



***Travel Management Services
RFP Response***

Presented by:

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A handwritten signature in black ink, appearing to read "Lee Thomas", is positioned below the typed name.

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ALTOUR

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TMC CLIENT BASE

Agency Volume Business Mix – Please provide the number of accounts your agency has in each of the following volume segments and percentage of business mix:

Size of Account	# of Accounts Serviced by the entire TMC	# of Accounts Serviced by the office that would be handling the BGSU account
Under 1 M (\$\$)	1,261	209
1M – 5M	54	7
5M – 15M	6	1
15 M – 25 M	3	None
25 M – 50 M	None	None
50 M – 75 M	None	None
Over 75 M	None	None

Business Mix	% of Total Sales volume of the entire TMC	% of Total Sales volume of the office that would be handling the BGSU account
Corporate Transient	69%	100%
Meetings	2%	0%
Leisure	29%	0%
Leisure Groups	Included in Leisure	0%

TMC General Information

1. Provide an Executive Summary that outlines a brief history of your company including the number of years in business and your ownership structure.

Our company is a recognized leader in the travel industry and has been servicing the needs of corporate travelers since 1970. Our financial stability and vendor strength is the envy of many Travel Management Companies (TMCs).

In 2009, The Travel Authority (TTA) took a major step forward through an acquisition by ALTOUR International (ALTOUR), Inc., a large international TMC headquartered in New York City. Although TTA continues as an owned subsidiary of ALTOUR, strategically positioned to provide business travel management solutions for our customers, our company is unified under one name, ALTOUR.

ALTOUR is a privately held corporation. We were founded in 1991 by our owner, French native, Alexandre Chemla. Alexandre's vision was to create a company of entrepreneur/owners rather than employee/managers. All of ALTOUR's senior executives and managers are able to make business decisions and value judgments without an intrusive hierarchy. The result is fast response times with a can-do creative attitude to address and resolve any and all client issues. We serve small entrepreneurial companies and major multinationals with the same attentive, concierge service. Our focus is on effective travel management and cost control.

We have made a significant investment in technology. Our dedicated programmers and staff are committed to developing and customizing products and services for our clients to ensure that our agents and your key managers have immediate access to reliable information.

Alexandre Chemla's mission is to continuously offer the high touch service we have built our reputation on and grow our geographic presence in key markets. The result is consistent supplier recognition with local representatives and the ability to leverage different market specific deals across our entire client base. As ALTOUR ranks among the top volume agencies, we have been selected by our suppliers to receive their best deals. We leverage our volume with yours to negotiate valuable discount and amenity-driven programs with airlines and hotels worldwide.

In 2010, ALTOUR again expanded our enterprise by purchasing Advantage Travel and Incentives, headquartered in Minneapolis, Minnesota. Advantage has rebranded as ALTOUR Performance. It specializes in business, meeting and incentive travel.

Collectively, the ALTOUR family of companies now represents over \$1 billion in annual sales, with over 75 offices and approximately 1,000 employees. We are recognized by *Travel Weekly's* annual Power List as the 14th largest TMC in the United States.

TMC General Information

2. Provide an overview of your company's global presence.

ALTOUR offers BGSU global capabilities. Our company has offices in London and Paris and offers over 300 International programs, including net fares and upgrades. In addition, ALTOUR is the largest Travel Management Company (TMC) in the American Express Representative Network (the largest global TMC with over 1,700 locations in 130 countries worldwide).

Our International Team averages 15-years of International experience and is available to assist BGSU on multiple service levels.

The map below illustrates the countries where either ALTOUR and/or American Express have physical locations:



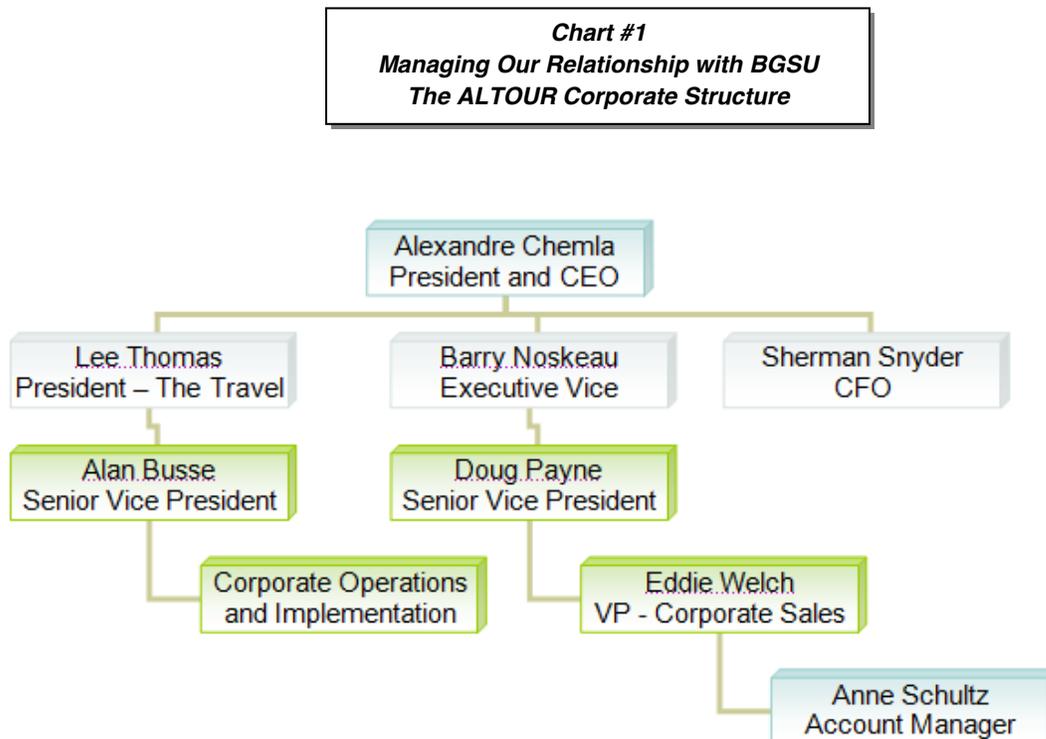
TMC General Information

3. Outline your company's infrastructure including role descriptions and organizational charts for the proposed service and staff configuration.

We've used 3 charts to illustrate our company structure and the configuration of our support team both before and after implementation of your program.

- Chart #1 illustrates how ALTOUR is structured from an overall management standpoint
- Chart #2 illustrates our support structure during the implementation phase
- Chart #3 illustrates our support structure post implementation

Customer service is very important, not only to the owner of our company, but throughout the organization. Our organization features a flat structure. Employees are empowered to make decisions at all levels of the company.



TMC General Information

During the Implementation Phase, a team will be assigned to BGSU. This team will consist of an Implementation Team Leader, your Account Manager, and an Executive Sponsor.

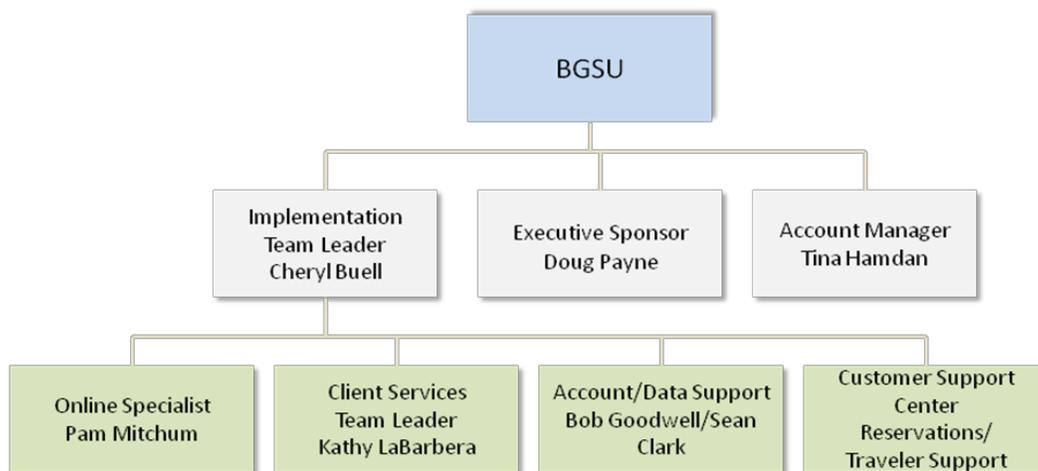
The Implementation Leader will be responsible for coordinating all operational tasks/projects associated with the implementation. Your Account Manager will work closely with the Implementation Leader and key BGSU personnel to accomplish the following during this stage:

Coordinate initial and on-going traveler and travel pITinar seminars. The seminars may be on-site or via webinar and may be related to launching the new travel program and the new online booking tool.

- Assist in the creation and implementation of travel policy, which is your blueprint for travel savings.
- Resolve any issues or problems that may arise between BGSU's travelers, management or executives, and ALTOUR and its vendors.
- Assist BGSU in designing management reports to ensure BGSU gets the travel data you need in the formats you want.
- Initiate any necessary negotiations with travel vendors to provide additional savings for BGSU.

A member of our Executive Team will serve on the Implementation Team. Doug Payne will be assigned to this role. His focus will be to manage the relationship to ensure your satisfaction with our performance during this critical early stage. Doug is a 28-year veteran of the travel industry and serves as ALTOUR's Senior Vice President–Corporate Sales.

Chart #2
Proposed Staff Configuration for BGSU
Implementation Phase



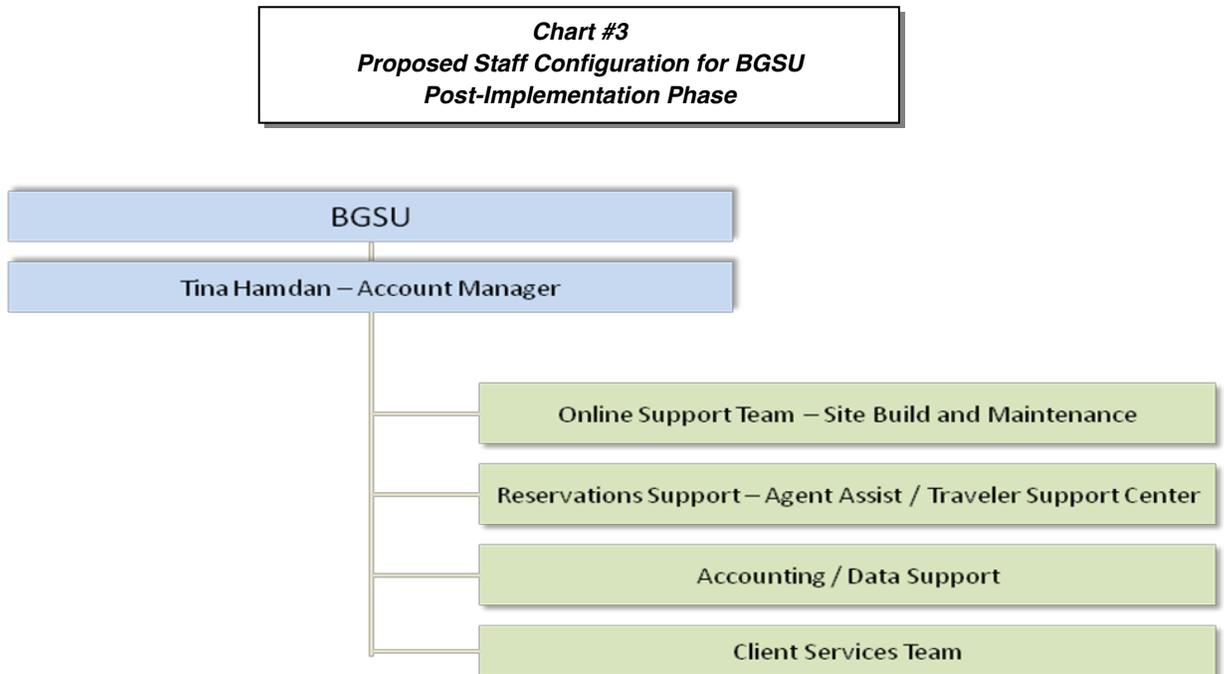
TMC General Information

Post implementation, we consider your designated Account Manager to be the ultimate link between you and ALTOUR. At this point, your Account Manager will take a consultative role, matching your needs to creative solutions borne from collaboration.

