



# GetThere DirectMidMarket

## Overview

Designed to empower travel managers and travellers of small and medium-sized corporations, *GetThere DirectMidMarket*<sup>™</sup> offers an affordable yet sophisticated technology platform to book employee corporate travel online. Our continually enhanced traveller 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*<sup>®</sup> corporation and *Travelocity*<sup>®</sup> consumer online business, world leaders in travel.

## Why GetThere DirectMidMarket?

A majority of the world's major players rely on *GetThere*<sup>®</sup> 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 travellers 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.

## Traveller 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 travellers, 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
- > **Traveller 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 traveller 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 TheTrainline in the United Kingdom, SNCF in France, Amtrak throughout the Northeastern US and VIA Rail in Canada

### Easy-To-Use Traveller 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
- > **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.