

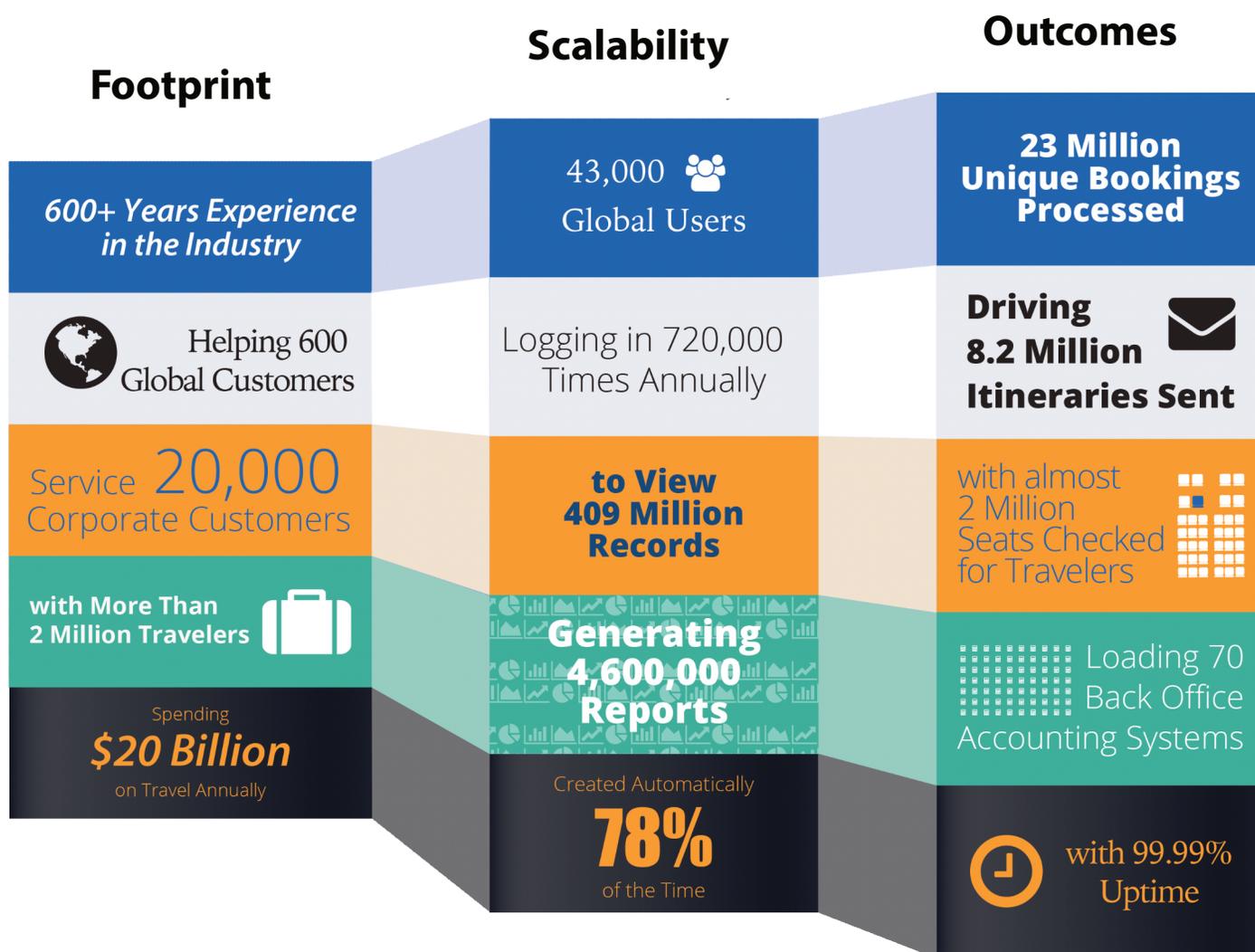
***Cornerstone***  
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**Introducing the  
Cornerstone  
Ecosystem**

## Cornerstone Travel Operations Automation

The Technology Partner Behind the Scenes of  
Millions of Automated Bookings



At A Glance

# The Cornerstone Ecosystem

Cornerstone is a technology and service provider of mid and back office automation for the travel industry. We work with travel management companies, online travel agencies, corporate travel departments, and suppliers to help them automate travel operations and programs. The core of our mission is to provide the platform and tools that automate what results in accurately completed and transacted travel reservations for travelers, their buyers, and travel service providers.

