BUSINESS TRAVEL SHOW AMERICA 2026

INNOVATION FACEOFF

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MESH



# HANSINI SHARMA

**Managing Director, Industry Standards and Best Practices, ARC**

TRAVERSE
an ARC brand

PRESENTED BY

BTNGROUP
BY NORTHSTAR

# Direct doesn’t have to mean unmanaged.

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IMAGINE
IF...

# IMAGINE IF...

...you could see every trip because you know your travelers book direct.

# IMAGINE IF...

...policy **followed the traveler everywhere.**

# IMAGINE IF...

...direct bookings were part of your program.

# IMAGINE IF...

**...you didn't have to force travelers into one booking channel.**

# IMAGINE IF...

...unused credits didn’t disappear.

# IMAGINE IF...

...you didn't have to rip out all the systems
you're already invested in.

This is not a replacement for your existing program.

This is not a huge implementation lift.

This is not meant to compete with your suppliers.

This is not a conceptual vision of the future.

# This is TODAY.

# This is TRAVERSE

an ARC brand


Meet
Maya




# Mandated TMC/OBT

# Going ROGUE

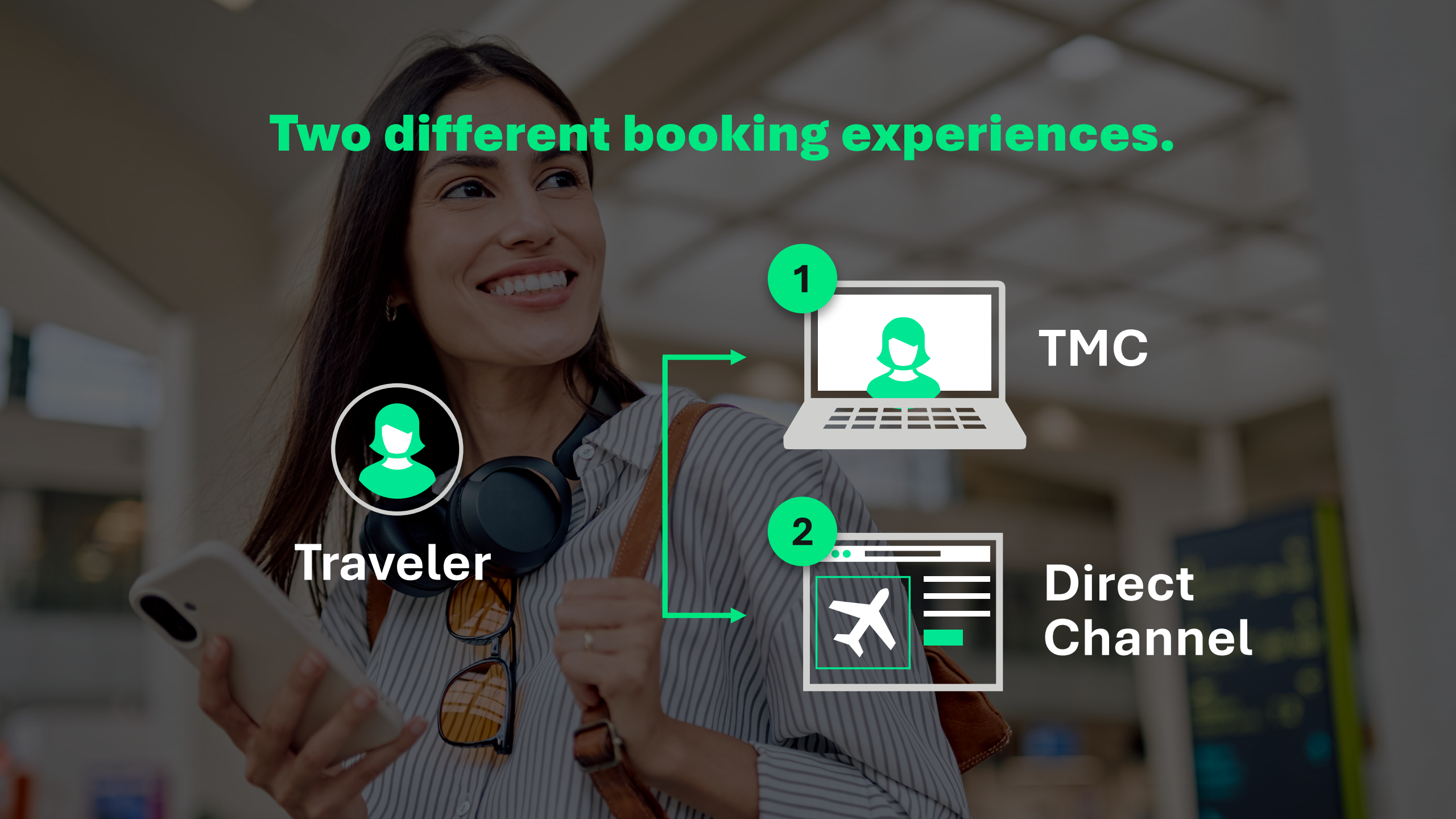


# Going ROGUE



Just kidding.

# Two different booking experiences.




Trust, transparency & control
all in one place.
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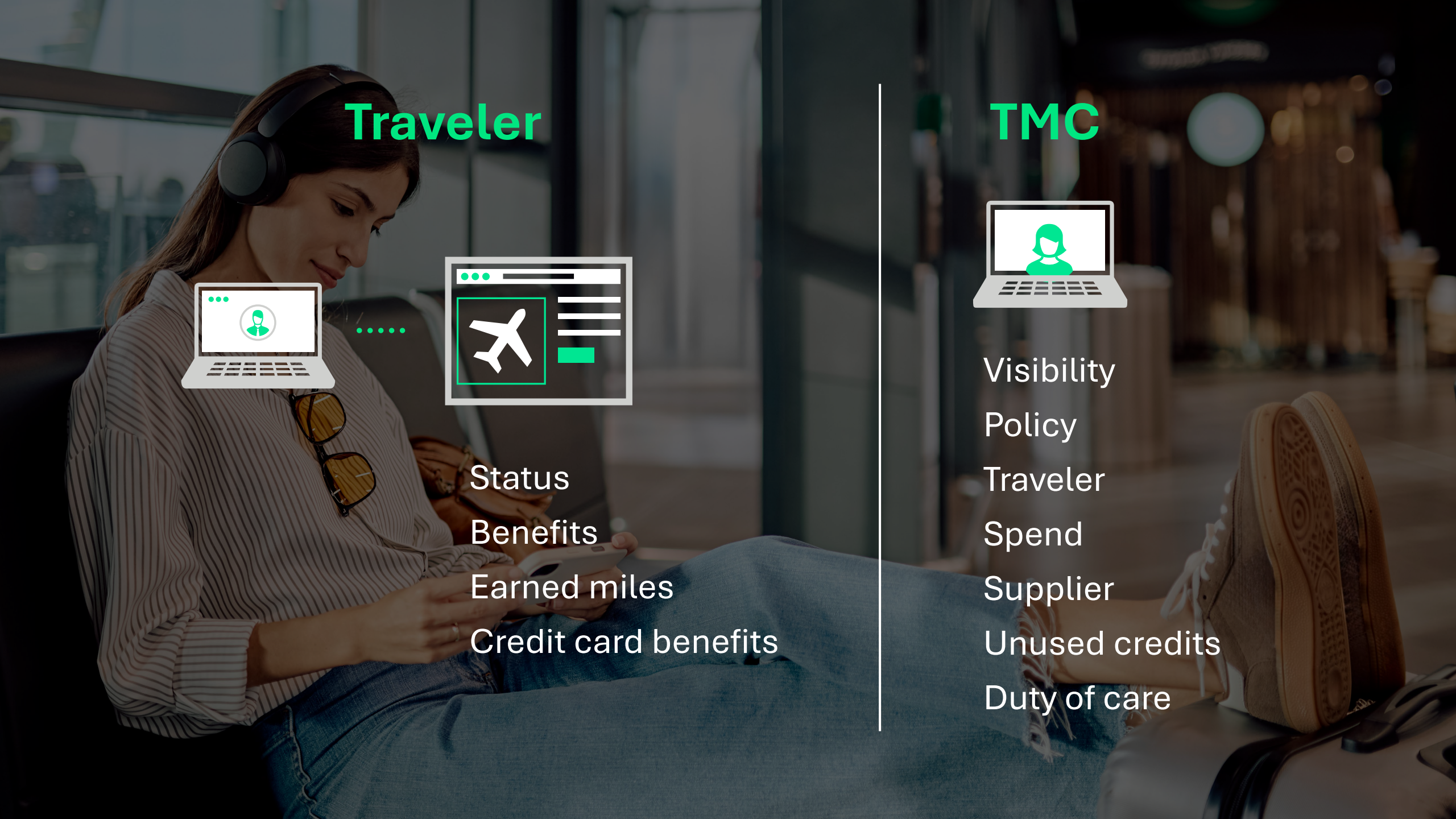
# CONTROL WITHOUT COMPROMISE