Tina Hamdan will be your Account Manager. Tina has 21-years of experience managing corporate accounts and will be responsible for managing the overall relationship between BGSU and ALTOUR, negotiating on your behalf, monitoring service levels, assisting with day-to-day needs, and keeping you abreast of industry information.

Tina receives support from subject matter experts who are responsible for supporting the BGSU travel program on a daily basis.

Please see our reply to Question #1 in the “Personnel, Account Management, Configuration” section detailing the role of our Account Manager.



TMC General Information

4. What have your annual air travel sales been for the past three years and the corresponding number of air transactions (breakdown as domestic, international, total)?

Year	Air Travel Sales	Air Transactions	% Domestic	% International
2008	\$520,086,811	908,782	57%	43%
2009	\$421,193,402	601,705	58%	42%
2010	\$671,134,670	1,073,815	53%	47%

5. Provide a list of travel or purchasing consortiums to which your company is associated.

ALTOUR is the largest member of the American Express Representative Network. What this means to BGSU is that we have access to many of the American Express corporate discount programs including the American Express Global "Preferred Extras" Hotel Program, as well as multiple car rental and airline discounts available to us from American Express that may replace or supplement your existing programs.

In addition to the American Express Programs, we also have discounted consortia hotel and car rental discount programs available to us:

- ABC Premier Hotel Program
- ALTOUR Collection Hotel Program
- Commonwealth Business Travel Consortium

TMC General Information

6. What differentiates your TMC from your competition and why should we select your company?

Why select ALTOUR? Because we can help you achieve your objectives for this initiative by offering:

- Excellent customer service
- Reduced T&E costs
- Stronger relationships with travel suppliers
- Easy, accurate and efficient travel reservation process (agent assist or online)

Customer Service

We start by listening. We want to know what the “pain points” are in your current program and how we can take the identified weaknesses in your program and show improved results.

Our belief is that understanding the customer’s needs and striving to meet those needs is the key to our business. We want our relationship with our customers to be honest and open. Our corporate culture is to hire the best people, encourage and teach them, provide them with tools they need and let them succeed in providing superior service delivery.

Unlike many of our competitors, our company is large enough to provide you with not only with a wide variety of product, service and discount offerings; it is not too large for you to interact with any employee in our company including our President and CEO, Alexandre Chemla.

Normally, an agency can offer either service or savings. We’ve been very successful in combining the two, which is difficult to execute. We operate like a boutique; our employees are encouraged to innovate and are empowered to satisfy the customer. Clients want the personal touch and not to be treated as a number.

We are so confident that you will be satisfied with our excellent customer service offering that we are offering BGSU this Service Guarantee:

In order to demonstrate our confidence that we can bring great value and innovative creative solutions to BGSU not found with our competition, we are putting a Service Guarantee of \$10,000 into place. Should BGSU not be satisfied with ALTOUR’s service delivery at the 6-month point of our relationship, ALTOUR will allow BGSU to exit the contract agreement and we will pay a \$10,000 “service penalty” to BGSU.

TMC General Information

Reducing T&E Costs:

A key component in providing you with the excellent customer service is the person who will be representing our company to you and who is responsible for our overall relationship. You will be assigned an experienced, industry-savvy Account Manager. As mentioned previously, Tina Hamdan has over 21-years of industry experience and will work closely with you in assuring you not only receive the best quality service available, but also will be focused on your second objective: reducing T&E costs. She will accomplish this by focusing her efforts on understanding and evaluating current policies, procedures, and negotiated discount programs in place and benchmark those programs with the benchmarking tools we have available from American Express Advisory Services, Topaz International, and Travel GPA.

During the implementation phase, Tina will guide you on establishing a foundation on how we will work with you and be judged by you in the future. Reducing your T&E costs will be a primary focus. The framework for this program will be as follows:

- Establish a business plan that will become the basis for future reviews.
- Introduce ongoing initiatives.
- Facilitate problem solving.
- Determine how cost-saving initiatives will be evaluated.
- Define future objectives.

From this, Tina will be able to work very closely with you in monitoring our progress in meeting and exceeding your stated objectives.

Building Enduring Relationships with Suppliers

We are dedicated to building enduring relationships with our suppliers; we know these relationships enable us to deliver exceptional service and value to our clients when it counts.

Our Senior Management Team is very active and participates on key supplier advisory boards and industry organizations. These advisory boards/organizations include:

- Delta Air Lines
- United/Continental Airlines
- American Airlines
- Global Business Travel Association - (GBTA - formerly known as the National Business Travel Association)
- Local GBTA Chapters including: Ohio Valley BTA / Michigan BTA / North Central BTA.

An example of how we can help you strengthen your supplier relationships is by illustrating some specific airline relationships we have in place.

TMC General Information

Our relationships with senior executives of top domestic and International carriers confirm the respect our peers have for our longevity and innovation and allow us access to key management when needed and also, to negotiate carrier specific programs. ALTOUR ranks in the top three independently-owned agencies for American Airlines in the US and is also rated in the top 10 preferred independently-owned agencies for United Airlines in the US.

Benefit to BGSU—our domestic and International air contracts include, but are not limited to, net fares, upgrade programs on most major domestic and international carriers, and ability to “unblock” and assign preferred seating on United, American, and Delta.

We will work with you to assess your existing relationships and formulate a plan to maintain the partnerships that are working and introduce new relationships/partners into areas that are not.

Provide an Easy, Accurate, and Efficient Travel Reservation Process (agent assist or online)

Our company utilizes multiple Global Distribution Systems (GDS) and online booking tools. We have the ability to assess a customer’s needs and provide a product that is the right fit for the customer. As a result, we deliver an easy, accurate, and efficient travel reservation process no matter how the reservation is booked.

Our industry-leading technology and automated quality control systems will guide your travelers to book within BGSU policy.

Our data reporting tools are second to none. iBank allows BGSU real-time access to our reporting systems. They put travel data at your fingertips and empower you to monitor and track your travel expenditure, from invoice copies to monitoring your vendor relationships to tracking your travelers. All of ALTOUR’s software is web-based and password secured.

And yes, at the end of the process, we offer credit card reconciliation as a standard part of our service offering.

We are so confident in our ability to deliver an accurate and efficient reservation process, we offer the following Low Fare Guarantee.

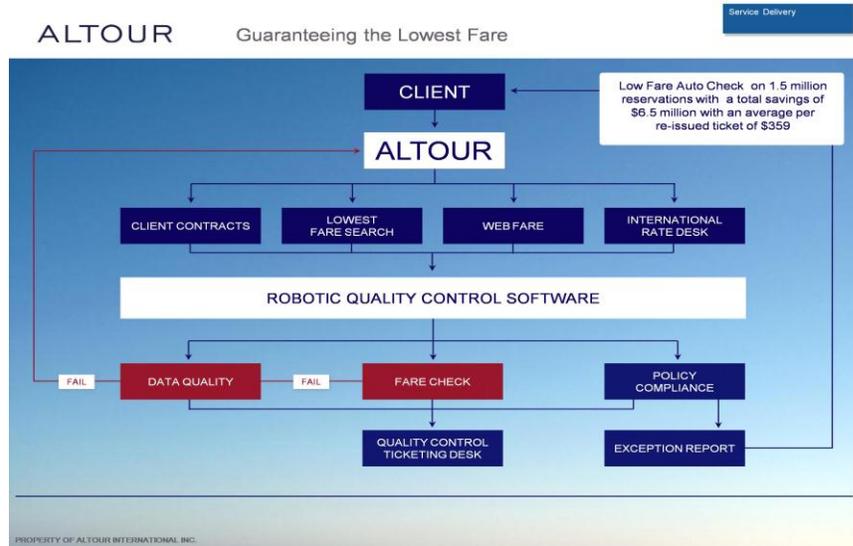
All airline tickets booked will be at the lowest logical airfare. ALTOUR will match any lower fare found and credit BGSU 10% of the new base fare of the ticket.

If any of your travelers present documentation that a less expensive equivalent fare than what was booked was found, ALTOUR will take the following action steps:

- Respond with a conclusion within 24-hours
- Match lower fare found and credit BGSU 10% of new base fare
- If the ticket has already been issued, we will refund the difference
- Refund the transaction fee
- The number of challenges will be reported to BGSU monthly

TMC General Information

Below please find a diagram of the processes we use to enable us to guarantee the lowest fares.



We believe that the traveler experience with our company is very important whether it be online or through one of our agents. Once our program is fully-implemented with BGSU, we would welcome the opportunity to survey your travelers to ensure that we are indeed offering an accurate and efficient travel reservation process.

We believe a very important step towards providing an easy, accurate, and efficient reservation process is to offer a truly world class online booking tool.

With that said, we recommend that BGSU utilize the Concur Travel online booking tool.



The Concur Travel online booking tool was designed as a global solution and fully supports domestic and International travel. Today, Concur Travel supports over 2,000 customers with users in 90 countries. Concur Travel has all of the features a multinational organization requires, including: Multi-GDS, Multi-Agency, Multi-Sourcing, Global Reporting, Local Policy/Rules, Multi-Currency, Multi-Language and International Privacy Law Compliance.

Concur Travel is an award-winning online travel management solution that was designed to help companies lower and control their travel spend. Concur Travel provides travelers with a user-friendly system to make their own travel reservations and manage their corporate travel. Concur Travel allows travelers to access both GDS and non-GDS inventory, all within a controlled environment. Companies can enforce their business policies from the point of purchase, effectively preventing unnecessary spending from happening in the first place.

ALTOUR will waive the first 3-months of your online transaction fees, as well as your implementation fee. We calculate this to amount to a \$5,000 value, based on your current rate of online booking activity and standard system configuration.

TMC General Information

What makes ALTOUR different? We're much more than a TMC. Our organization includes several additional business units which provide a range of complementary business services to our customers.

ALTOUR

PERFORMANCE

In the summer of 2010, we continued our expansion through the acquisition of Minneapolis-based Advantage Performance Network, now rebranded as ALTOUR Performances (AP). AP offers a range of meeting, travel and marketing solutions, all aimed at helping clients improve their business performance.

- Meetings
- Conferences
- Special Events
- Group Incentive Travel
- Performance Marketing

ALTOUR Air: Unlike other charter companies that select aircraft from a standard database, ALTOUR Air recommendations are based on experience and strong industry relationships. ALTOUR Air operates 24-hours a day, 365-days a year. ALTOUR Air has no affiliation with any charter operator and does not own or operate aircraft.

