

### Learn More

Call 1.800.850.3906 or visit  
[www.getthere.com](http://www.getthere.com)

### Customers recognized for online adoption

At the 2013 *GetThere* Summit customer conferences in North America, Europe and South America, *GetThere* honored several customers for their adoption success.

- Capital One
- Lockheed Martin Corporation
- Macy's
- Oracle
- Philips
- State Farm
- UBS

### Overview

*GetThere* customers average much higher online adoption than the industry rate. Our customers average 81 percent adoption in North America, and 95 percent among our best-in-class.<sup>1</sup> The average industry adoption is 58 percent.<sup>2</sup> With these industry-leading rates, *GetThere* delivers \$1.9 billion in aggregate customer savings annually.

All over the world, *GetThere* customers experience fantastic adoption:

- APAC 77 percent
- EMEA 76 percent
- Latin America 74 percent
- North America 81 percent
- Global average 78 percent

For buyers, online adoption translates to greater savings, improved safety and security, and traveler efficiency and satisfaction. Adoption also helps TMC's drive efficiency gains, helping increase overall profitability and customer satisfaction.

### Success stories

A global IT giant that has *GetThere* deployed in more than 50 countries enjoys 95 percent adoption globally. Speaking at *GetThere's* annual customer conference in North America, the company's global technology manager credited site management work by both *GetThere* and Carlson Wagonlit, and said the program has saved on agency, online and preferred supplier costs.

A *GetThere* customer introduced a new travel policy and site optimization project across its 65,000-plus employees with an adoption goal of 90 percent. The client used *GetThere* technology to preference suppliers, customize messaging and branding, and more. The company raised adoption by 15 percent year-over-year, concluding 2012 with 92 percent adoption.

A program that deployed *GetThere* in the second quarter of 2012 quickly pushed its adoption above 80 percent without a mandate. The customer leveraged executive endorsements, webinars, training guides, tutorials and internal communications.

In the United Kingdom and Switzerland, a *GetThere* customer maintains adoption at 98 percent. Travelers who do not comply with policy receive proactive and awareness-building communication.

<sup>1</sup>Source: 2013 *GetThere* Corporate Travel Benchmark Report.

<sup>2</sup>Source: 2011 PhoCusWright Corporate Travel Manager Survey.

## Benefits

*GetThere* customers realize significant savings as a result of their adoption. How? *GetThere* offers the same or lower airfare than supplier sites 99.7 percent of the time.<sup>3</sup> In 2012, *GetThere* customers saved a combined \$1.9 billion in lower online travel and fulfillment fares.<sup>4</sup> *GetThere* processed 12.6 million trips in 2012. A breakdown of the savings:

- 20 percent air savings domestically, or \$110 per ticket
- 28 percent air savings internationally, or \$600 per ticket
- 6 percent hotel savings domestically, or \$10 per room night
- 20 percent hotel savings internationally, or \$44 per room night
- 5 percent car savings domestically, or \$2 per daily rental
- 6 percent car savings internationally, or \$3 per daily rental
- 57 percent savings on fulfillment fees by booking online for domestic air travel, or \$17 per transaction
- 66 percent savings on fulfillment fees by booking online for international air travel, or \$25 per transaction

## Get more with GetThere

Adoption excellence is just one reason companies choose *GetThere*. A majority of 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.

Contact your *GetThere* representative by calling 1-800-850-3906 or visiting [www.getthere.com](http://www.getthere.com) to learn more.

<sup>3</sup>Source: Audit conducted by a major *GetThere* customer.

<sup>4</sup>Source: Estimate from the 2013 *GetThere* Corporate Travel Benchmark Report.