## Traveler

Status

Benefits

Earned miles

Credit card benefits

## TMC

Visibility

Policy

Traveler

Spend

Supplier

Unused credits

Duty of care


YOU DON'T
HAVE TO
START OVER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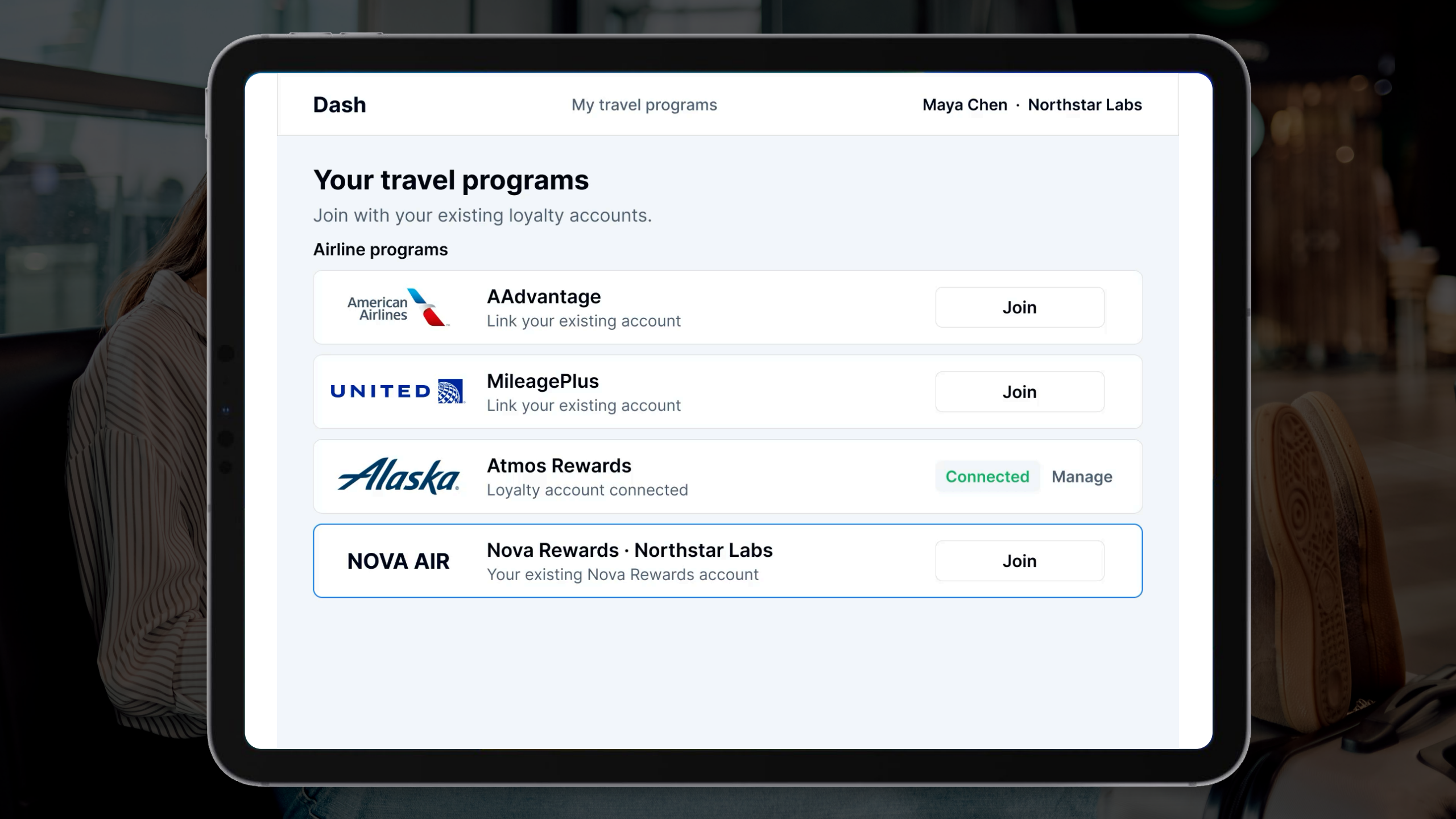
Dash
My travel programs
Maya Chen · Northstar Labs
Your travel programs
Join with your existing loyalty accounts.
Airline programs
American Airlines
AAdvantage
Link your existing account
Join
UNITED
MileagePlus
Link your existing account
Join
Alaska
Atmos Rewards
Loyalty account connected
Connected
Manage
NOVA AIR
Nova Rewards · Northstar Labs
Your existing Nova Rewards account
Join


