

# Deem Rise Battlecard

## Solution Overview

Deem Rise is a self-service, easy-to-manage, online booking tool your TMC has purchased which is designed for small customers looking for a self-managed travel booking and management solution. Coupled with your TMC services, Deem Rise provides an end-to-end travel booking and management solution your customers can rely on.

### Key Features

- Integration with Google ITA flight search results for lowest and best fares – which means users are less likely to search online for a better price (search by fares or by schedule)
- The HelpMe features guides travelers step-by-step through booking and managing their trips
- Apply customer and TMC negotiated rates for additional savings on every trip booked.
- Easy-to-use policy configurator for fast travel policy set up
- Real-time access to your travel spend and visibility into user engagement

### Why Deem Rise?

- Create your site, set your policy, and invite your users in 10 minutes or less
- End-to-end travel itineraries aligned to preferences and corporate travel policy
- Robust content with search results from Google, Sabre, Travelport and Amadeus
- Personalization with preferred air, hotel and car recommendations

### Target Company

- US or Canada based
- Up to 100 employees or under \$1 million in air spend
- Does not have a managed travel program
- Looking for a self-onboarding solution to create their own booking site
- Light travel policy requirements

### Target Profile

C-Suite or director level with title segment including:

- Executive Administrator
- Travel Manager
- Finance
- Procurement

### Competitors

- TripActions
- Lola
- TravelBank
- Egencia

### Competitive Differentiators

<b>Car services</b>	Access to car services including shuttles to black car services. (If enabled)
<b>Negotiated rates</b>	Apply customer and TMC negotiated rates for additional savings on every trip booked.
<b>Self-guided help</b>	Personalized guidance and training solution built into Deem Rise online booking and management tool.
<b>Flexible fares</b>	Normalized air fare shopping across carriers that have branded fares and carriers that do not by grouping fares according to their refundability level for an easier and more consistent cross-shopping experience.
<b>Book your seats</b>	Book your seat while cross shopping across flights and carriers for an easier and faster shopping experience.
<b>Dynamic messaging</b>	Customizable messaging assigned to content or behavior used to inform, influence, and guide travelers.
<b>Scalable solution</b>	Grow from Deem Rise to Deem Work Fource as your business scales. Work Fource is an enterprise OBT solution with complex features designed specifically for enterprise-sized business needs.
<b>Self-service onboarding</b>	Customer can create their site in less than 10 minutes.
<b>Best-in-class mobile app</b>	Customers can book, cancel and change air, hotel and car with full itinerary management.

## Deem Work Fource vs Deem Rise

Features	Deem Work Fource	Deem Rise
Air, hotel, ground transportation bookings	Yes	Yes
Template reads all agency policy settings	Yes	Yes*
Customer negotiated rates	Yes	Yes
Dyanmic Messaging	Yes	Yes
Customer driven onboarding	No	Yes
Customizable travel policy	Yes	Yes
Rail	Yes	Yes
Southwest direct connect	Yes	Yes
Site cards	Yes	Yes*
Pre-trip approval	Yes	Yes*
Configurable fields	Yes	Yes*
Traveler grouping	Yes	No
Profile sync	Yes	Yes
SSO	Yes	No
HR feeds	Yes	No
Mobile book/cancel/change	Yes	Yes
Travel SafetyCheck	Yes	Yes
Expense integration	Yes	No

Qualitfication Questions	Sample Responses
How do you book travel today?	Deem Rise provides a user friendly experience for your travelers to book and manage their travel.
How much do you spend on air?	Deem Rise is perfect for a customer that is under \$1 million in air spend, does not have a managed travel program but wants a self-onboarding tool with light travel policy settings. (If customer wants pre-trip approval, automated ticket exchange, or needs a highly configurable site with more policy settings, Deem Work Fource is the best option).
How many people in your company travel?	You can onboard and activate those users individually or through a file upload with Deem Rise so they can start booking immediately.
Do you have a travel policy and if so, how is it implemented?	Deem Rise offers light policy settings. If you need specific restrictions around travel or high policy control, Deem Work Fource is the solution for you. (See below comparison matrix for further details).
What are the biggest challenges your travelers have today?	User experience: Deem Rise is user friendly with features that will keep your travelers happy – (touch upon Google ITA, Trip Advisor Reviews, Travel SafetyCheck, HelpMe, etc.). Cost: Rise is an affordable and cost-effective solution. Compliance: Deem Rise provides end-to-end user experience that brings in extensive content that travelers want and need – keeping them on platform and engaged. Adoption: Drive user adoption with a booking tool your travelers will actually want to use.
Do you require expense integration?	If Yes we recommend Deem Work Fource.
What is your mobile strategy for travel?	Deem Rise customers can use Deem's robust mobile app.
Do you have negotiated rates and how do you manage them?	If yes, we can load those rates into Deem Rise and have it available for your travelers.

\*Additional configuration is needed by TMC.