ALTOUR Limousine: Provides premium chauffeur service in the metropolitan New York region and can arrange quality ground transportation in other major cities in the United States or abroad. Our luxury fleet includes current model Mercedes sedans, Lincoln Town Cars, Suburban SUVs, a 12-person luxury van and limousines. Our drivers acquaint themselves with our clients' preferences, making sure that the car is always equipped with the refreshments and amenities of their choice. Since our drivers have a full-service travel company at hand, they can confirm flights, arrange special services at the airport, make restaurant reservations and do many things that ordinary chauffeurs cannot or will not do.

Bottom Line: We are truly a service-driven company that not only offers statements about our service levels—we **guarantee them.**

RESERVATION PROCESS/SERVICE REQUIREMENTS

1. Does your reservation system allow and are your agents required to search for Internet and web-fares? Explain in detail how this works.

Many Internet/web fares are now displayed in the GDS. For those not displayed in the GDS, ALTOUR uses BookingBuilder Desktop.

BookingBuilder software integrates with the GDS and provides information on non-GDS low cost carriers, including Southwest Airlines. Combining our multiple GDS capabilities and BookingBuilder gives us the unique capability to offer our Low Fare Guarantee on every ALTOUR booked reservation.



Moving forward, the Universal Desktop from Travelport (see screen shot below) will allow our agents to shop content from multiple places, such as your own sourced content, web content, supplier direct connections, low cost carriers, rail operators as well as additional global content from Travelport.



Using the advanced “Price Mixer” feature on the Universal Desktop, itineraries can be generated that price multiple trip components from different travel suppliers and varying classes of service simultaneously. This reduces repetitive tasks, saves time and improves productivity.

Included within the Universal Desktop is the “Universal Record.” The Universal Record or “Super PNR” combines all itinerary components, regardless of how or where a booking occurred.

Please see **Attachment A** for additional information on the Universal Desktop and the capabilities of the tool. We expect to be using this tool in our offices later this year.

Your employees also have access to Internet/web fares through our recommended online booking tool, Concur Travel. Concur Travel provides BGSU access to multiple GDS systems, exclusive direct connects, corporate discounted and Internet-only fares. It delivers all of this power and functionality in one single view.

Enhanced travel content also includes new airline product offerings, faring options, superior property information, service descriptions, photos and videos, as well as guaranteed access to supplier traveler affinity programs.

By delivering the lowest fares and travel inventory choices based on your corporate policy, preferred corporate travel vendors and your business travelers’ personal preferences, Concur Travel eliminates the guesswork and drives online travel booking tool adoption.

RESERVATION PROCESS/SERVICE REQUIREMENTS

2. How do the travel policy, unused tickets, and BGSU preferred options get displayed to agents when BGSU employees call in a reservation? Is this information consistent whether someone is calling your after-hours service?

When a BGSU employee contacts us via a call in reservation, the BGSU travel policy information, unused tickets and preferred options are displayed in the GDS profile of that individual. Our agent will immediately know that a BGSU employee is contacting us since BGSU will be provided with a unique local or toll free number. ("Local number" meaning should you desire a local Cleveland area phone number for your employees in that area to contact us, we can accommodate that. The same would be true for any other specific geographic area.)

This information will be consistent no matter what time of day you contact us as our after-hours team consists exclusively of ALTOUR employees.

3. Does your system automatically track unused tickets that can be applied to future trips and are the agents automatically prompted to offer these credits or do you use a manual system? Explain your utilization of the unused ticket process in detail.

Managing unused ticket inventories is a key component of our managed service offering, as up to 40% of ticket costs can be lost due to undocumented changes and cancellations.

Through our automated quality control system, for both traditional and online transactions, unused non-refundable tickets are automatically applied toward new reservations. Within Concur Travel, travelers can easily view and reuse these tickets.

The process includes both automated and manual involvement. Tickets that are canceled, whether booked online or through an agent, are sent to a queue, where an agent captures the relevant information and performs two activities:

1. Loads the credit information into the traveler's profile, which will be visible to the traveler in Concur Travel when making future reservations and to agents when they are making future reservations for the traveler, and;
2. Loads this information into an unused ticket database (unused ticket log). This log includes the issue date of each original ticket so that ALTOUR and BGSU can see when tickets will expire and make every effort to use the available value.

We run electronic ticket record (ETR) reports that compare what we've issued against what the airlines show as flown and in this way we identify unused tickets that we would not otherwise have known existed. The process here is much the same as stated above. The identified credits are placed in a queue and an agent places the necessary documentation in both the traveler profile and onto the unused ticket log. Most airlines have a policy that if the ticket is not canceled before the date/time of departure, then the ticket has no value. Delta and Southwest do not. This is the kind of information we would pass along to your travelers during training and via communications.

When a credit is used against the purchase of a new trip (this is an automated feature within Concur Travel), the record is placed on a queue that shows the credit has indeed been used. An agent works this queue and removes that credit from the database.

RESERVATION PROCESS/SERVICE REQUIREMENTS

- 4. Are all trips (online and by phone) and booking history displayed in the system at all times? Real-time or if they require synchronization, how long after the reservation is made is the synchronization accomplished?**

All trips (online and by phone) and booking history are displayed in the GDS system at all times.

In addition, the Concur Travel tool provides “bi-synchronous” processing. Profiles changed in either the GDS or in the Concur Travel tool are updated in the other.

- 5. What communications do you offer to advise travelers of last minute changes, delays, cancellations, etc. to their trip?**

Triplt Pro by Concur allows travelers to receive instant alerts about flight delays, cancellations and gate changes directly to Smartphone or text message.

With a simple download from the App Store, travelers have access to Triplt’s award-winning travel information and itinerary aggregation right at their fingertips.

Regardless of booking source, Triplt helps travelers with updates, via agent-assisted or through the Concur Travel booking tool, which helps to keep all facets of your managed travel program in alignment.

- 6. Provide a detailed outline of your international services including average international ticket savings, average agent experience, and any special international services that you provide.**

Our International Team provides competitive faring of international rates to include published, negotiated, consolidated, and bulk fares. They complete a 3-stage International lowest fare check, including automated pricing utilizing the GDS, manual pricing by our rate desk and transmitting the record to the airline rate desk for around-the-world and companion fares. Our international faring is provided at no additional cost above the applicable international ticket fee.

ALTOUR also uses the services of preferred airline consolidators where such services are desired by the customer. Many times consolidator fares have very limited opportunities for change and when changes do occur, little assistance is provided by the airline. It must be understood by the customer and the traveler that the savings realized can be offset by inconveniences experienced when changes occur.

Our International agents average over 15-years of experience.

Average international savings are not easy to quantify. Some clients allow First Class or Business Class travel, which can greatly reduce savings percentages. From an overall company perspective, ALTOUR shows a 40% average savings on International booked tickets over the past 3-month period.

RESERVATION PROCESS/SERVICE REQUIREMENTS

Additional services that our International Team performs include:

- Hotel and Car Reservations
- International Airfare Quotes & Reservations
- American Embassy & Consulate Listings
- Health Entry Requirements
- Time Zone Information
- Climate Information
- Currency Exchange Information
- Local Customs/Holidays Information
- Travelers Checks
- Additional Travel Information
- Baggage Allowances

The only additional fees associated with these services are for after-hour calls.

Our International Team is well versed in the requirements necessary for entering various countries. We can assist with passport/visa needs where allowed, and will direct travelers to specific websites when they must complete documents.

ALTOUR also has the ability to assist BGSU with visa/passport processing. We have a partnership with Expert Visa International, which has been working with the U.S. Department of State and the Embassies and Consulates of countries from around the world since 1946. Some of the areas that ALTOUR can assist International travelers include:

U.S. Passports can be expedited to meet most departure dates. Our passport instructions also contain links to help the traveler get a certified birth or marriage certificate, locate first time passport acceptance facilities, and decide which forms they need.

Visa expediting times are dependent upon the country being visited, but in most instances, they can be turned around in 2 or 3-days. Our Visa instructions can let the traveler know if a Visa is needed and with one link, print everything they need.

Document legalization or authentication can be a lengthy procedure. For those who need to familiarize themselves with the procedure, we have included a tutorial in our legalization section. Otherwise, the traveler can just send us an information request and we will provide specific instructions for their documents.

International Driving Permits, passport and visa photos, foreign currency needs, translations, hotel confirmation or business invitations are also available.

Low Fare Guarantee delivered by our International Rate Desk—strategies include creative routing, minimal fee upgrades, round-the-world or Circle Pacific fares.

RESERVATION PROCESS/SERVICE REQUIREMENTS

7. Does your company offer a meeting plTinar and/or incentive travel program planning? If so, describe the services that you offer and any related costs.

ALTOUR is proud of the fact that we own our own Meeting and Incentive Company, ALTOUR Performance (AP).

Headquartered near Minneapolis, MN, AP has been recognized four years in a row by *Corporate Meetings and Incentives* as part of their CMI 25 list of the largest and most influential North American meeting and incentive companies focused on the corporate market.



AP has four planners averaging 18-years experience in the areas of planning and managing all components of meetings/convention/incentives and group travel, both domestic and International. One has 3-years of experience in building and managing StarCite online registration, another is a CMP (Certified Meeting Planner).

AP has a menu of services in which the client can choose all of the services or just the ones which specifically are needed for their programs.

- Experience in planning and managing all components of group travel
- Seasoned in-house group travel professionals
- Offer multiple destination options
- Airline, hotel and cruise contract negotiations
- Experience in management of contract negotiations to secure the most desirable vendor agreements and negotiating contract language in the best interest of client
- Arrange site visits, travel with client on site visit
- Budget consultation
- Preferred group vendor pricing
- Properly manage group programs to reduce costs
- Destination Management Company partnerships domestically and Internationally
- Latest technology
- Dedicated toll-free phone number
- Authorized user of StarCite online registration tool
- On-site travel staff

AP also provides performance improvement solutions. AP can work with you to implement a multifaceted program to increase your online adoption rate and also encourage employees to use the travel program. Here is an example of how we can assist BGSU through our AP division:

AP currently runs employee incentive programs for clients seeking to increase transaction activity within users of their corporate travel management systems (among other strategic objectives).

RESERVATION PROCESS/SERVICE REQUIREMENTS

In travel compliance programs, travelers automatically earn points for eligible transactions. Points are issued into individual point bank accounts in real-time. Each corporate account has the ability to reward transactions that meet their strategic objectives. For instance, organizations can reward users for:

- System use
- Achieving specific milestones (miles flown, etc.)
- Pre-booking travel
- Using preferred suppliers
- Meeting corporate policies
- Training completion
- Month-to-month consistent use
- Meeting/exceeding company or department goals

The two main considerations in developing a behavior change initiative are strategy and technology.

The key to developing a sound strategy is to define program goals and objectives. Once program goals and objectives are defined, AP will work with BGSU to identify specific behaviors and activities. The next step is to compare current activity levels against desired activity levels and determine the value of closing the gaps. Activities which present the greatest potential for managed cost-savings and policy compliance will become the focus of the program.

Technology is the next key consideration. AP sells and supports a reward web platform. For BGSU, the loyalty program could run on a stand-alone website. The reward website could also be linked to the travel management site. Another option would be to customize the travel management site to include reward processes.

Point programs are a proven technique for changing behavior. Transaction-based point rewards don't need to be overly valuable; the idea is to promote a pattern of behavior through a series of nominal rewards. Users are influenced not only by the points they earn, but by program communications that promote preferred behaviors, explain how to use recommended travel tools, and tout the cost-savings.

ALTOUR and AP will work with BGSU to identify and define program strategy and create a program delivery model based on the intelligent use of technology.