Provided as a SaaS, the Cornerstone Platform brings together critical components around standardized and customizable functions that help automate travel fulfillment and the required data information services for today's modern travel operations and programs.

Over the next few pages, we will explore what each module can do separately before discovering how they can be combined to create a powerful basis for all of your modern travel operations.



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# ***GDS & NDC Mid to Back Office Integrations***



*Programmable  
Business Rules*

*Unified Data  
Acquisition*

## ***Robust Data Capture Model***

The Cornerstone Platform is founded on a robust data capture model. As we know, travel transactions are dynamic and difficult to manage. This is core challenge to the business that had to be surmounted, especially since the advent of NDC and omnichannel approaches with decentralized data have become more and more common. Recognizing that this shift has occurred, we've heavily developed our data capture capabilities so that we're in a position to capture reservations of any sort and incorporate them into our customers' workflow.

### **Programmable Business Rules | Unified Data Acquisition**

Whether your trips are captured via standard GDS bookings, NDC bookings, or aggregators, we're able to capture and map those bookings. This is what gets your reservations into the business rules engine for processing.

From there it becomes important to tell the whole story of a trip. We've focused considerably in technology that lets us stitch together the various components of a trip, which allows us to work effectively and efficiently with the reservation. Via the business rules, we can automate quality control and documentation of reservations including document delivery, ticketing, change management, and reporting. And since we work from a scalable platform and hybrid cloud infrastructure, our ecosystem is able to scale to meet all of your needs.

# *Standardized Libraries & Automations*



*Automatic QC  
& Ticketing*

*Fare Auditing  
& Reshopping*

## ***Modular Workflow Automation***

Once we've captured the reservation, we can then apply your business rules and automate your workflows. We look at this as core pieces of functionality that can be adopted in whole or in part, but the intent is to ensure the integrity of the reservation from the time it is captured to the point at which the trip is complete. Our customers tell us that travel management has really boiled down to these essential functions: better efficiency in managing travel operations and providing better care for their clients. Having been in the business for over 30 years, we understand this and have modularized our platform to deliver on those essential functions to drive a clean, complete interface record to the back office.

### **Automatic QC & Ticketing | Fare Auditing & Reshopping**

We've designed our platform to be used in components, starting from the **standard libraries** we've developed to much more **highly customized** use cases. In the latter, our customers can take full ownership of development and maintenance of their own automation ecosystem.

# API Partner Integrations



*ERP & Data  
Partners*

*Point of Sale &  
Duty of Care*

## **API & Data Integrations**

One of the most important investments we've made is in exposing our platform to **external services and functions**. This is critical in the industry today as there are now many special purpose applications and processes that are available for creating more efficient travel programs. When a travel service has to cobble these parts and pieces together that don't naturally fit into a process, the outcome may be more convoluted and far less efficient to reach in order to have it deliver to their customers' expectations.

We've worked to enable the Cornerstone Platform to act as a hub to facilitate these applications using third party and Cornerstone hosted APIs and doing data integrations to corporate systems.

### **ERP & Data Partners | Point of Sale & Duty of Care**

Whether you need our platform to call on a third party tool, or have a third party tool call into our platform, both can be done easily and seamlessly.

Notable current examples include clients pushing data to their mobile app for schedule change and pushing data to third party dashboards for seamless decision making processes.

# *Business Intelligence & KPIs*



*Travel Operations  
Management*

*Travel Program  
Management*

## ***Analytics, Reporting, & Workflow Dynamics***

Well automated travel operations provide better data, thus allowing for better reporting and analytics.

