BUSINESS TRAVEL SHOW AMERICA 2026

INNOVATION FACEOFF

SPONSORED BY

MESH



CARMINE CARPANZANO

Co-Founder, Chairman & CEO, Cruising Altitude

Cruising Altitude

PRESENTED BY

BTNGROUP BY NORTHSTAR

Cruising Altitude

BTN INNOVATION FACEOFF

Altimeter

Making Supplier Direct Bookings Compliant

Your travelers keep booking direct. Now your whole program is portable.

Carmine Carpanzano, Co-Founder & CEO, Cruising Altitude Technology

FOUNDERS



Carmine Carpanzano

Co-Founder & CEO

35+ years building corporate travel technology for the enterprise market.



Michael Kanner

Co-Founder & CTO

35+ years building software platforms for large scale companies.

The problem we are solving

ON AVERAGE

33%

of your managed travelers
already book direct
on supplier websites,
outside your program

You have a booking tool.

A travel policy.

A supplier agreement.

A mandate.

However, a third of your travelers' book around all four.

Our Buyer Advisory Board asked a different question

What if travelers could book on the supplier's own website, and the program followed them instead?

Altimeter is not a tool for your travelers, it's a tool for you.

HERE'S WHAT FOLLOWS THEM

Six things Altimeter provides

Corporate and traveler identity	Travel policy	Corporate discount
Corporate forms of payment	Pass-through layer for duty of care and expense	We return your data

HOW IT WORKS

That is exactly what we are delivering

THE COMPANY

Configured Once

- Identity management
- HR feeds
- Travel policy
- Discounts and payment
- Approvals

→

THE CONNECTION LAYER

Altimeter

- Recognizes you at login
- Approvals in real time
- Real time HR updates
- Booking data

→

THE TRAVELER

The Supplier Website

- **Air**
- **Hotel**
- **Rental car**

← Structured booking data returns to your program, in one data model.

CROSSCHECK

Price audit on direct bookings

Every Reservation

Cross-shopped against the GDS, seamlessly in the background.

Traveler Alerted

If a lower fare was found

Savings Recorded

Every check and every saving lands in your data, direct bookings included.

Price assurance in the direct channels, a first of its kind

ASKED AND ANSWERED

Three questions every travel manager asks

What do I get back?

A third of your program becomes visible

What do I have to do?

Travel policy
HR feed
Data agreement

What do travelers see?

The same supplier site with your program behind it

THE PAYOFF

Direct and indirect, seamlessly operates side by side

INDIRECT

What you can see already

+

DIRECT

What you never could see

=

ONE PROGRAM

Your program becomes whole

You negotiate your next deal on your entire travel spend.

WE'RE BUYER-LED

Building Altimeter with these buyers



They drive suppliers, the features and the functionality

Built by buyers, for buyers

Cruising Altitude

Altimeter

Making Supplier Direct Bookings Compliant

Your travelers already made their choice. Make it yours too.

ccarpanzano@cruisingaltitude.tech · www.cruisingaltitude.tech