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# WHAT'S IN IT FOR ME?

CONTROL

VISIBILITY

COMPLIANCE

CARE

VALUE

# Know what’s happening.

CONTROL

VISIBILITY

COMPLIANCE

CARE

VALUE



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CONTROL

**VISIBILITY**

COMPLIANCE

CARE

VALUE

# See the whole trip.

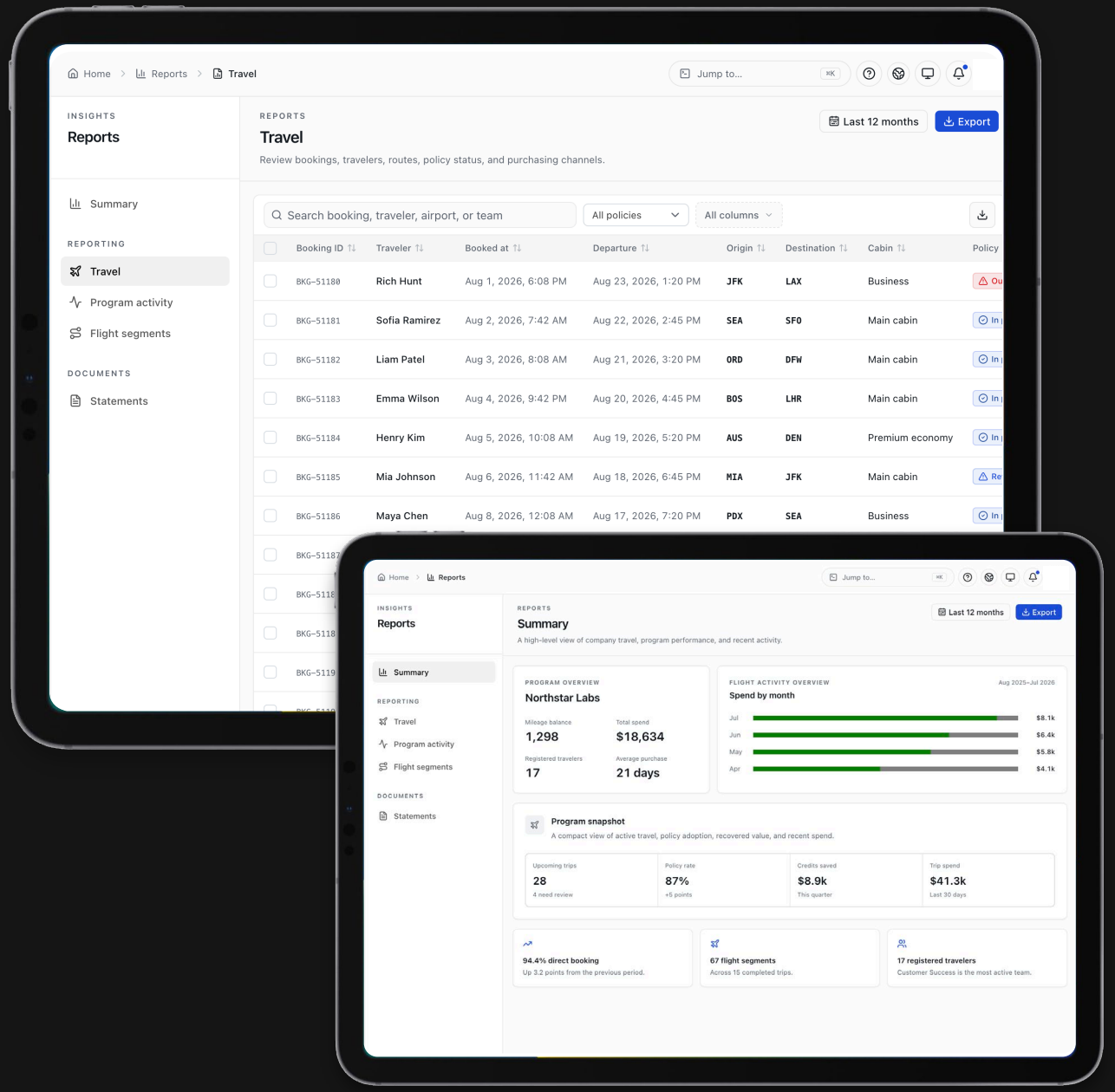
