

# Mobility Integrators in Business Travel

RouteRANK with its ability to appraise multiple modes of travel and provide door to door travel solutions is catching the eye of some of the business travel industry's biggest names.

Late last year the Association of Corporate Travel Executives awarded Jochen Munding, founder and Chairman of routeRANK, its EMEA and global '3 under 33 award'. The award is designed to recognize the newest and brightest thinkers in the business travel industry.

Why is the business travel industry interested in Munding's innovation? The total cost of travel has long been seen as the panacea for travel managers, but with a plethora of booking channels getting all the data in one place has been a challenge.

In a simple single search routeRANK's patent pending technology ranks the best possible travel routes allowing users to sort them according to their priorities, such as price and travel time. The giants in the business travel industry can see the potential.

April Bridgeman, Senior Vice President of Strategic Marketing at BCD Travel, said, "Until now, no single solution has been able to provide travellers with commercial, public and personal transportation options so they can piece together trips as they see fit. [...] Our partnership with routeRANK lets us complement the information currently available while adding route and mode options in a very useful way." The technology behind routeRANK powers BCD Travels End-to-End Trip Planner which visitors to this years Business Travel Show were able to road test.

routeRANK is used in companies managed or unmanaged travel processes. Jochen Munding told us, "Where applicable, routeRANK integrates a company's own data sources and tools including any existing negotiated fares. For example, in the case of an existing contract with a TMC for flight bookings routeRANK will integrate this information with the existing online booking tool."

By reflecting corporate travel policy routeRANK supports compliance and can help companies manage business travel from a wide array of angles; from integrating hotel providers though to supporting traveller duty of care. The solution ensures that the corporate realises bottom line saving, the traveller is presented with the best route and the travel booker save times from not having to review and book travel on multiple websites.

It also considers door to door travel, with further customization for options such as the inclusion of companies' office locations and company cars. Munding added, "Customized versions are provided in different ways, in particular standalone web-based versions, as an iFrame or via the Application Development Interface. This way its door-to-door travel planning capabilities can be flexibly integrated into customers' and partner's own solutions of whatever type, such as web-based and desktop systems as well as mobile platforms such as iPhone or Android".



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Jonathan Green