



# Unlocking AI: A travel manager's journey + FCM tech showcase

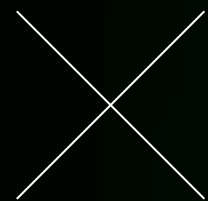


**SIMON ANDREWS**  
Global Travel Operations  
Manager  
Shell



**JOHN MORHOUS**  
Chief Experience Officer  
FCM

FCM



# Unlocking AI

A travel manager's journey + FCM tech showcase

John Morhous, Global CXO, FCM Travel

Simon Andrews, Global Travel Operations Manager, Shell

**Business Travel Show 2025**

26 June, 14:00-14:40, Learning Lab

# 01

Fastest ever growth of developers on platform

# 2.1

90% usage in 3 years (vs. 23 for the Internet)

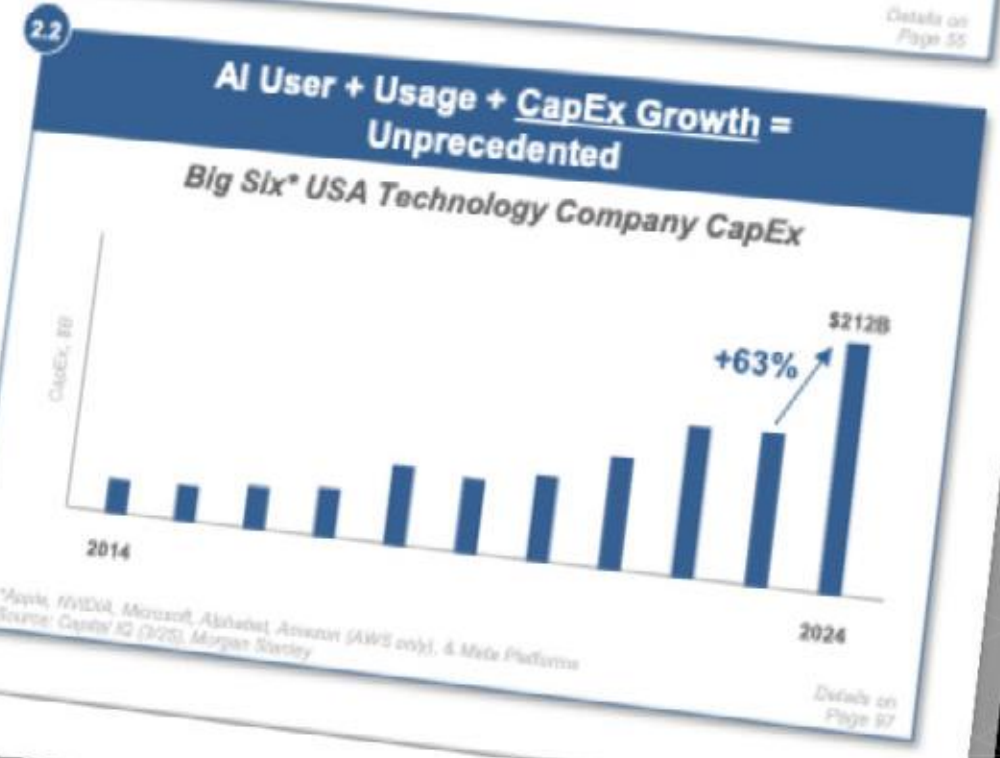
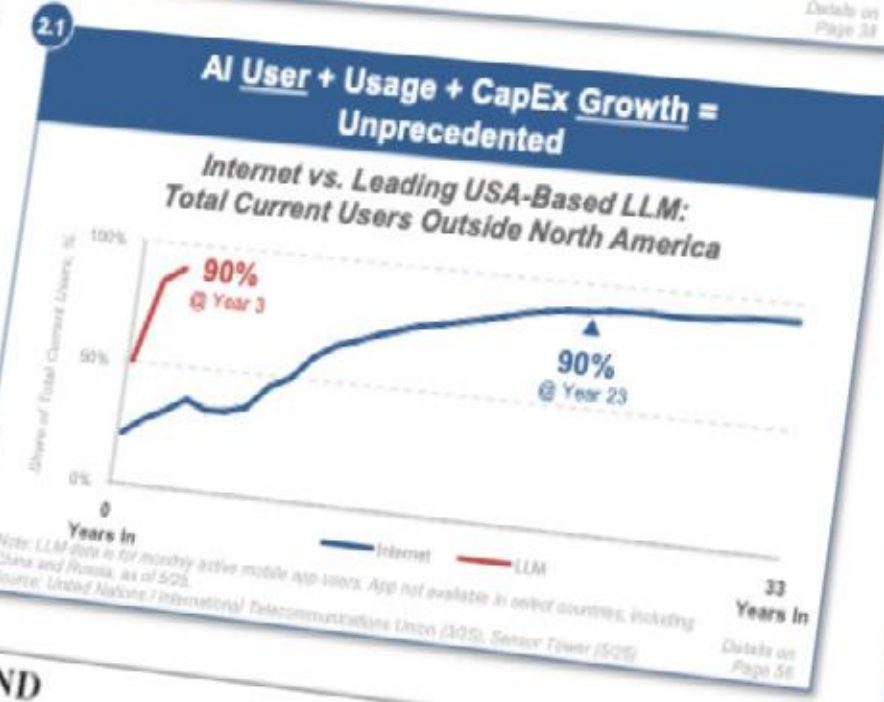
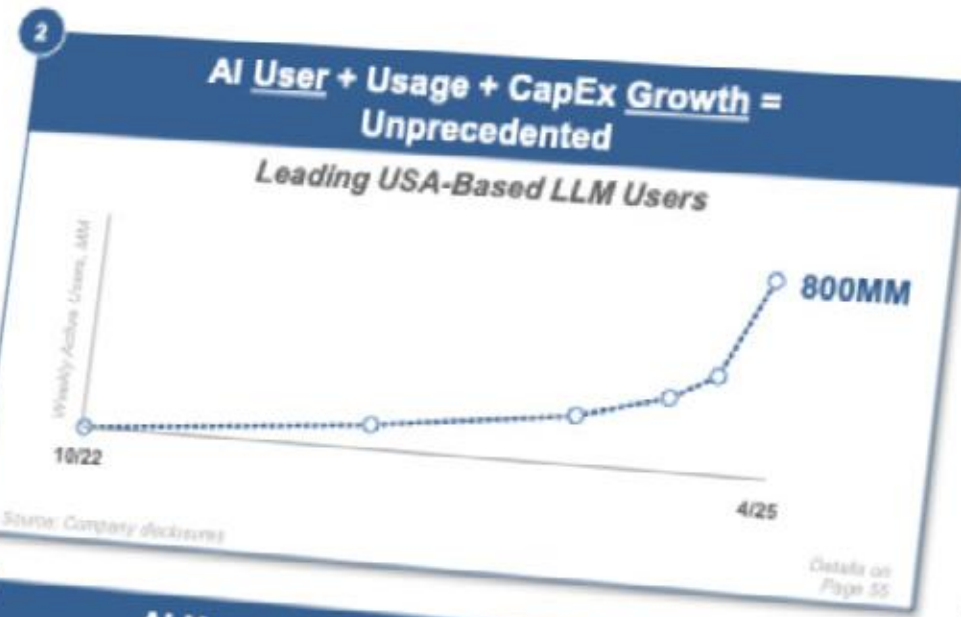
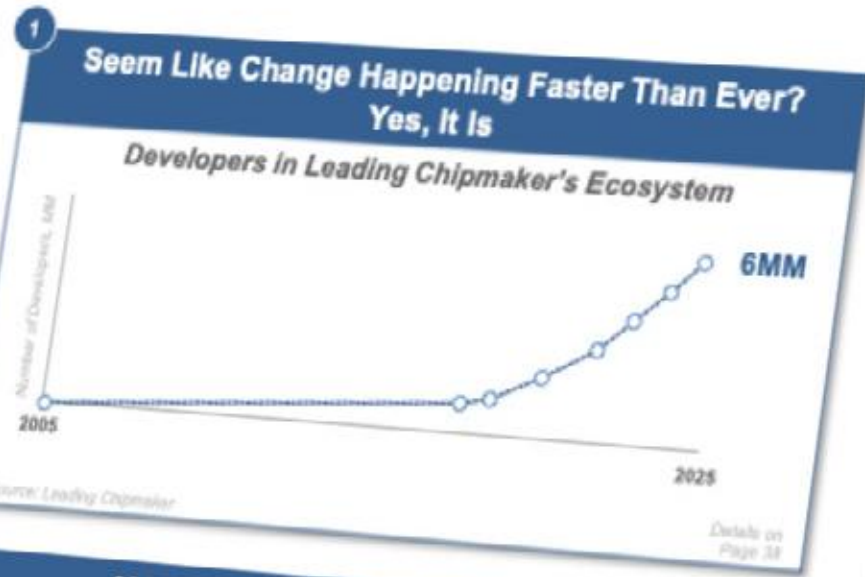
# 02

Fastest ever growth of usage + public company capital expenditures

# 2.2

“Big Six” tech spending \$212B on AI.