CONTROL

**VISIBILITY**

COMPLIANCE

CARE

VALUE



CONTROL
VISIBILITY
COMPLIANCE
CARE
VALUE

# Bring policy into every channel.

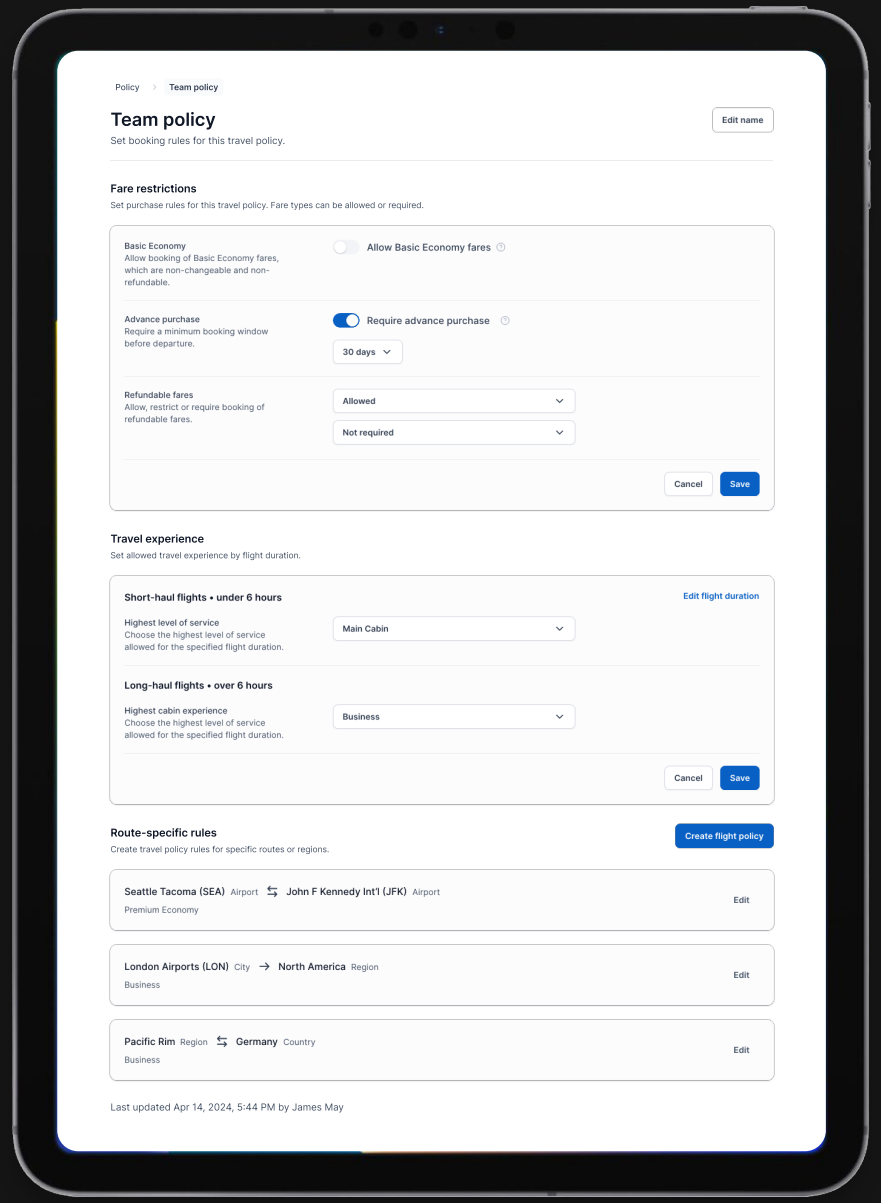
CONTROL

VISIBILITY

**COMPLIANCE**

CARE

VALUE



CONTROL
VISIBILITY
COMPLIANCE
**CARE**
VALUE

# Know where your people are.

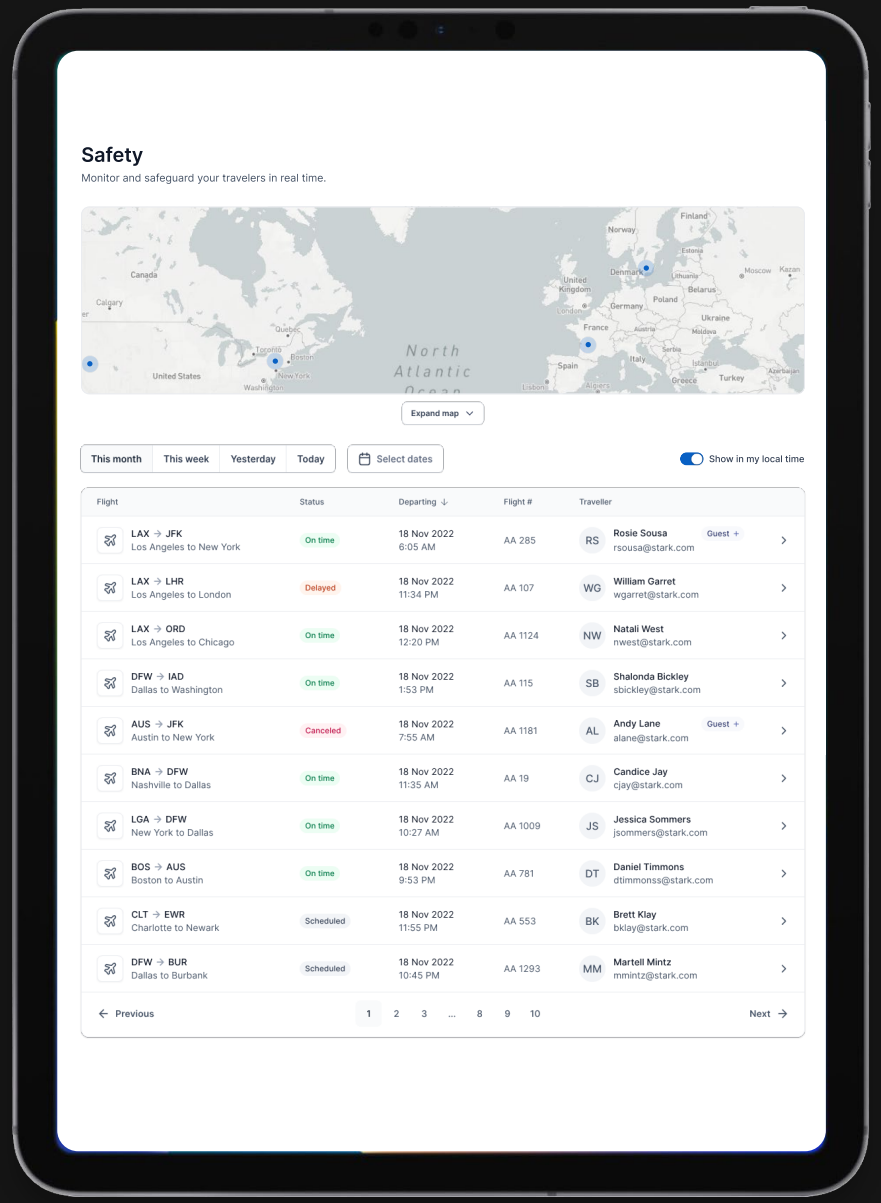
CONTROL

VISIBILITY

COMPLIANCE

**CARE**

VALUE



CONTROL

VISIBILITY

COMPLIANCE

CARE

**VALUE**

# Capture spend, credits and program opportunities.

CONTROL
VISIBILITY
COMPLIANCE
CARE
**VALUE**



# You don’t have to control where travelers start...

...you just have to get to
the front door.

# Direct doesn’t have to mean unmanaged.

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