

Press release

routeRANK professional standard for small and mid-size companies and organizations

Lausanne, June 10th 2011

Cost and time savings in travel combined with considering the environmental footprint of the many different travel options have convinced institutions and end users alike. Small and mid-size companies that do not necessarily deploy corporate travel solutions can now also benefit from routeRANK's advantages.

On June 15th, 2011, routeRANK is launching a new standardized professional version of its travel planning solution. This is due to demand by small and mid-size companies that do not necessarily deploy corporate travel solutions and that would like to provide their employees with the tools for time- and cost-efficient travel planning and also informing about the carbon impact at the same time.

Custom developed versions of the proprietary software have been offered to corporate customers and organizations, for their internal use or use on their own website. Typically, those have been adapted with respect to layout/branding, features as well as content. For example, taking into account the special fares negotiated by large corporations as well as travel rules and policies that apply to their staff's travels. Many of these adaptations are not relevant for small- and midsize companies and organizations. Following demand, routeRANK has thus put together this professional version with the relevant standardized settings and functionalities. Additional features include search criteria measuring the remaining available working time as well as advanced results filtering.

One customer will be using the version from the launch date onwards and several more are committed to using it shortly thereafter. Based on the interest received even prior to launch, routeRANK expects that a large number of institutions will sign up for the new offering over the next few months.

Further information

For further information and interviews please contact

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About routeRANK

routeRANK provides a software solution for travel planning. Unlike other solutions that consider only one means of transport at a time, routeRANK addresses the entire travel route by integrating rail, road and air connections. In a single search, routeRANK's patent-pending technology finds and ranks the best possible travel routes, allowing users to sort them according to their priorities such as price, travel time and CO2 emissions.

Custom developed versions of the proprietary software are offered to corporate customers and organizations, for their internal use or use on their own website, in both travel and logistics. For example, the Travel Helper developed for the World Wide Fund for Nature (WWF), the integration with Nokia's Green Explorer and the internal version contracted by the Swiss Government.

Another version illustrating the software is also publicly available on routeRANK's website. Although here the focus is on European travel, airports and flight connections worldwide and road connections in North America are also integrated.

Having won the Swiss National Venture Leaders and Venture Kick competitions, in September 2008 routeRANK was selected as one of the four finalists in the PICNIC Green Challenge, and in November, it was the laureate of the 2008 KPMG Tomorrow's Market Award. It was nominated for the Red Herring 100, the Green IT Innovation Award, the TechCrunch Europas Awards 2009 as well as the Microsoft ICT Award in the Academic Enterprise Awards 2009, and won bronze in the Best of Swiss Web Awards 2010. More recently, routeRANK was named a TR35 by MIT's Technology Review.

The WWF has approved routeRANK's CO2 methodology, and Dr Klaus Toepfer, former Executive Director of the United Nations Environment Programme (UNEP), endorses routeRANK as 'a system [that] will make informed travel choices possible which are not only cost- and time-efficient but also benefit the environment'.