while they're on the road and if they're safe from that swarm of Stormtroopers you just picked up on the radar.

## Travel buyer priorities

 #1 priority



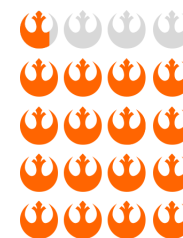
95%

Duty of care /  
traveler safety



88%

Reducing cost



84%

Data security



75%

Improving  
traveler  
satisfaction

Source: ACTE, Simplifying Managed Travel



# Is your platform a help or hindrance to Rebel recruitment?

In today's competitive job market, the type of technology and the travel policy a company implements is often a decision for retaining resistance fighters (employees).

A recent ACTE study showed that 28% of companies find their employees' satisfaction with the corporate travel policy as an issue in employee retention - 10% said it is a "significant" retention issue and another 18% termed it a "growing" issue.

Dynamic, personalized and easy to use technology ensures your travelers won't stray to the Dark Side.



Help me Obi-Wan  
Kenobi,  
you're my  
only hope!

PRINCESS LEIA

## Smarter Platforms.

From a technology perspective, buyers consistently want smarter corporate booking tools that can access traveler history, make better recommendations and expose richer content during the shopping and booking process.

They are looking for seamless integrations and mobile travel experiences that allow corporations to support their business travelers en-route and provide the individualized “consumer” experience travelers have come to expect in their personal lives.



I am one with the  
Fource and the Fource  
is with me.

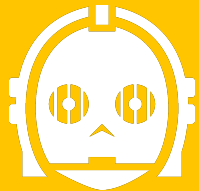
CHIRITT IMWE

## Become a Fource for change.

A well designed platform streamlines planning and booking, anticipates travelers preferences and guides them toward company compliant choices. Travel managers can rest easy, knowing their travelers are productive and safe. Travel agents have all the information they need to service their clients at the tap of a button and suppliers can focus on improving their products and solutions while Deem Work Fource manages and presents content beautifully and effortlessly.



Do or do not.  
There is no try.  
YODA



I suggest a  
new strategy.  
C-3PO

# The Power of Deem Work Fource

Bring balance to the Fource with powerful features:



## DEEM INTELLIGENT ATTACH

An artificial intelligence and machine learning technology that predicts preferred hotels for travelers based on history, preference, and +200 million real-time sentiment data points.



## PROACTIVE CHECKIN

Access to free 24-hour auto check-in on Southwest Airlines, guaranteeing a 90% placement in A + B boarding.



## GUIDED TRAINING AND HELP

The integrated WalkMe feature guides travelers step-by-step through booking and managing their trips. Tailored for company policy and compliance, and available on request.



## MOBILE APP

Book, change and manage travel using the IOS or Android mobile app. It's travel ready and willing!



## PREFERRED CONTENT

Access to unique and discounted content including Alaska Airlines, Booking.com, Virgin America, Southwest Airlines and SilverRail.



I'll not leave  
you here, I've  
got to save you.

LUKE SKYWALKER



#### **UNIVERSAL CONTENT**

Localized content across 224 countries, in 15 languages, including low cost carriers and rail. Exclusive access to Google ITA flight search and Southwest Direct Access.



#### **PREEMPTIVE ASSISTANCE**

Deem's Road Work platform intelligently predicts when travelers need to review travel plans, adjust their bookings and attach hotels or car service.



#### **LINKED CALENDAR**

Automatic and dynamic calendar entries are created with every travel booking - accessible online and offline, via mobile, sharable and connected to an address book. Fully integrated with Exchange Server, LDAP, iCal and Google Calendar.



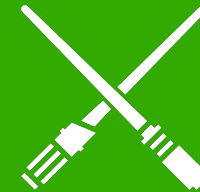
#### **DEEM EXPENSE**

Seamless and easy to use expense management tool. Integrated with Deem Work Fource - trip expenses automatically populate for review and submit. Capture on-the-road expenses and the Deem Expense automatically determines the category, date and dollar amount. Connect to any expense provider using Deem Open Expense.

## Join the Rebel Alliance.

Deem Work Fource transforms the travel ecosystem with predictive and personalized solutions, designed to streamline every aspect of the traveler's journey.

Deem solutions increase adoption and compliance, improve hotel and car attachment rates, provide powerful traveler and travel program insights and delivers superior distribution capabilities.



May the Fource be  
with you, always.

Embrace your destiny as the chosen one and “bring balance to The Fource” with the powerful Deem Work Fource platform.

TAKE A TEST DRIVE 

**DEEM EBOOK**

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