RESERVATION PROCESS/SERVICE REQUIREMENTS

Do you offer any other programs (subprograms for athletics, academic abroad programs)? Provide list of all services and any related costs. (replaces question 8)

8. Do you offer any VIP services? Provide list of all services and any related costs.

ALTOUR offers a unique selection of customized VIP services that can assist the corporate executive or key employee. Our Executive Counselors are highly-tenured and well versed in the nuances and complexities of executive business travel. They possess the skills to provide the highest level of customer care and to troubleshoot any potential obstacles your travelers may encounter.

Our VIP services include:

- Traditional air, hotel and rental car reservation support
- Frequent Flyer upgrades
- Charter aircraft and corporate aircraft bookings
- Ground transportation/car service bookings
- Reservation confirmation 24-hours prior to departure
- Hotel VIP packages
- Companion arrangements
- Traveler activity reporting

We will be pleased to discuss customizing a program to address your specific VIP requirements and review how our VIP desk can work with Senior Executives and other high priority travel needs.

9. What traveler security/alert programs/tool do you offer for domestic and international travelers? Is there a cost for this service?

Security and "Duty of Care" are of the utmost importance in today's travel environment. We take this very seriously and strive to provide you with the information and services that you need to assure the safety of your travelers. Our 24-hour, in-house Emergency Service can assist any traveler from any destination in making or changing any air, car, or hotel accommodations. Our staff is available toll-free from most countries and we will accept collect calls where not accessible.



Our reporting tool, iBank, allows us to know where every traveler is at any given moment. We also partner with iJet and Travel Guard to provide information and assistance to travelers in high risk situations. An overview of each of these capabilities follows.

RESERVATION PROCESS/SERVICE REQUIREMENTS

iJET is a risk management provider that gathers real time global intelligence, tracks and will communicate with your travelers to apprise and assist when developments occur around the globe. Services are available on a subscription basis and we welcome the opportunity to make this introduction. A sample of some of the services iJET Intelligent Risk Systems provides:



iJET24 Hotline for Travel, Medical and Security Assistance: In addition to the proactive intelligence and notifications that help mitigate risks and associated costs, iJET also provides an emergency hotline, using a client-specific emergency number, should an employee, traveler or expatriate require assistance of any type. This hotline service is a comprehensive program that provides a 24/7 single point of contact for emergency travel, medical and security assistance.

Worldcue® GPS: Global asset protection system that relates threat information to a client's global assets, enabling corporate security and risk managers to instantly ascertain how particular events may impact their facilities, operations and people around the world with advanced mapping capabilities.

Daily Intelligence Brief (DIB): This report flags noteworthy risk-related events and developments around the world. It provides a concise report on terrorist activities, political strife, kidnapping incidents, crime trends and other security concerns.

Worldcue® TRAVELER: Provides every traveler with direct access to a personalized travel intelligence website tailored to their specific itinerary and profile. The system then customizes an intelligence database for the trip destinations in that itinerary and begins pushing relevant alerts to the traveler via email, cell phone, text message and PDA for maximum trip preparedness.



Managing the health and safety of travelers and expatriates can be daunting. Travel Guard helps you manage travel risk and helps your organization stay ahead of the world's most complex and demanding travel and security problems.

Travel Guard's Premier Assist provides global assistance for medical, security and travel emergencies designed for business travelers, expatriates and students traveling internationally or domestically. Premier Assist provides clients with a dedicated toll free and international collect number that members are able to access 24/7. One phone call connects you to our network of multilingual specialists for immediate help with medical, security and emergency travel problems.

Plus, our member-only website provides in-depth, easy-to-find health and safety information on over 170 countries, covering everything from inoculations and common diseases to visa requirements and crime and terrorism risk. Members can sign up for email alerts for up-to-the minute updates on emerging situations at their travel destinations.

RESERVATION PROCESS/SERVICE REQUIREMENTS

Travel Guard delivers an extensive range of medical, security and emergency travel assistance services. Your travelers can call Travel Guard's Premier Assist anytime, anywhere in the world to get help with anything from pre-trip travel assistance, physician referrals and vaccination information to emergency evacuations and medical and security assistance.

Services are available on a subscription basis. As a Premier Assist member, you and your travelers will have access to a full range of benefits and services available worldwide, 24-hours a day, 7-days a week. We would be pleased to work with you to assist in determining a program that is the "right fit" for BGSU.

Services include:

- Pro-active intelligence
- Ongoing coverage and advice
- Global Incident response

Travel Tracker is an online travel management system that gives an organization the ability to track and manage employee travel, with the added reassurance of having 24-hour access to Premier Assist's security advice and rescue services.



In addition to the above, ALTOUR is immediately made aware of emergency airline situations on security concerns via multiple channels and communicates to our customers through such tools as:

- ALTOUR Daily Newsletter
- ALTOUR Daily News FLASHES

We have a team of support services staff and management who first receive this information and activate our plan. We automate notification to our clients via ALTOUR Newsletters and News FLASHES and depending upon the severity of the event, our Client Services Team and Account Management Team make immediate outgoing contact with clients.

Our travelers who are in the areas of a disaster or are a part of an incident are tracked and the appropriate contact at the corporation is notified to implement a plan to assist the traveler.

There is no cost for the services ALTOUR provides. There will be a cost for iJet Security or Travel Guard products. Quotes are available upon request.

10. What are your current Quality performance measurements? Please provide a detailed sample report for managing these measurements.

Please see **Attachment B** for a sample scorecard tracking a select group of travel program measurements. Measurements can be determined by BGSU.

RESERVATION PROCESS/SERVICE REQUIREMENTS

11. Please provide a copy of your written Quality Program.

Customer service is at the core of ALTOUR's philosophy as a company and this is evidenced in our delivery.

Key among these service standards is the speed in which the phones are answered. We take pride in the Call Center's ability to maintain their service standard, which is to answer calls in 20-seconds or less at least 80% of the time. Phone service is measured by speed of answer.

Calls will never roll to voicemail; they will always get an agent. We continuously monitor the phones throughout the day and pull people to help when necessary.

Since our system is based on the concept of every call being answered by a live agent, callbacks are held to a minimum. The maximum allowed time for callbacks is one hour, with our goal being 15-minutes or less, which is achieved in the majority of calls. Throughout the day the service levels are continuously monitored by ALTOUR's Director of Operations, who can quickly re-route calls or pull in additional resources to answer the phones as needed.

To help travelers who prefer to book their travel online, we have a dedicated number for Concur Travel technical assistance.

The screen shot below shows a display of what the Operations Manager monitors and how ALTOUR uses technology to enhance service levels and manage agent efficiency for our customers.

Ring Time	Calls In Ans	% Of All Calls In	Total Talk Time	Avg Talk Time	lngWT	avgWT
- 00:00:05	177	37.9%	02:32:18	00:00:51	00:00:04	00:00:01
- 00:00:10	15	32.8%	00:49:57	00:03:19	00:00:09	00:00:06
- 00:00:15	11	11.7%	00:51:37	00:04:41	00:00:14	00:00:12
- 00:00:20	6	5.3%	00:48:49	00:08:08	00:00:19	00:00:17
- 00:00:25	5	2.1%	00:08:19	00:01:39	00:00:24	00:00:21
- 00:00:30	3	6.3%	00:03:06	00:01:02	00:00:29	00:00:26
Total	221	100.0%	05:28:52	00:01:46	00:02:01	00:00:50

Agents are notified daily and weekly of the phone stats. This includes an individual breakdown of each agent's stats weekly.

Inbound answered call statistics are summarized in report form, which can be supplied to BGSU to track service levels. This report includes:

- Cumulative and average time spent in the answer state
- Longest and average time that inbound calls spent holding

RESERVATION PROCESS/SERVICE REQUIREMENTS

- Duration that a call spent holding once answered and transferred
- Total number of inbound calls that have been answered
- Percentage of calls in against the total calls in for this report

ALTOUR has existing agent productivity standards in place. These include expected number of daily/monthly transactions and phone service statistics. We would be glad to discuss these and tailor them to BGSU.

Agent reviews are a normal function at ALTOUR and we will certainly inform BGSU of the results of these reviews. They are generally performed quarterly. We assess agents based on the criteria noted below:

Performance Category	Performance Standard	Measurement
Traveler Satisfaction	ALTOUR emails travelers after travel and/or on agreed upon time frames asking for feedback as to their experiences. This can include ALTOUR services, vendor satisfaction, preferences met, and other BGSU requests.	Survey Tool
Business Reviews	Conduct reviews as mutually agreed to, to discuss goals, expectations, successes, failures, trends, leverage opportunities, changes to policy, phone answering, etc.	iBank Reports, TRAMS Reports, phone statistics, vendor information
Online Adoption	Establish goals, expectations and time frames. Create site, establish training process and times. Have online help desk. Explore incentives for improved adoption.	Report on usage, monitor issues causing difficulty for users
Telephone Service	Agree on expectations. Devise mutually agreeable process for timely responses to travel requests.	Phone Statistics
Cost Savings	Review existing vendor contracts. Explore new/better opportunities with vendors. Review Travel Policy with BGSU to see where additional savings can be realized within the desired culture. Create reporting mechanism to measure savings achievement.	Reporting, Reviews, Negotiations

Staffing support during both pITinad and unpITinad absences is a regular occurrence at ALTOUR. We have found that the most efficient way to provide this support is to supplement staff from an ALTOUR Reservation Center. We can design a plan for transferring calls to one of our locations and then implement the plan when necessary. This allows for immediate assistance and provides supplemental coverage. It also eliminates unnecessary travel.

RESERVATION PROCESS/SERVICE REQUIREMENTS

12. Do you provide a Service Level Agreement with proven key performance indicators that measure quantifiable outcomes? If so, please provide a copy of this SLA.

Yes, we do provide Service Level Agreements with proven key performance indicators that measure quantifiable outcomes.

Please see **Attachment C** for a sample SLA. We would welcome the opportunity to customize one for BGSU that could be used as a guide for improving the overall program.

PERSONNEL, ACCOUNT MANAGEMENT, CONFIGURATION

- 1. Describe the role of the account manager and anyone else who will provide account management services to the BGSU Travel Administrator. Include the reporting hierarchy of this role and if this person is not the sole contact for all customer service/account management issues, provide the additional personnel roles and hierarchy. Include what percentage of time will be allocated to servicing the BGSU account.**

Your designated Account Manager (AM) will be the ultimate link between you and ALTOUR. Working with the ALTOUR Client Services Team, your AM Tina Hamdan will take a consultative role, matching your needs to creative solutions borne from collaboration. Tina has 21-years of experience in the field and will be responsible for negotiating on your behalf, monitoring service levels, assisting with day-to-day needs and keeping you abreast of industry communications.