## Charts Paint Thousands of Words...



BOND

# BOND

Trends in AI (May 2025)

Mary Meeker, Jay Simons, Daegwon Chae, Alexander Krey

03

AI usage costs shrinking incredibly fast

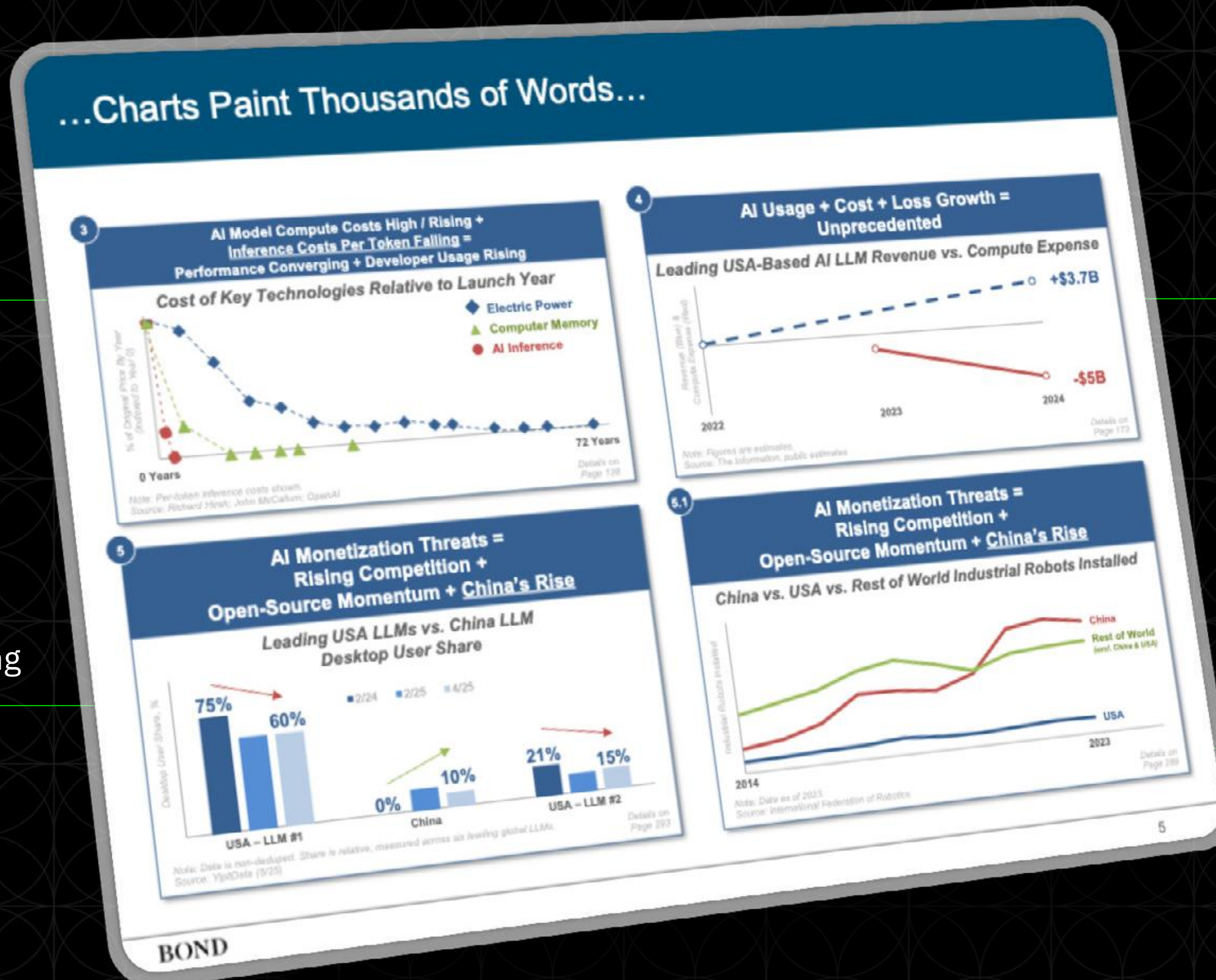
05

Leading US LLM's shrinking share while China LLM's rising

BOND

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04

Leading LLM's seeing strong revenue vs. cost

5.1

Industrial robot usage in the US relatively flat compared to China and rest-of-world

