

PRODUCT INFORMATION

Cornerstone
information systems

TravelOptixTM

Analytics Through Your Lens.

Introduction

Successful companies leverage analytics from the datasets they gather and store from ALL aspects of their business. Cornerstone's next level analytics platform, **TravelOptix**, gives you access to this mine of valuable information, helping to streamline your business processes and allow you and your customers to make better business decisions.

TravelOptix allows you to choose your own visualizations, data sources, and viewing device so you can tell the story you want, in the way that you choose. Pick your sources, then use the intuitive drag-and-drop visualization tools to discover insights that were previously hidden. Mobile integration and robust story telling tools allow you to present your findings anytime, anywhere so that you can delight customers and internal shareholders alike. Whether you are looking to improve internal efficiencies or drive greater value to your customers, **TravelOptix** gives you the tools you need to have a comprehensive picture of your data.

TRAVELOPTIX IS COMPRISED OF FOUR MAJOR COMPONENTS

- Intuitive customizable visualizations that reveal hidden insights
- Multi-source integration for a single analytics platform
- Mobile integration to view insights anytime and anywhere
- Robust storytelling tools that let you efficiently collaborate

Cornerstone's 12,000+ customers create more than one million new reservations every day – **TravelOptix** helps them view their data from every angle to uncover insights that help drive value internally and externally. In the time it takes to read this page, your data is accumulating. Do you have a tool that is powerful and flexible enough to handle that?

Custom Visualizations

WHAT ARE TRAVELOPTIX CUSTOM VISUALIZATIONS?

In most 'custom' visualization tools you have the ability to select a few filters or switch between a bar graph and a pie chart. Some might even let you choose whether that chart is up, down, left, or right. Cornerstone's **TravelOptix** allows for anyone to become a business analyst and architect of their data. Our tool features an advanced drag-and-drop interface to choose what you see, how you see it, and where you see it without having to write any code or queries. The tool even helps index and associate data so that you don't have to. Users can choose their level of sophistication while still promoting consistency and accuracy.

WHY USE TRAVELOPTIX CUSTOM VISUALIZATIONS?

Even the most well written analytics programs show you a pre-defined set of calculations and visuals. On top of that, the data is typically only coming in from one source. What about the insights that come across data sets, or that you don't even know you will need? **TravelOptix** associates data across multiple data sets and allows you to create the right visualization whenever you need it. You'll make smarter decisions with more intelligent information.

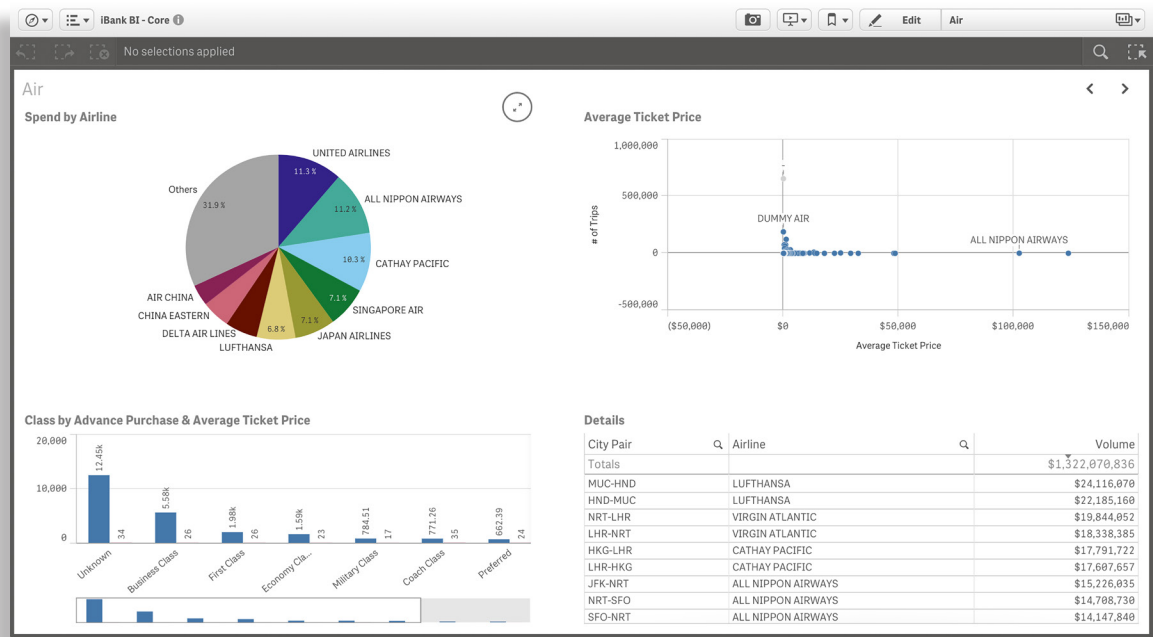
TRAVELOPTIX CUSTOM VISUALIZATIONS DELIVER