Supporting Tina will be the following areas within the ALTOUR organization:

- Client Services Team
- Information Technology (IT)
- Corporate Operations (Training, Reservations, After-Hours Team)
- Online Development and Support Team
- Accounting
- Executive Management Team

Tina currently supports seven accounts. BGSU would be one of her larger customers. She will spend the time necessary to achieve the highest level of customer satisfaction with BGSU. Tina will provide a comprehensive recommendation to achieve significant program development and cost control by reviewing BGSU's recent history. Key strategies she will suggest include:

- Coordinating all aspects of new business implementation
- Coordinating initial and on-going traveler and travel planner seminars
- Assisting in the creation and implementation of travel policy, your blueprint for travel savings
- Resolving any issues or problems that may arise between BGSU's travelers, management or executives and ALTOUR, and its suppliers
- Performing account reviews to ensure that BGSU is receiving optimum benefit from its travel program and making recommendations for improving overall program effectiveness
- Assisting BGSU in designing specific management reports to ensure maximum utilization and effectiveness of travel related data
- Implementing technology improvements, as they occur, to ensure that BGSU has access to the most cost-effective and efficient corporate travel services
- Negotiating with travel suppliers to provide additional savings for BGSU
- Benchmarking Analysis with peer, market, and industry data
- Adoption and Change Management Support
- Streamlined and comprehensive communication around expectations of usage
- Out-of-policy notifications to encourage/mandate better traveler buying behavior
- Implementation of a strategic vendor program that encompasses preferred properties and mandates specific traveler behavior
- Complete review of your end-to-end solution, including form of payment and the expense reporting process, giving both time and financial benefits to BGSU and your travelers
- Credit card consultation

PERSONNEL, ACCOUNT MANAGEMENT, CONFIGURATION

2. How do you track unused refundable and non-refundable tickets and what assistance will you provide to *BGSU* to ensure maximum utilization of these assets?

Our Electronic Tickets Usage Report allows us to review issue dates, names, fares and status of electronic tickets by flight coupon to see which tickets have not been used or are eligible for possible refund.

Each ticket is entered into the individual's profile so an agent can apply it to a future trip. When a traveler books a carrier and it matches the unused ticket, our quality control system (iQCX) will alert an agent. Our non-refundable ticket notification system advises travelers via Email three days prior to departure when the rules of a non-refundable ticket require cancellation prior to the original departure date. Tickets cancelled prior to the departure date preserve their value. In addition to the above, the online booking tool also helps in the management of unused tickets.

Unused e-tickets that were booked using the online booking tool and are available to the traveler are displayed in the pricing matrix. For the convenience of the user, the online booking tool highlights the qualifying carriers and fares to which the unused ticket can be applied. With a single click of the mouse, the traveler can simply apply the unused ticket to his/her next qualifying trip.

All unused tickets will be added to each BGSU traveler's profile in the Global Distribution System (GDS) which will allow the online booking tool to upload any unused ticket to the online booking tool profile. The unused ticket information will be displayed to the traveler in the Travel Wizard and allows the traveler to select the carrier that has unused funds. If a transaction is not eligible for auto-ticketing, an "agent assist" will apply.

Further customization is possible to establish parameters around the use of unused tickets. For example, the online booking tool could prohibit the traveler from applying an unused e-ticket if it exceeds the lowest available fare by a dollar threshold defined by the client.

Once the user closes out the transaction, the record is documented with the unused ticket information and queued to an agent for processing. Unused tickets can also be uploaded via a spreadsheet which would allow BGSU's site administrator to view your inventory of unused tickets via the "View Unused Tickets" page.

PERSONNEL, ACCOUNT MANAGEMENT, CONFIGURATION

3. If not already provided, describe all automated programs that are utilized by your TMC for booking, tracking, and/or reporting.

ALTOUR utilizes many types of automated programs. Below is a summary:

ALTOUR uses three **Global Distribution Systems**. Those systems are: Sabre, Apollo and Worldspan.

The Sabre logo consists of the word "Sabre" in a bold, red, sans-serif font.

We utilize 2 additional tools to assist our agents in the Reservation Process. Those tools are BookingBuilder™ Desktop and Booking Builder Genie.

BookingBuilder™ Desktop is a powerful tool that takes the time and complexity out of making bookings on many supplier websites. It automatically notifies you when a supplier serves a market, so you don't have to remember what markets are served. It opens the supplier site, fills in the request, copies your profile data into the site and puts the confirmation details into the GDS.

This tool is especially beneficial in accessing and booking Southwest Airlines as we have complete access to all of Southwest's fares including the web fares.

BookingBuilder Genie is a highly intelligent assistant that works closely with your agents on every desktop. It watches what they do in their GDS and on the Internet and you can have it display messages and alerts.

- Whenever a PNR is displayed, Genie checks the names in a lookup table of unused tickets, and displays a message for the agent with the unused ticket details.
- Whenever availability is displayed, Genie checks the destination country against a lookup table with travel alerts and displays any information pertinent to the destination. Genie augments the airport codes displayed by the GDS with their countries and continents and augments city pairs with the distance and travel duration.
- Whenever availability is displayed, Genie checks all the airlines and city pairs against your deals and displays a message alerting the travel counselor which airline should be sold and any information required in the Passenger Name Record (PNR).
- Whenever PNR or profile remarks with traveler special needs are displayed, Genie can read them from the GDS and display in a notification window, ensuring that the agent never overlooks these important requirements.
- Whenever an agent opens a particular airline website, Genie displays a message reminding them that this airline now participates in the GDS.
- Most importantly, we can customize this tool so that when a reservation is made for BGSU, your preferred vendors are highlighted for the travel counselor to clearly see.

PERSONNEL, ACCOUNT MANAGEMENT, CONFIGURATION

Tracking and/or Reporting:

ALTOUR utilizes iBank, an industry leading travel management reporting system to measure supplier savings and provide detailed score carding, including the following benefits:

- Reports available in various formats (Excel, pdf, text, etc.) and available real-time with web accessibility
- Reports can be automatically broadcasted to recipients daily, weekly, monthly, etc.
- Available 24/7 via the web
- Identifying "spend" warriors
- Identifying "real" savings based on trip-by-trip analysis
- Analyzing "actual" vs. "rational" with robotic technology
- Consolidating data across all regions/divisions
- Providing departmental/divisional/regional benchmarking

Your Account Manager will review regular reports to debrief how BGSU is performing in regard to your supplier savings/service performance standards and allow her to expound on results and make further suggestions to improve your program and savings potential.

Through iBank, we are able to provide BGSU with over 150 standard reports and virtually unlimited ad hoc reports around 8 different areas:

- **Activity Management:** Gives detailed reservation and travel data, such as arrival/departure reports, itinerary changes, car rentals, hotel bookings, etc.
- **Spend Analysis:** Provides a snapshot of overall spend to assist in negotiating supplier contracts, establishing policy and identifying preferred providers.
- **Supplier Management:** Tracks and views spend by supplier to manage preferred air, car and hotel contracts.
- **Policy/Risk Management:** Reviews captured bookings and accounting data to ensure compliance to policy and reduce risk to travelers.
- **Spend Management:** Gives detailed and summary reports of all travel-related costs. By running reports to contain expenses before the trip departure, contracts can be enforced, policies can be followed and spend contained.
- **Reconciliation Analysis:** Provides a detailed view of air, car, hotel and services fee transactions to facilitate better reconciliation and further explanations of spend.
- **Productivity:** Runs summary and detail reports to provide an overall picture of traveler activity to assist management in deciding where to reduce costs and increase revenues.
- **Data Consolidation:** Synthesizes and analyzes data from multiple sources.

PERSONNEL, ACCOUNT MANAGEMENT, CONFIGURATION

4. Does your company provide benchmarking data and if so, what sources do you use?

Yes, we do provide benchmarking data from multiple sources, including American Express Advisory Services, Topaz International, and Travel GPA.

American Express Advisory Services

The American Express information provides trending analysis on air fares, hotel rates and car rental rates on a global basis. This information is available to us on a monthly basis.



Travel GPA

Access the largest live benchmarking database in the travel industry to instantly analyze your corporate travel ROI. Travel GPA® is the first product to provide a real-time, in-depth Report Card and Travel Score on a variety of Key Performance Indicators (KPIs) and benchmarking analysis on corporate travel spend. With easy access to this actionable data, BGSU can continuously make policy and compliance improvements that impact your bottom line. Individuals responsible for the management of corporate travel budgets have instant access to how well their travel policy and program perform when measured against policy compliance and thousands of companies in the Travel GPA+ benchmark database.



Detailed travel program analysis provides a comprehensive GPA or Travel Score in the Travel GPA Report Card with additional "drill-down" details available through the Dashboard 360° or BI Reporting 360° modules.

Topaz International

Travel professionals all over the world have relied on Topaz Benchmarking Data to measure themselves against industry standards. Topaz data is the only true cross travel agency, business travel only data available in the marketplace. Over the past 30y years all major business publications, such as the *New York Times*, *Wall Street Journal* and *The Financial Times* have relied on their data to distinguish facts from fiction and to solidify their observations.



PERSONNEL, ACCOUNT MANAGEMENT, CONFIGURATION

5. Describe the approach your company would take to assist us in achieving significant program enhancements and cost control. Include supplier negotiations, policy enforcement and monitoring compliance, tracking negotiated program utilization, online booking adoption, best practices, counselor effectiveness, industry trends, benchmarking opportunities, traveler satisfaction, and any other cost reduction initiative you would provide.

ALTOUR utilizes the "ISR" approach to assisting our customers in achieving significant program enhancements and cost control.

- We first **identify** cost savings opportunities
- **Scope** the opportunities
- **Report** on the savings made

Identify

We identify where compliance is a concern. Those areas may include categories such as:

- Airline/Car Rental/Hotel Spend
- Total cost of a trip
- Online Adoption

We recommend you benchmark your program against other like companies.

Travel GPA allows you access to the largest live benchmarking database in the travel industry today and allows you to instantly analyze your corporate ROI.

You can use this data to compare how your goals and objectives stack up against other organizations similar in size, industry or geography as yours.

Scope

Depending on the initial findings, we would then work with BGSU to scope the specific areas of greatest concern and evaluate the spend reduction opportunities. For example:

- **Airline** – Use of preferred vs. non-preferred carriers. Advanced purchase spend patterns. Class of service opportunities (e.g., prohibit or restrict Business and First Class). Expanding travel window. Consider alternate airports. Quantify your cost per mile.
- **Car** – Exceeding per diem rental rates. Using higher categories than allowed. Mandate class of vehicles and add-on's. Fuel policies.
- **Hotel** – Use of non-preferred properties. Booking direct with hotels. Penalties. Mandate hotel class and add-on's.
- **Total Cost of a Trip** – How does the average price of your trip this year compare to last year? What key factors need to be considered (e.g., geographical shift in travel / industry cost increases/decreases)?

PERSONNEL, ACCOUNT MANAGEMENT, CONFIGURATION

- **Online Adoption** – We will help you determine the cost savings opportunities of moving from your current online adoption rate of 61% to a higher rate. Once your goal is established, processes will be put into place to reach that goal. We will assist you by providing BGSU with a world class corporate online tool that improves the traveler experience. All negotiated rates will be accessible through the tool and ALTOUR will provide educational webinars to promote the efficient use of the tool.

During this phase, specific goals should be established. Your Account Manager will work with you on establishing Key Performance Indicator's (KPI's) that will help you track results.

Please see **Attachment D** for sample KPI's that can be implemented.

Results

In order to achieve results, two methods are suggested:

- **Passive:** Track and notify travelers on booking out-of-policy reservations.
- **Aggressive:** Require out-of-policy reservations to be approved prior to ticketing.

Corporate culture is extremely important here. What is BGSU willing to support in attempting to achieve results?

Reporting is key in this phase. Some important points to remember:

- Results should be kept simple and brief
- Comparison reporting is beneficial
- Year-over-year comparisons are effective
- Factors most important to your Senior Management Team
- Review the impact the travel program has on the company's revenue/expenses/ROI.
- Rising travel spend is not necessarily bad, especially in a period of company growth.

Our Account Manager will work with you using two reporting tools that we utilize...iBank and iBank Analytics.