Travel transactions go through a lot of touch points, many of which are handled by disparate agents, systems, and processes. It can be difficult to get an idea regarding what happens to each transaction unless you have a robust data harvesting system in place to provide travel operations and management with the most up to date state view of any trip at any given time.

### **Travel Operations Management | Travel Program Management**

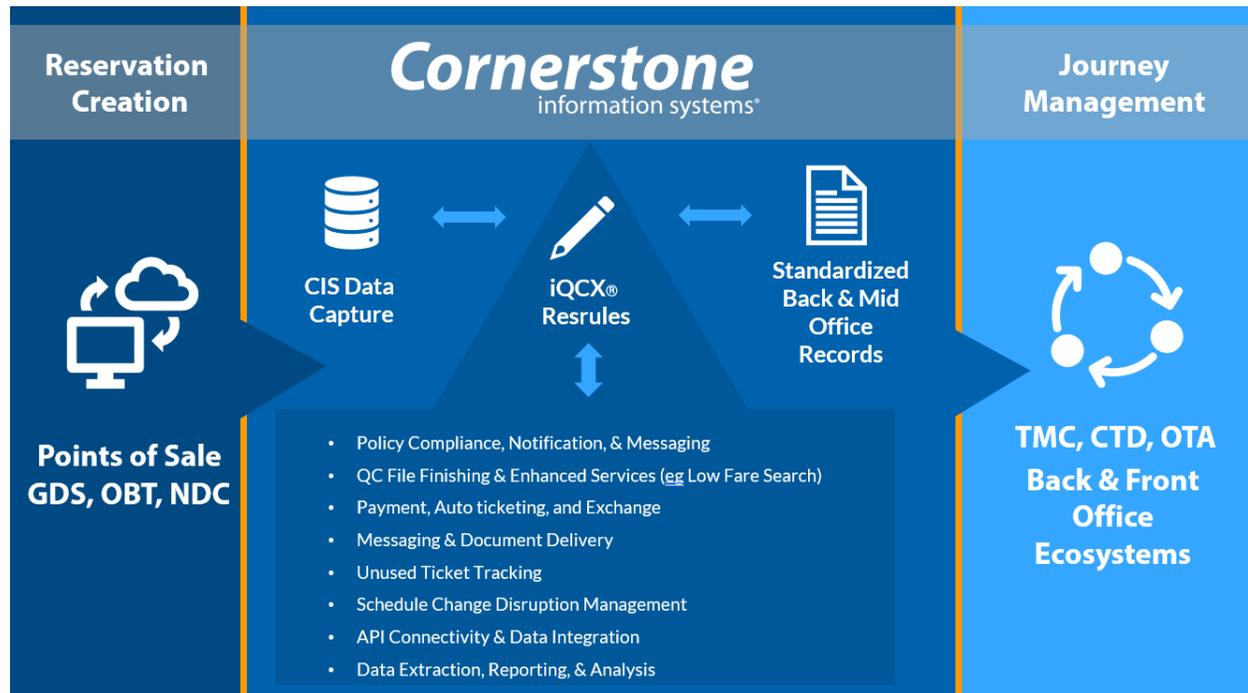
Our ability to help standardize and automate travel operations leads to better implemented and measurable outcomes for travel programs.

The way this is accomplished is by providing both operations and programs a view of the trip with information that allows the buyers and their TMCs to support each other through business intelligence and analytics.

At A Glance

# The Cornerstone Workflow

Ensuring the Integrity of a Transaction Through its Lifecycle



## Modularized Workflow Automation – Easier Than Ever Before

We have designed our platform to be used in components, starting from the **standard libraries** we've developed to much more **highly customized** use cases.

Customers using our standard libraries still have full access to our ecosystem and programming environments and can take full ownership of development and maintenance of their own automation ecosystem.