Account managers need the ability to find hidden insights and create visualizations that are as unique as their customers. Similarly, travel managers need the ability find and show insights that speak to shareholders' interests. When you need to deliver an accurate picture of your data sets, you need a tool that allows you to see data from every angle. **TravelOptix's** custom visualizations let you drive value to those who matter most by giving you the flexibility create what you're looking for.

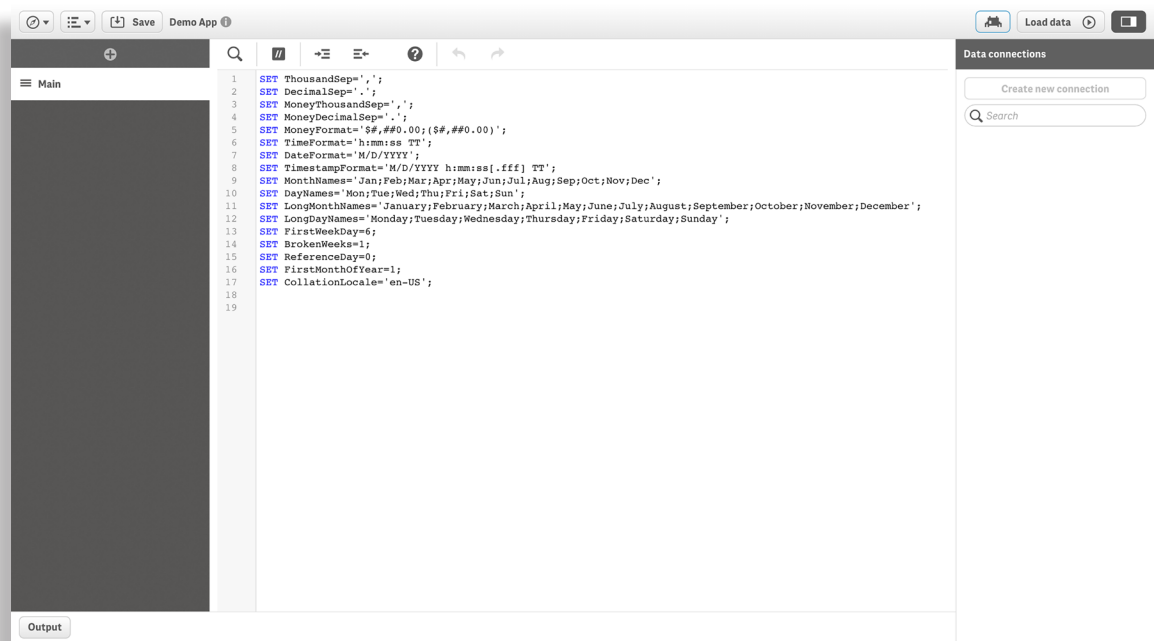
TRAVELOPTIX CUSTOM VISUALIZATIONS GIVE YOU

- An easy drag-and-drop creation toolset
- Unlimited visualization creation
- The flexibility to create your own view or modify an existing view
- The power to create customer specific views
- The ability to view all of your data in one place at your convenience

Standard Visualization



Custom Visualization Builder



Multiple Data Sources

WHAT ARE TRAVELOPTIX'S DATA SOURCE CAPABILITIES?

TravelOptix provides you the flexibility to load data from virtually any data source including spreadsheets, databases, operational systems, ERP, and web sources. Additionally, **TravelOptix** gives you the control to cleanse, transform, and unify multiple disparate data sources without requiring external tools. Current Cornerstone customers will start with data being loaded from **iBank** and **iQCX** and can integrate other sources from there.

WHY USE MULTIPLE DATA SOURCES?

Organizations all over the world are accumulating data of varying types at an astounding rate. This 'Big Data' phenomenon has led us to terms like yottabyte (that's 1,000 zettabytes in case you were wondering) that will be outdated in mere years. Having records of everything we do is great, but it means nothing if we can't mine all of that data for relevant information. Even narrowing the focus to just 'travel data' still leaves travel professionals comparing sources like GDS Data, Back-Office Data, Mid-Office Data, Credit Card Data, and more. Each type of data sits on a different system, with different terms, and differing ways to report and visualize it. **TravelOptix** lets you put all of your important data in one place and use a common set of tools to view and analyze it. While mere convenience is reason enough, by having all of your data sources loaded into one tool you can find associations and insights that otherwise would remain hidden.