In addition to the iBank tool, we can either provide reports from the iBank Analytics tool or provide a license for your use of the tool on a 24/7/365 basis.

iBank Analytics is a powerful, point-and-click dashboard that will allow BGSU to drill down into travel data for quick answers to immediate questions. Data can be refreshed up to every minute and is available online, 24-hours a day via the Internet.

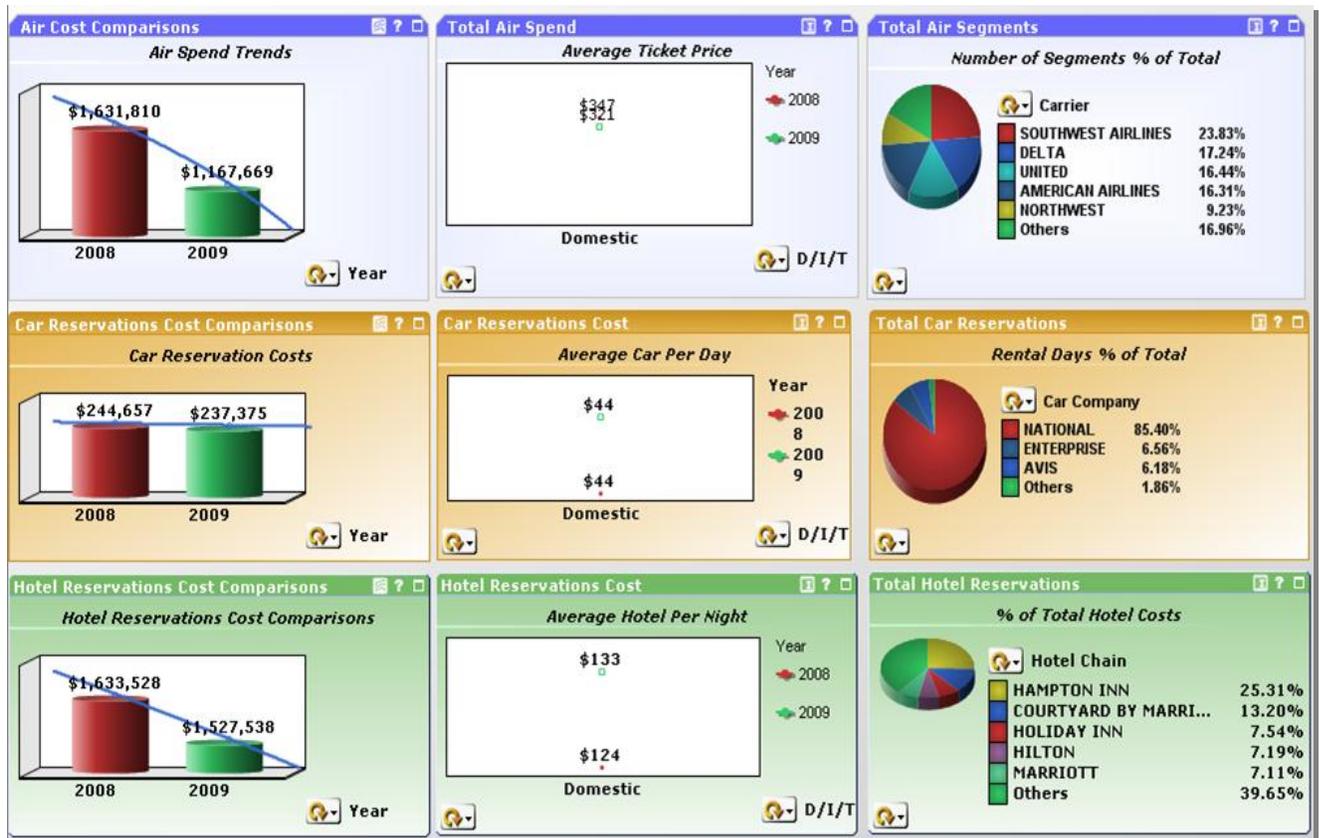
iBank Analytics combines the power of iBank Travel Data Warehouse with an intuitive analytics engine. iBank Analytics enables you to make insightful decisions and draw meaningful conclusions through a comprehensive, multidimensional graphic view of travel spend. With simple point-and-click navigation, you'll quickly collect the information you need to support your organization's strategic objectives.

PERSONNEL, ACCOUNT MANAGEMENT, CONFIGURATION

With iBank Analytics you can:

- Access multi-dimensional views of your travel program.
- Present critical information to key stakeholders in a compelling way.
- Produce customizable key performance indicators and measure variance to goals.
- Export information to other applications, such as Excel and PowerPoint.
- Deliver the data, via XML, to other critical applications (e.g., expense management and human resources management).
- Uncover new ways to save money and improve profitability.
- Gain enhanced visibility into cost and travel patterns, providing leverage for supplier negotiations and improved compliance with preferred vendors.

Below is a sample display of the iBank Analytics Summary page:



PERSONNEL, ACCOUNT MANAGEMENT, CONFIGURATION

Surveys:

Traveler satisfaction with our performance and the travel program is very important. We would be pleased to survey your travelers regarding their travel experience from the time the trip is booked to when they return. Specific questions would be developed with the input of the Travel Manager at BGSU with results openly shared in a review meeting.

6. Does your company track and analyze issues, error and process improvement? If so, please provide a flowchart and/or documentation of the process.

Your Account Manager is responsible for communicating with the appropriate person at BGSU on resolving any/all customer service issues.

Whether the issues are vendor related or issues pertaining to ALTOUR, Tina will utilize her internal resources which includes a team of Client Services professionals, as well as ALTOUR Senior Management.

All issues are documented internally in our Customer Relations Management (CRM) tool. This tool allows for our Account Manager and Client Services Team to record, report/track and manage complete follow-up and resolution of all issues.

Proactive Account Management is an essential element of ALTOUR's relationship with our customers when handling any issue.

Your dedicated Account Manager is charged with managing the day-to-day service and problem issues of your travel program and has the responsibility to resolve all issues.

Feedback on customer satisfaction will be proactively sought out from the BGSU. At the direction of BGSU, ALTOUR can conduct periodic surveys to assess and measure customer/traveler satisfaction. Goals can be set from the survey results to measure effectiveness of the travel program and identify areas for improvement.

TECHNOLOGY SERVICES ONLINE BOOKING TOOL

- 1. What type of online booking tools do you offer your clients? If you do not provide a proprietary online booking tool, then please indicate what interface/portal you would provide.**

Our company offers and supports multiple online tools including the following:

- Concur Travel (Cliqbook)
- Get There
- Reardon Commerce
- SwiftTrip (Primarily a “lightly managed” product—not recommended for BGSU)

- 2. Provide complete capabilities and pricing for your recommended online booking tool. Please make sure that you also answer these questions:**

ALTOUR supports multiple online booking tools. Each tool has its strengths and weaknesses. Below please find a chart in which we have answered your questions for each of the 3 major corporate online booking tools, Concur Travel (Cliqbook), Reardon Commerce and Get There.

Following this analysis we have made our recommendation. Should further discussions lead to securing another tool for BGSU, we can certainly accommodate your request.

- a. Does your online tool search various travel Internet sites and include these options in the availability display for the traveler to see and book?**

* Please see the chart below.

- b. Can your system identify alternate airports for origination and/or destination?**

* Please see the chart below.

- c. Can the availability display options be limited by BGSU if so desired?**

* Please see the chart below.

- d. Does the traveler have the ability to change just certain fields in their travel profile?**

* Please see the chart below.

- e. Can an employee book for multiple travelers?**

* Please see the chart below.

- f. Is there a limit to the number of negotiated rates and policies that can be loaded in the system?**

* Please see the chart below.

- g. Is your booking tool customizable? If so, is there a cost?**

* Please see the chart below.

TECHNOLOGY SERVICES ONLINE BOOKING TOOL

- h. Do you provide a 24/7 help desk for the online tool? Your employees or a 3rd party?**

* Please see the chart below.

	Concur Travel	Rearden Commerce	Get There
Offers various Internet sites?	Yes. Direct Connects include: Southwest, Air Tran, Interjet, Air Canada, Volaris and Aer Lingus. Concur has also partnered with Travel Fusion to access Web Fares for over 90 other carriers including many low cost European carriers.	Yes. Direct Connects are Southwest and AMTRAK.	Access through Travel Fusion. As with Concur, Travel Fusion offers access to over 90 other carriers including many low cost European carriers, as well as Air Canada, Air Tran, Alaska Air, JetBlue and Spirit Airlines. It is important to note that Get There does not offer a direct connect with Southwest Airlines nor intends to do so in the future.
Identify alternate airports for origination and/or destination?	Yes, either by entering on the company side or adding in on the user search level.	Yes, in major markets only (NYC, CHI, LAX, SFO)	Can identify alternate airports for combined origin and destination on the company level.
Availability limited by BGSU?	Yes, search results can be customized.	Yes, search results can be customized.	Yes, search results can be customized.
Traveler changes just certain fields in travel profile?	Yes, certain fields can be set to not allow users to edit.	Yes, certain fields can be set to not allow users to edit.	Yes, certain fields can be set to not allow users to edit.
Employee book for multiple travelers?	Yes.	No.	Yes.
Limit on the number of negotiated rates and policies that can be loaded into the system?	There are no limits.	Yes, car limit is 9 however; there is no limit on air and hotel rates.	Get There allows corporate discounts by company or by market for air, car and hotel. Get There also allows negotiated rates and allows for unlimited primary travel and secondary policies which can be set-up at the company level for specific divisions or departments or individual users.

TECHNOLOGY SERVICES ONLINE BOOKING TOOL

<p>Is tool customizable? If so, at what cost?</p> <p>Do you provide a 24/7 help desk for the online tool? Your employees or 3rd party?</p> <p>Can trip templates be created by the BGSU Travel Arranger as well as the traveler?</p>	<p>Yes, the tool is customizable. Concur offers many types of customization without cost including “pop up” boxes and interline messages.</p> <p>Online assistance is available via our “in-house” online assistance center. Our hours are Monday thru Friday 8:00 AM until 12:00 Midnight ET. Emergency assistance outside of these hours is available thru our Traveler Support Center again, using our own employees.</p> <p>Yes, both the Travel Arranger, as well as the traveler can create trip templates.</p>	<p>Yes, the tool is customizable but not to the extent that Concur or Get There offers.</p> <p>Online assistance is available via our “in- house” online assistance center. Our hours are Monday thru Friday 8:00 AM until 12:00 Midnight ET. Emergency assistance outside of these hours is available thru our Traveler Support Center again, using our own employees.</p> <p>No</p>	<p>Yes, the tool is customizable. Get There has 3000 toggles to assist with company customization. Get There also offers custom messaging on multiple pages, logo, policy, up to 70 custom fields, all at no additional charge. Any set-up that would be outside of these areas would be billable at \$250 per hour. All avenues to successfully meet the company needs without incurring these fees would be our first priority.</p> <p>Online assistance is available via our “in- house” online assistance center. Our hours are Monday thru Friday 8:00 AM until 12:00 Midnight ET. Emergency assistance outside of these hours is available thru our Traveler Support Center again, using our own employees.</p> <p>Yes, both the Travel Arranger, as well as the traveler can create trip templates.</p>
<p>Describe your ability to secure special airline services for travelers, including preferred seating, waitlist clearance, and automated frequent flyer upgrade processing. If applicable, clearly describe the automation of this.</p>	<p>Frequent Flyer Status preferred seating – Yes</p> <p>Waitlist Clearance – Yes (typically used for International travel). Restrictions do apply such as travel must be refundable and confirmed space must be booked.</p> <p>Upgrades are available on the following carriers:</p> <p>Delta Air Lines, US Airways, Air Tran and American Airlines.</p>	<p>Frequent Flyer Status preferred seating – Yes</p> <p>Waitlist Clearance – No</p> <p>Upgrades are available on the following carriers:</p> <p>Delta Air Lines, US Airways, Air Tran and American Airlines.</p>	<p>Frequent Flyer Status preferred seating – Yes</p> <p>Waitlist Clearance – No</p> <p>Upgrades are available on the following carriers:</p> <p>Delta Air Lines, US Airways, Air Tran and American Airlines.</p>

TECHNOLOGY SERVICES ONLINE BOOKING TOOL

- i. **Describe in detail the transition and training process that you recommend to move our travelers from our current online booking tool to your recommended online tool. Provide sample training material. Do you provide a mass upload template from one system to the other? If so, please provide samples of what software is used – (i.e. excel, access, other).**

Please see **Attachment E** for a detailed transition plan.

