

# MB5:

## Announcing the NBTA Model RFP for Online Booking Tools

### NBTA Technology Committee

**NBTA** San Diego/09

International Convention & Exposition  
August 23-26, 2009

# Introduction

*Tom Wilkinson and TRW Travel Consulting was engaged by the Technology Committee to draft the first NBTA Model RFP for Online Booking Tools*

*This presentation discusses the challenges of sourcing corporate travel automation and outlines key issues in the RFP.*

*The RFP Document is available through the NBTA Website and through this site.*

# Importance of Model RFPs

- Process guidance
- Highlight key issues
- Helps Buyers and Providers
  - most buyers have many similar concerns

# Limitations of Model RFPs

- Models are a template only
  - not intended to be cut and pasted
- Guides
- Biggest challenge was limiting the scope

# Building on Success

- Adapted the format and approach of recent versions including suggested RFP:
  - Objectives
  - Terms and Conditions
  - Evaluation Criteria
  - Instructions for Completion
  - Forms: Intent to Bid, NDA, Signature Authorization

# Timetable

- Starts after internal needs assessment
- Approximately three months
  - Questions due 10 days after RFP issue date
  - Proposals due 3 weeks after issue date
  - Short listing and presentations in second month
  - Selection and contracting in third month

*All communications electronic!*

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# Importance of OBT's

- Established Best Practice
- Many companies booking 50% plus online
- Lower transaction fees
  - higher TMC margins make a win-win
- Lower travel costs
  - visual guilt
- Integrated policy controls

# Sourcing Automation

- Unique challenges compared to sourcing pure services
  - less subjective than travel services
  - less objective than commodities/supplies
- Many similar issues
  - user experience and satisfaction
  - continuous vendor support

# RFP's Only Part of the Process

- Evaluation Team representing key stakeholders
- Internal needs assessment & goals definition
  - who, what, where, why, & how
- Evaluation of different deployment models
- Hands-on evaluation of GUI & Sys Admin
- References

# Importance of TMC Support

- RFP primarily designed for organizations seeking direct contract with OBT vendors
  - benefits of greater control and independence
  - bring greater responsibility
- TMC's must be key part of overall solution
- RFP has value for companies planning to implement TMC-provided OBT

# Part II

## RFP Outline & Summary of Key Issues

# Vendor Information

- History, Experience, Resources
- Key Management & Sales Contacts
- Competitive Differentiation
- Return on Investment (ROI)
- References

# General Booking Capabilities

- Display preferencing & configurability
- Display of 'lowest available' discounts
  - display of '% off' or flat rates,
  - web & other non-GDS inventory
- Highlighting and blocking vendors
- Alternate airports
- Unused tickets

# Non Air Booking Capabilities

- Rail: US and other countries
- Hotel: GDS and other; blocks, map
- Rental Cars

# Special Booking Issues

- Changes, cancellations, exchanges
- Book & Hold
- Travel Arrangers
- Trip Templates
- Non- employee travelers
- Monitoring passenger counts
- Carbon calculator

# Non-Travel Services

- Package shipping
- Parking, Dining, Black Cars
- Audio/Web conferencing services
- Fulfillment and internal support issues?
- Evaluating total value

# Profile Management

- Initial profile creation process
- Profile maintenance
- Master Profile and synchronization
- Security; removing profiles
- Profile storage; formatting and reporting

# System Administration

- Policy mapping & toggles
- Multiple policy support
- Options for configuration and maintenance
- Support for Pre-Trip Approval
- Policy (OOP) alerts & workflow options
- Multiple countries, locations, 'sub-sites'

# Content

- GDS missing key content in many countries and regions
  - LCC's, webfares
  - rail (esp. standard fares)
  - domestic carriers in many countries
- OBT's have different approaches to providing some of this content
  - API's, screen scraping, 3<sup>rd</sup> parties
  - proof is in the pudding

# Mobile Services

- Online booking on the road
- Reminders & SMS messaging
- Auto-updates & notifications
- Calendar integration

# GDS Compatibility

## TMC Support

### Form of Payment

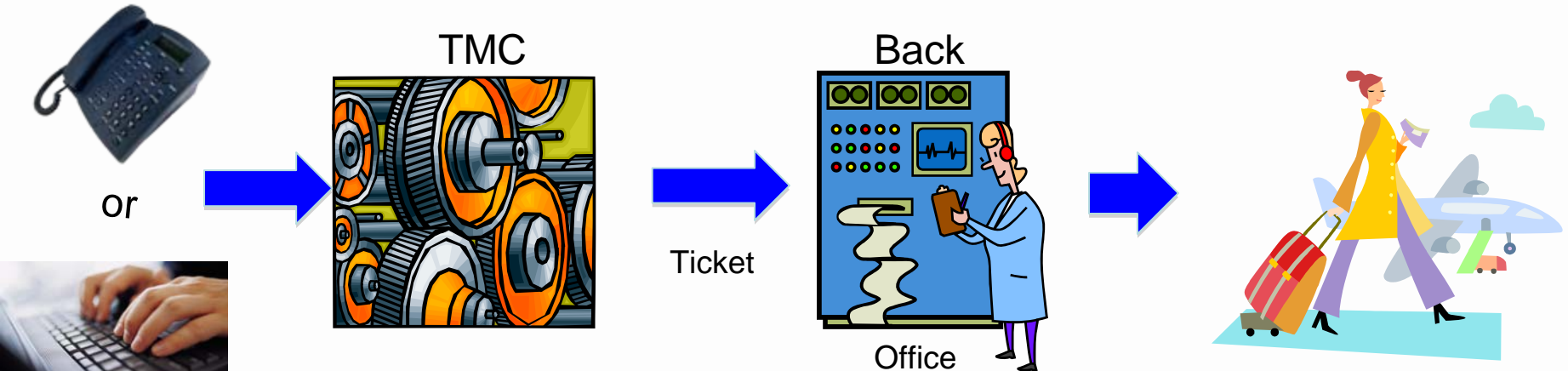
# Technical and Security Issues

- GUI Configurability (embedded links?)
- Where is data stored and how secured?
  - local, server & transit
- Firewalls
- Languages & Currencies
- Seat display; aircraft type

# System Integration Issues

- End-to-End Automation
- Synch with:
  - mid-office, expense reimbursement
  - 3<sup>rd</sup> party content systems
- Existing integration agreements
  - what data is passed

# End-to-End Automation



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# Implementation, Account Management

- Review implementation process
  - focus on customer (your) role
- Defining Account Management
  - role, responsibilities, time commitment
- Training resources
- Adoption programs & guarantees
- Management reporting issues

# Pricing – Financial Offers

- Defining ‘Total Cost of Ownership’
  - transaction fees
  - bookings, changes, upgrades
  - non-travel transactions
- Fees for implementation, support, Account Management, other services
  - understand what is and is not included
- Request Pro Forma TCO