TRAVELOPTIX DATA SOURCE CAPABILITIES DELIVER

By giving you a single tool to visualize and analyze your data, **TravelOptix** lets you discover a comprehensive picture of your data. By opening up the capability to import data from a variety of different sources, **TravelOptix** allows you to define what is important and needs captured.

WITH MULTIPLE DATA SOURCES, YOU CAN

- Create comprehensive business reviews
- Visualize ALL of your data in one place
- Save time and money by only having to use one site
- Explore previously hidden associations
- Find previously hidden insights

TravelOptix Data Flow



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Mobile Integration

WHAT IS TRAVELOPTIX MOBILE INTEGRATION?

As anyone who has tried to open an email at work, then again while out on the road will tell you, it will rarely look the same on a widescreen monitor as it does on your smartphone. That is where mobile integration comes in... **TravelOptix's** responsive design, based in HTML5, automatically adjusts to the screen to give you the best possible experience on any device. The best part is that visualizations and data are both completely functional on any device.

WHY USE TRAVELOPTIX MOBILE INTEGRATION?

In today's 24/7 work culture, the fun never seems to stop, but life, as it tends to do, always seems to get in the way. Who hasn't started working on something only to look up and realize they are late for a meeting, the kids have practice, or your dinner reservations are in 20 minutes? With **TravelOptix's** mobile integration you won't have to run back to your desk when an idea hits, just start creating wherever you are with your phone or tablet. When the pressure is on for quick, data-driven decisions, you want a product that is easy-to-use, flexible, and available whenever and wherever you need it.

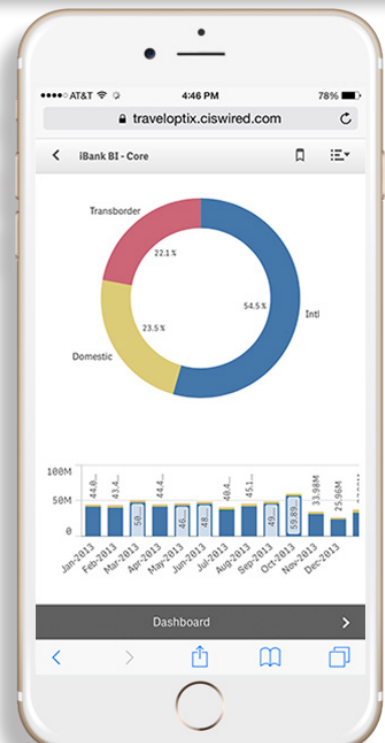
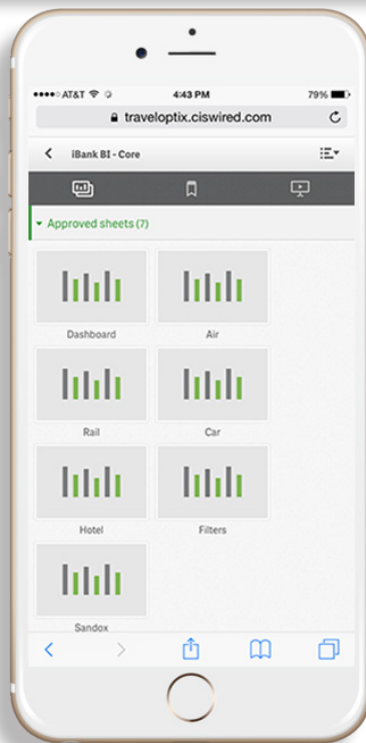
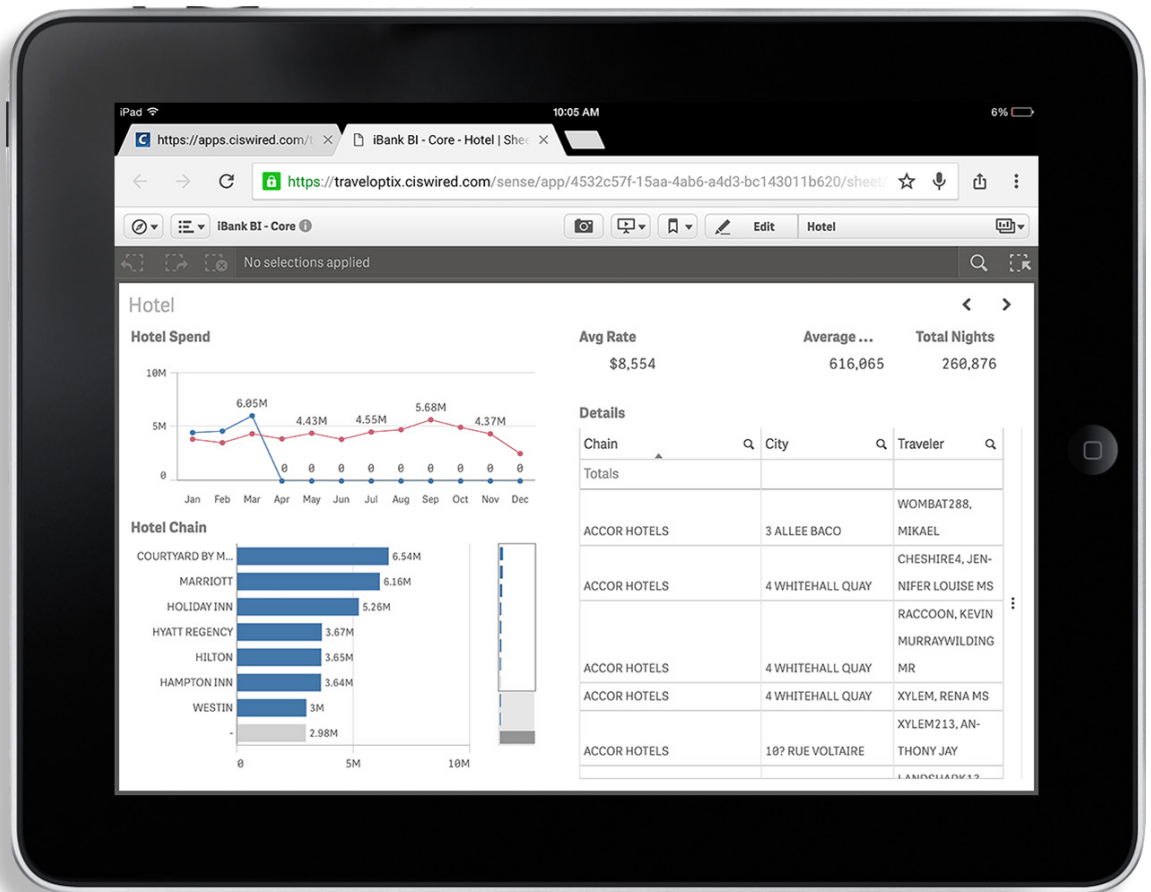
TRAVELOPTIX MOBILE INTEGRATION DELIVERS