In terms of training, ALTOUR will be pleased to conduct webinars to introduce the tool to your travelers. We can also provide on-site training if you prefer. Experience has shown that you will find the transition process to be less complicated due to the fact that your travelers are already using an online booking tool.

With each of the tools identified above, a mass load is possible via an Excel spreadsheet.

3. What is the adoption rate of your online booking tool/s for all of your clients?

Our average adoption rate is over 75% (highest at 95%) and, with our proven strategies and expertise, we are confident we can achieve the same results for BGSU.

4. Can trip templates be created by the BGSU Travel Administrator as well as the traveler?

Please see chart above.

5. Describe your ability to secure special airline services for travelers, including preferred seating, waitlist clearance, and automated frequent flyer upgrade processing. If applicable, clearly describe the automation of this.

Please see chart above.

CRISIS MANAGEMENT

1. Please provide a copy of your written Disaster Recovery Programs that cover reservations, vendor disaster, world crisis, technology, information retrieval, traveler/-arranger communication plan, etc.

At the heart of our Disaster Recovery Plan is the ability to access BGSU's travel information at a variety of locations in the event of an emergency. To this end, all company and personal traveler profiles and reservation records are maintained by either the Sabre GDS in Tulsa, OK or the TravelPort GDS in Atlanta, GA and can be accessed by ALTOUR or Sabre/TravelPort from any office anywhere in the world.

Roll over and call forward capability is provided for our agents in all ALTOUR offices globally. This ensures continuity of service and dedicated staffing. As an example, the tragedy of September 11 illustrated our ability to provide a seamless transition from New York to Los Angeles. We avoided the telephone and computer problems, which challenged all of New York, because the telephone numbers were forwarded to the Los Angeles office.

In addition, we maintain redundant backup for our accounting and reporting system data, Intranet and Internet sites and email network through remote off-site data centers in New Jersey and Kentucky.

A second example would be the 2008 terrorist attack in Mumbai, which serves as a painful reminder to travelers that in times of emergency, preparedness is crucial. ALTOUR reacted immediately on behalf of its clients who experienced the attacks in Mumbai first-hand, demonstrating the support and resources agents offer during times of crisis. Actions taken included:

- Alerting staff and clients of the initial attacks in Mumbai through ALTOUR's online eNews NEWSFLASH system and providing emergency consulate information for both American and U.K. clients, as well as hotline numbers for concerned loved ones at home;
- Calling clients and their emergency contacts on Wednesday and on through the weekend as the situation developed through ALTOUR24, ALTOUR's 24-hour emergency service program;
- Assisting clients trapped in the besieged hotels. In one instance an ALTOUR agent arranged for security to escort a trapped client out of the hotel and into a bullet-proof car bound for an emergency flight home;
- Running a Crisis Report identifying clients traveling in the region and making the report available online for use by clients and their families at home; and,
- Locating the nearest safe haven—ALTOUR contacted the locked down Four Seasons Hotel Mumbai on Thursday and arranged for clients to use for sanctuary if needed.

CRISIS MANAGEMENT

Testimonials

A recent example of ALTOUR's assistance to our clients during times of crisis came during the volcanic ash incident in Iceland, which affected travel throughout Europe. Below are just a few of many testimonials ALTOUR received:

- *"I would like to thank ALTOUR for the hard work that has been put in over the last 5 or so days since the cancellation of scheduled departures due to the volcanic ash cloud. The majority of my contact over this time has been with Trevor (and on 2 occasions, ALTOUR's after-hours service). Trevor has put in 150% effort and worked tirelessly to find alternative solutions to get our CEO to New York, including private charter arrangements and helicopters for short hops. Trevor was always contactable, even at home on the weekend when he was on the Internet searching for options and on the phone communicating same. Throughout these past few days, Trevor was able to maintain a positive and professional outlook at all times and I know he would have been dealing with many others apart from me!! Defies the limits of a normal person's patience I am sure....."*
- *"Thank you very much for your help and support Saturday. Great job."*
- *"Thank you!!! Back safely. In car. 15-mins. from home. You are fantastic!"*
- *"Thanks for all your hard work as I try to escape from Finland."*
- *"We truly appreciated the services of ALTOUR's London office during the recent closure of the airspace in Europe due to the Icelandic volcano eruption. Under the circumstances, they always remained calm and patient and explored all the travel options available for our employees and their relatives who were stranded abroad. The phones were answered promptly and nothing was ever too much trouble for them. We are truly grateful. Thank you Team ALTOUR in London!"*

2. Provide emergency/after hours servicing capabilities. Include how you will access current traveler information. If applicable, is your 24-hour emergency service contracted or wholly owned?

ALTOUR operates its own 24/7/365 Emergency Support Center. All agents are employees of ALTOUR and they all have many years experience working as reservation specialists. We provide 24/7 support with unique telephone numbers to our accounts so your company name appears on the agents' phones to better facilitate the customer experience.

As our support is completely fulfilled with internal resources, all agents have immediate access to traveler information to provide quick and professional after-hours support, including in an emergency.

REPORTING

1. What type of travel reports do you provide and at what frequency? Provide samples.

ALTOUR utilizes the iBank reporting tool, one that was designed especially for the travel industry. It is a web-based product that delivers **real-time reports** to your desktop.

Through iBank, we are able to provide BGSU over 150 standard reports and virtually unlimited ad hoc reporting around eight different areas including:

- **Activity Management:** Gives detailed reservation and travel data, such as arrival/departure reports, itinerary changes, car rentals, hotel bookings, etc. Identifies online and offline activity.
- **Spend Analysis:** Provides a snapshot of overall spend to assist in negotiating supplier contracts, establishing policy, and identifying preferred providers.
- **Supplier Management:** Tracks and views spend by vendor to manage preferred air, car and hotel contracts.
- **Policy/Risk Management:** Reviews captured bookings and accounting data to ensure compliance to policy and reduce risk to travelers.
- **Spend Management:** Gives detailed and summary reports of all travel-related costs. By running reports to contain expenses before the trip departure, contracts can be enforced, policies can be followed, and spend contained.
- **Reconciliation Analysis:** Provides a detailed view of air, car, hotel, and other transactions to facilitate better reconciliation and further explanations of spend.
- **Productivity:** Runs summary and detailed reports to provide an overall picture of traveler activity to assist management in deciding where to reduce costs and increase revenues.
- **Data Consolidation:** Synthesizes and analyzes data from multiple sources.

Featured iBank reports consist of the following modules:

- **Pre-Travel Module** captures travel reservation information allowing access to pre-travel management reporting approximately 330-days in advance of actual travel.
- **Post-Travel Module** captures travel reservation information directly from ALTOUR's back-office accounting system.
- **Unlimited Custom Reports** allows tracking and customization to specific departments, branches or individuals.
- **Executive Information System (EIS)** enables you to investigate trip information with graphical charts so you can find quick answers to purchasing questions, review trends for key markets and vendors and identify traveler types by specific criteria.

REPORTING

- **Data Consolidation** provides tools to integrate data from multiple sources. Also combines data from multiple business units into a single report, providing you with access to comprehensive information.
- **Contract Management** identifies trips that qualify for fulfillment of preferred supplier contracts, helping you monitor activities and direct bookings to the appropriate vendors.
- **Forecasting Expense** provides booking data that can be used to forecast travel expenses, assisting you in strategic planning.
- **Policy Avoidance Monitoring** detects reservations booked outside corporate travel policy before money is spent, helping you identify savings opportunities.
- **Broadcast Report Scheduler** allows ALTOUR to schedule the delivery of reports and graphics to you at a specific date and time. The product will send an automated e-mail with the HTML links to access the reports. iBank will store the reports until you retrieve them.

For a complete overview of our reporting tool, please see:

<http://www.thetravelauthority.com/ibank>

2. Does your company provide pre-trip reporting for policy compliance and cost avoidance opportunities? Provide samples.

Yes we can provide pre-trip reporting for policy compliance and cost avoidance opportunities.

See **Attachment F and G** for samples of pre-trip and cost avoidance reporting:

- Missed Hotel Opportunities
- Advanced Air Booking Report
- Air Exceptions Report

3. Do you provide ad-hoc reporting and what is a typical turn-around time for an ad-hoc report?

Yes, we can provide ad-hoc reporting. The turnaround time for an adhoc report is dependent upon the complexity of the request. Generally speaking, such requests can be accommodated on the same day.

We have also found from experience, because of the number of reports found in the iBank reporting tool (over 1,100), that we have very few requests for unique reports.

4. Do you offer online reporting – direct access for the BGSU Travel Administrator? Is there a cost for this service? Provide capabilities and sample reporting.

We do offer online reporting–direct access for the BGSU Travel Administrator. This access is included in our travel service offering at no additional cost.

ALTOUR utilizes the iBank reporting tool, one that was designed especially for the travel industry. It is a web-based product that delivers real time reports to your desktop.

REPORTING

Please see our reply to Question #1 in this section regarding the capabilities of the tool and instructions on how to access sample reports online.

5. Describe the detail of the breakdown you can achieve with your reporting system (location, department, project, individual, etc.)

Within the iBank reporting tool you are able to access reports 24/7 to obtain your traveler activity.

There are up to 100 user defined fields containing data, such as divisions, departments, employee numbers, approval codes, etc., that can be included with each invoice on the reports. We are able to sort by any of these fields in the layout of each report.

In addition, the iBank reporting tool has built in 3 levels of “breaks” to sort and subtotal by the same mapped variables. With this you can restrict access to the iBank tool if multiple users are accessing reporting, you can set-up broadcasts based on these 3 breaks and you can display the standard reports, such as the Air Activity by these breaks.

The activity detail reports are also available in Excel format for more offline sorting and subtotalling.

6. How will you maintain profiles for both BGSU and its individual travelers? Please describe how you will maintain our specific information such as cost center/department numbers, employee numbers, and associated manager’s names.

Upon implementation, travelers complete a profile to ensure personal preferences are always accounted for during the booking process. All profiles will also contain travel parameters set forth by BGSU.

Profiles are accessible 24/7 to the travelers via the online booking tool. When logging onto the online booking tool, travelers enter through a password- protected home page to access personal travel information.

Airline frequent flyer numbers, car preferred program identification numbers and hotel program identification numbers are all stored in the traveler’s profile. The airline frequent flyer information is transferred to the airline system to ensure the traveler receives all benefits associated with their frequent flyer status. In addition, our automated quality control check verifies that any car/hotel program identification numbers are present in all reservations.

Though each of our online booking tools encompasses a user-friendly platform, should travelers need assistance, they can call our 24/7 agents at anytime for assistance.