This means that you would be able to write your own rules and implement your own workflow through Cornerstone's

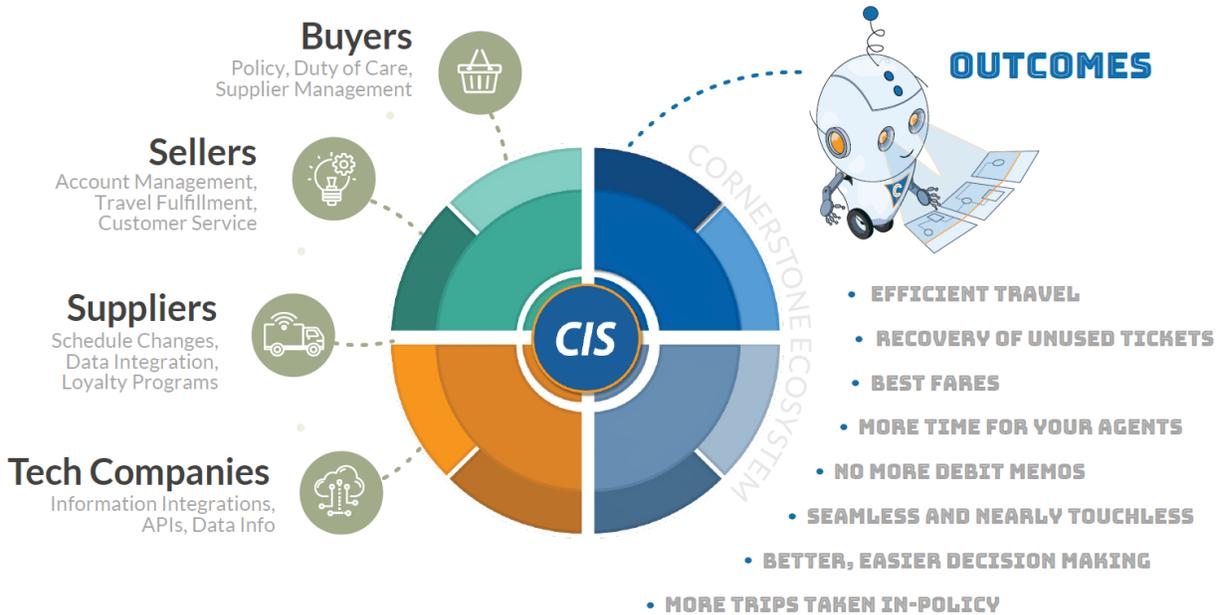
Thanks to our enhanced modules and value-added modular functions, the following steps are easier and more efficient than ever:

- Fare Reshopping and Auditing
- Waitlist Checking and Management
- Seat Checking
- Unused Ticket Tracking
- Payments and Auto-Ticketing
- Policy Compliance
- ... And so much more

At A Glance

# The Cornerstone Ecosystem

Within moments of creation, bookings are put through a rigorous set of customized automations based on your unique business needs, leading to almost 100% fulfillment.



## Bringing It All Together

Cornerstone works with many different stakeholders in order to bring in data and integrate your trips into an efficient and easy to manage workflow.

We work with our GDS partners, suppliers, corporate travel departments, OBTs, sellers, and other tech partners, to funnel data into the Cornerstone Ecosystem. This way we can neatly organize and process all of your trip and

traveler information in one place which can then be affected by business rules and automation programs.

We strive to be your trusted partner to help represent your brand and help fulfill your promise to your travelers. We make the operations of travel happen as seamlessly as possible.

# Cornerstone

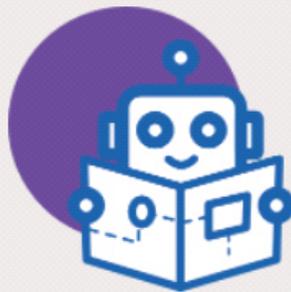
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## How To Get Started



### Schedule a Demo

We get to know the specific challenges you face, share our solutions and capabilities, and confirm a good fit.



### Automation Forensics

What most customers need is to fill gaps in a partially automated workflow, rather than starting from scratch. No problem. We identify the gaps and recommend the right plan to optimize your existing system.



### Project Plan / Proposal

Our project plan and proposal provide clarity to stakeholders, and help confirm everyone is on the same page before configuration / implementation begins.

### Contact Us:

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