TravelOptix provides the window to view the insights you need, in the way that you choose, across multiple platforms --- desktop, browser, or mobile-enabled smart device.

WITH TRAVELOPTIX MOBILE INTEGRATION, YOU CAN

- Access your information anytime, anywhere
- Create new visualizations whenever an idea hits
- Deliver reviews and analysis wherever you find yourself
- Stay in tune with you data at all times

TravelOptix on Mobile Devices



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Rich Data Storytelling

WHAT IS TRAVELOPTIX RICH DATA STORYTELLING?

TravelOptix includes a built in presentation tool that allows you to build a presentation without switching programs. From the general text and picture capabilities you use today - to taking a snapshot or even embedding a 'live' view of your analytics and visualizations, you can do it all in one place. This allows you to tell a story that is supported by data analysis that you can see.

WHY USE TRAVELOPTIX RICH DATA STORYTELLING?

Evaluating the strengths and weaknesses of your data has never been easier than with **TravelOptix**, because you don't need to be a financial analyst or IT expert to create or analyze insights. Add to this the fact that you can capture these insights directly into a presentation within the tool, and gone are the days of trying to get data out from multiple sources only to have to spend time reformatting everything so the data can be presented in a visually appealing way. These capabilities are also great for collaboration and communication. So whether you're presenting to colleagues at a company meeting, or giving a business review for a client, **TravelOptix** has you covered. This centralized information hub offers streams of content for different topic areas, allowing people to locate valuable content and share relevant analyses in an organized way.