We can easily perform a mass uploading of profile information upon initial implementation of the BGSU account and at any time throughout our relationship for updates, such as cost center updates, credit card number changes, changes in management personnel, etc. This is available with the Concur Travel HR Feed module.

Ongoing personal preference changes should be managed by the individual traveler within the Concur Travel online booking tool.

REFERENCES

TMC Client References - Please provide below the contact names of three current clients whose accounts you service who have similar size and scope to our company and who will serve as references.

Name of Company	Kendle
Contact Name and Title	Patti Nicolaci, CCTE / Travel Manager
Contact Telephone	(513) 763-1734
Contact Email Address	Nicolaci.patti@kendle.com
Contact Address	441 Vine Street Cincinnati, OH 45202
Length of time servicing account	5-years

Name of Company	Humana
Contact Name and Title	Shelly Ford, Manager, Travel & Conference Svcs.
Contact Telephone	(502) 580-4479
Contact Email Address	Sford2@humana.com
Contact Address	500 West Main Street Louisville, KY 40202
Length of time servicing account	20-years

REFERENCES

Name of Company	Bush Bros. & Co.
Contact Name and Title	Andre Juneau, Controller
Contact Telephone	(865) 909-8697
Contact Email Address	ajuneau@bushbros.com
Contact Address	1016 East Weisgarber Road Knoxville, TN 37909
Length of time servicing account	10-years

Please provide below the contact names of ***two former clients*** whose accounts you service who have similar size and scope to our company and who will serve as references even though they no longer use your TMC.

Name of Company	National City Bank
Contact Name and Title	Kathy Ryan, Vice President Travel Services
Contact Telephone	(502) 375-7000
Contact Email Address	Kathy.ryan@pnc.com
Contact Address	101 South Fifth Street Louisville, KY 40202
Length of time servicing account	25-years

REFERENCES

Name of Company	Toyota Motor Manufacturing
Contact Name and Title	Joni Soale, Mgr Corporate Services
Contact Telephone	(859) 746-5347
Contact Email Address	joni.soale@tema.toyota.com
Contact Address	25 Atlantic Avenue Erlanger, KY 41018
Length of time servicing account	10 Years

ADDENDUM 4 – SERVICE CONFIGURATION

Based on our volume of travel and service requirements, recommend the best option (s) for the service configuration for our travel program.

ALTOUR recommends an **Off-Site configuration with a General team of highly experienced travel counselors.**

Your team would be supplemented by highly experienced international counselors as well as counselors from our Traveler Support Center to provide your employees with a high level of service 24/7/365.

1. Advise how you will service our account. Please be specific (number of agents, experience level, management team, resources for agents, etc.)

You will be provided with a shared team of five agents for domestic travel and three agents for international travel.

The chart below details the experience levels of the corporate travel counselors we propose for the BGSU team. All calls from BGSU travelers will be directed to this group.

Your travelers will be provided with a **unique local or toll free phone number** that will enable these team members to immediately identify a BGSU caller.

During peak periods and for coverage of sick/vacation days, we can add additional counselors to the team to insure a positive customer experience. We limit the number of accounts that our reservation teams service to ensure that agents are proficient in every detail of your policy.

Corporate Agent	Industry Experience / Yrs	Domestic Experience / Yrs	International Experience / Yrs
Domestic Desk			
Zhanna Tiplewski	20	11	19
Jill Schwamberger	13	13	9
Danielle Birk	11	11	6
Kathi Dimitrof	19	19	11
Cheryl Buell	21	21	16
International Desk			
Andrea Bledsoe	25	25	25
Lori Morrison	13	13	11
Cliff Comstock	15	15	9

Your team will be managed by the following individuals:

- Yvonne Hale has 20-years industry experience and will be the Supervisor for the BGSU team.
- Cheryl Buell also has 20-years industry experience. She is the Manager of our Indianapolis Call Center and is an active reservationist in the call group.
- The Regional Director – Business Travel Operations is Jan Kleingartner. Jan has 28-years industry experience including 22-years with our company.

ADDENDUM 4 – SERVICE CONFIGURATION

2. During peak call times, what will happen to our calls when all agents are busy?

During peak periods, we will add additional counselors to the queue to insure a positive customer experience. Our VoIP network allows for call balancing and seamless re-route of calls in peak call periods.

3. How frequently will you report on staff performance: phone performance, phone monitoring, agent productivity, customer comments/issues, etc.?

We will be pleased to work with BGSU on a review frequency that suits your needs best. Our communications network allows us to monitor phone performance and call monitoring continuously. Customer comments/issues that may arise can and will be reported to the BGSU Travel Manager as desired.

We recommend reviewing agent productivity during quarterly reviews.

Our company has the ability to survey your travelers as desired. The survey can be performed ongoing or during a specified time period, either at the time of booking or after travel is complete. We would welcome the opportunity to work with the BGSU Travel Manager to develop and implement a meaningful survey that would produce useful metrics for both of our companies to gauge and measure performance and, most importantly, traveler satisfaction.

4. What type of metrics do you have in place to ensure quality standards of performance are consistently provided? Please provide samples of these metrics.

Please see **Attachments B** and **C** for a sample of our Scorecard listing indicators that could be used for a Service Level Agreement (SLA), as well as Key Performance Indicators (KPI's) that could be used in reviews. We would work with you to determine which items you feel most important to work into an SLA document and which KPI's are most important for us to track for you.

5. Do you use an Interactive Voice Response [IVR] Call System? If so, can it be bypassed or turned off for travelers when calling in for agent assistance?

We do deploy an Interactive Voice Response [IVR] Call System. It is an integral part of our service delivery as it allows us to capture data relevant to our call reporting detail (average speed of answer, hold times, abandoned calls, etc.). This is part of our Service Level Agreement and is helpful in managing call volumes and queue staffing. For these reasons, we would strongly recommend not turning off the IVR system.

ADDENDUM 5 – TMS PRICING

Based on our volume of travel and service requirements, recommend the best pricing structure for the service configuration(s) that you are recommending for our travel program.

Submit a proforma to include all costs and revenue streams whether these avenues are shared with *BGSU* or not. Include current service pricing as well as optional services fees. List all fees that are considered start-up fees and mark them appropriately. Also include the subsequent costs if applicable.

Include definitions where necessary especially in describing a “transaction.”

All options will be considered but the preferred method is point of sale transaction fee reconciliation.

Service	Agent Assisted Fees	Online Fees
Full Service Fees:		
Full Service Transaction Fee	\$22	N/A
Complex International Air Transaction	\$49	N/A
Hotel/Car Only Reservation	\$5	N/A
Online Service Fees:		
Online Transaction Fee	N/A	\$9
Online Implementation Fee (One Time)	N/A	\$500 waived
Agent Assisted Booking	N/A	\$22
Hotel/Car Only Reservation	\$10	\$5
Other Fees:		
Void	No Charge	No Charge
Refund	No Charge	No Charge
Account Management/Advisory Fee	No Charge	No Charge
Contracted Rate Booking Fee	No Charge	No Charge
GDS Content Fee - often a pass through fee	No Charge	No Charge
After Hours Calls	*\$10	*\$10
Reporting: iBank	No Charge	No Charge
iBank Analytics Optional reporting module)	\$1,500 Annually (optional)	\$1,500 Annually (optional)
Custom Reporting Not Available through iBank	\$50 per hr	\$50 per hr
Credit Card Reconciliation	No Charge	No Charge
Paper Ticket Issuance	\$10	N/A
Benchmark Reporting	No Charge	No Charge
Loading of Air, Hotel, & Car Contracts	5 Contracts No Cost/\$10 ea. Additional	5 Contracts No Cost/\$10 ea. Additional
VIP Services - Per Transaction	\$60	N/A

ADDENDUM 5 – TMS PRICING

Notes

- A transaction is defined as any travel reservation involving the issuance of an invoice for air/car/hotel/and/or rail
- Agent Assist is defined as any process involving an online reservation that requires the intervention of agent labor.
- Complex International Fee is defined as any international itinerary with two or more stops or with fare breaks.
- After hours calls that result in a transaction occurring will have the \$10 call fee replaced with the applicable service fee
- 100% of net commissions will be retained by ALTOUR
- **\$10,000 Service Level Guarantee**
- **Low Fare Guarantee**
- **Waived setup and first three months transaction fees for online booking tool**

ADDENDUM 6 – IMPLEMENTATION PLAN

If your TMC is successful in being awarded **BGSU'S** business travel contract, explain how you would implement your services by providing an implementation plan that:

- **Outlines major action items for TMC and BGSU**
- **Provides the implementation timeframe**
- **Outlines the transition from existing travel vendors**
- **Includes staff responsible for the implementation at each location, if applicable**
- **Contingency plan during transition**
- **Provides agency process for creating traveler profiles**
- **And any other pertinent information**
- **Provide the number of training sessions/tools available and at what cost to effectively transition our travelers over to a new platform.**

We strongly believe the success of this partnership begins with a clear understanding of BGSU's vision for the future, identifying attainable and measurable goals, time frames to reach them, and setting a solid plan of action. At the center of the plan will be BGSU's overall travel service objectives.

When we implement a new travel management program for a client, we start by seeking to understand the needs of its users. We focus on key groups of people in the client organization, such as Executive Administrators, top travelers, and key executives—any group that can provide detailed insight. We participate in round table discussions to learn about the issues and challenges travelers have faced in the past to make sure we address them with our program.

Once key factors are decided, our team will customize an extensive implementation schedule. The implementation plan clearly lists all of the required action items, persons responsible, target dates and actual completion dates. The planning process will be collaborative and take into account the perspectives and interests found throughout BGSU. Following is our broad strategic approach:

Phase 1 – Discovery

- Introduce key team members
- Analyze current program structure and future enhancements
- Outline and determine policies and process timelines
- Develop detailed implementation schedule

Phase 2 – Process Design

- Determine technology needs/parameters
- Customize reporting
- Develop performance metrics
- Develop roll-out plan
- Develop communication plan
- Develop training plan and materials

ADDENDUM 6 – IMPLEMENTATION PLAN

Phase 3 – Roll-out

- Data transition
- Determine project strategy and areas for cost-savings
- Develop performance metrics
- Conduct user training sessions
- Communicate roll-out, including:
 - Management
 - Stakeholder
 - User
 - Supplier
 - Project Team

Phase 4 – Analyze & Refine

- Analyze data
- Recommend enhancements
- Gain user feedback
- Conduct account review
- Continue building and refining travel policy
- Measure ROI
- Demonstrate improved cost efficiencies
- Demonstrate results against established performance measures

ALTOUR will add further detail to this plan to ensure we work within BGSU's culture and follow all processes and procedures. This includes incorporating any existing ordering processes (e.g. phone, online, email).

ALTOUR will work with BGSU to perform an initial implementation within six to nine weeks. With several hundred travel management clients, ALTOUR is experienced in implementing accounts quickly and easily within a short time frame.

Our goal is to utilize our clients' time efficiently and limit our requirements. Information we need from BGSU includes:

- Time for an initial discovery meeting
- Feedback and buy-in from executive sponsors
- Materials/information from previous agencies
- Basic setup requirements
- High-resolution logos
- Branding information

As we build out your program, we utilize a variety of methods and media to communicate program elements to all users. We produce webcasts and marketing collateral (such as wallet cards and "how to" fliers) to communicate program specifics and ensure users understand how they may differ from past methods.

Attachment D provides a detailed implementation plan which further clarifies the roles of each party during the implementation process.