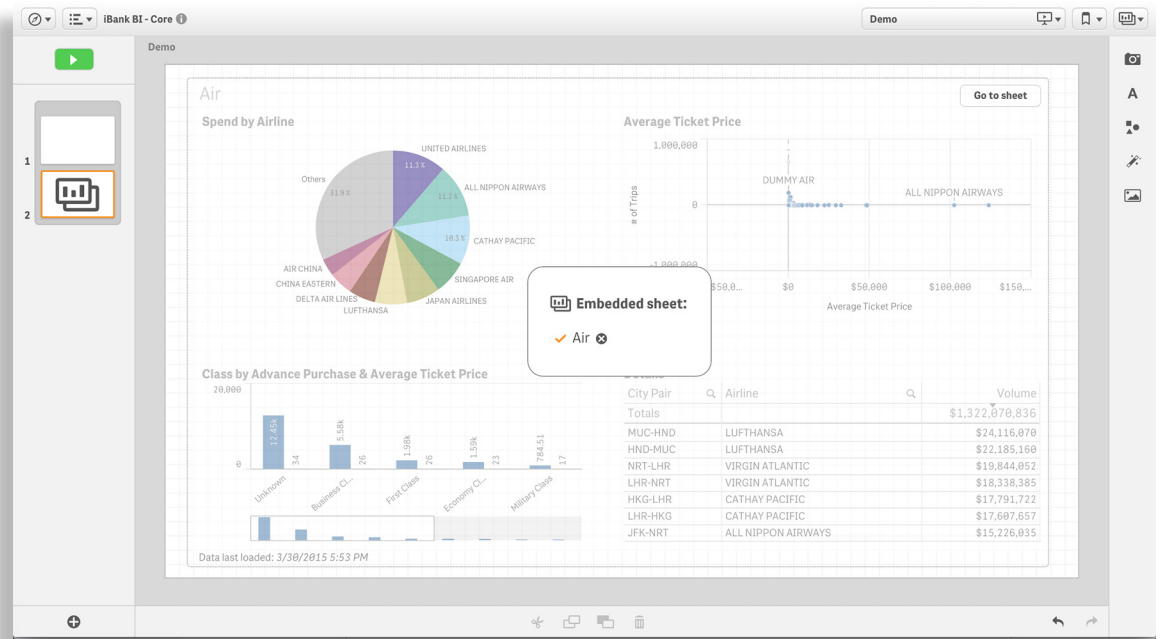
TRAVELOPTIX RICH DATA STORYTELLING DELIVERS

TravelOptix gives you the ability to create and present guided stories that are rich with narrative and graphics and will communicate insights and facilitate relevant discussion. Also, direct, in-context access to live analysis allows for immediate answers to follow-up questions that may arise.

WITH TRAVELOPTIX RICH DATA STORYTELLING, YOU CAN

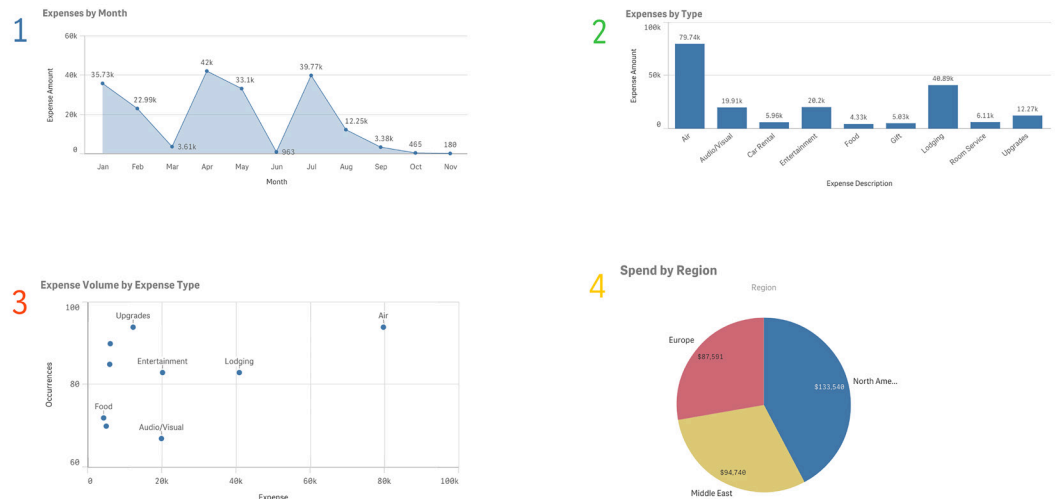
- Share and collaborate with colleagues or customers
- Produce engaging data driven stories
- Include analysis from multiple data sources in a single interface
- Show visualizations that convey an advanced summation of your data

Story Creation



Story Viewing

Cornerstone Account Review



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About Cornerstone

Cornerstone is a technology and professional services company helping more than 450 travel management companies, corporate travel departments, and online travel agencies work more efficiently and more profitably. Founded in 1992, Cornerstone has specialized in creating innovative applications that automate many of the most complex and time-intensive aspects of the reservation management process. Cornerstone is a privately held company based in Bloomington, Indiana with personnel in nine locations worldwide. More information is available at www.ciswired.com.



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