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06

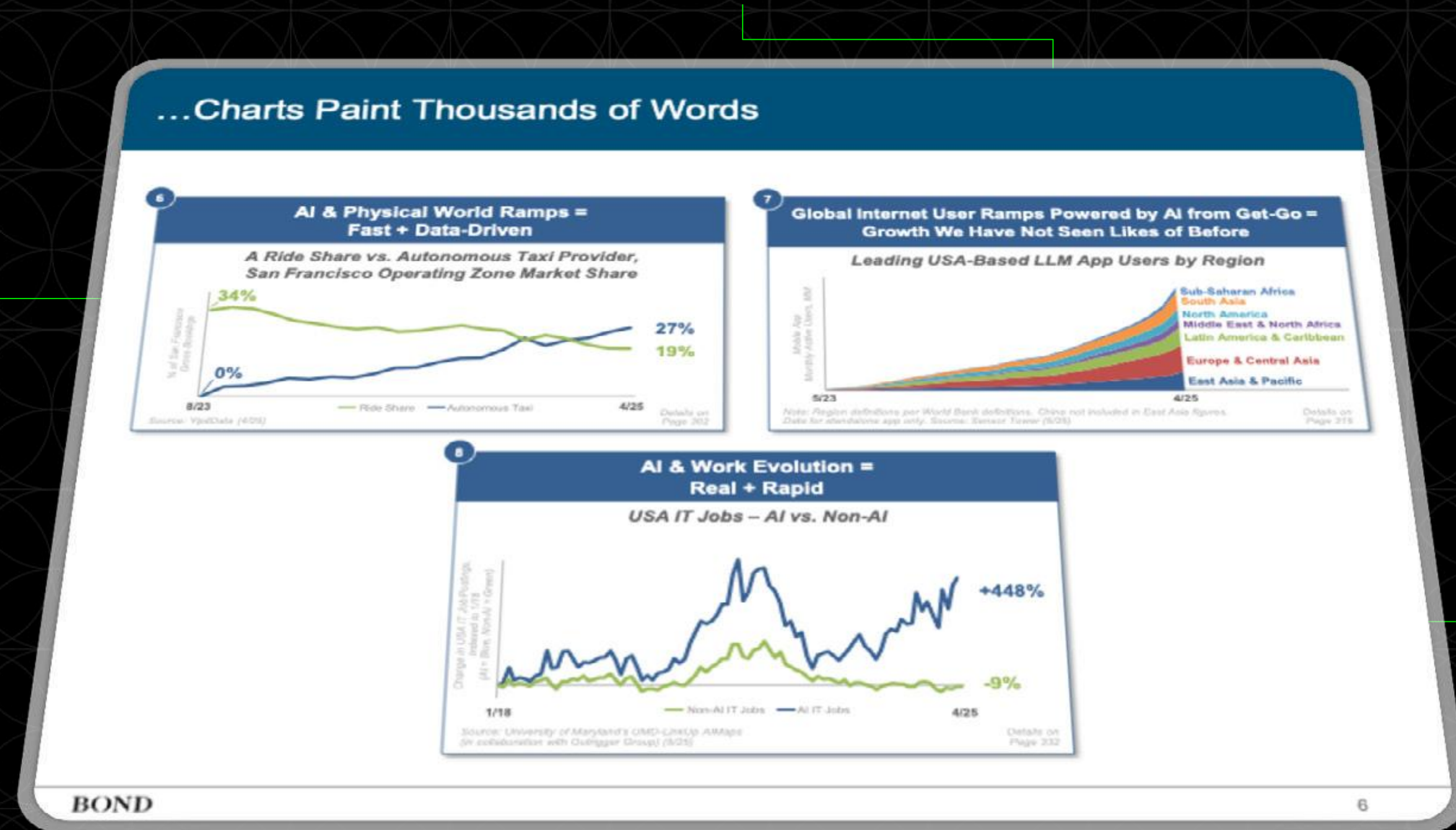
AI-powered autonomous taxis  
outpacing rideshare in SFO

07

AI growth unprecedented globally,  
not just developed markets

08

+448% increase in jobs related to "AI"  
vs. -9% decrease in other jobs in US

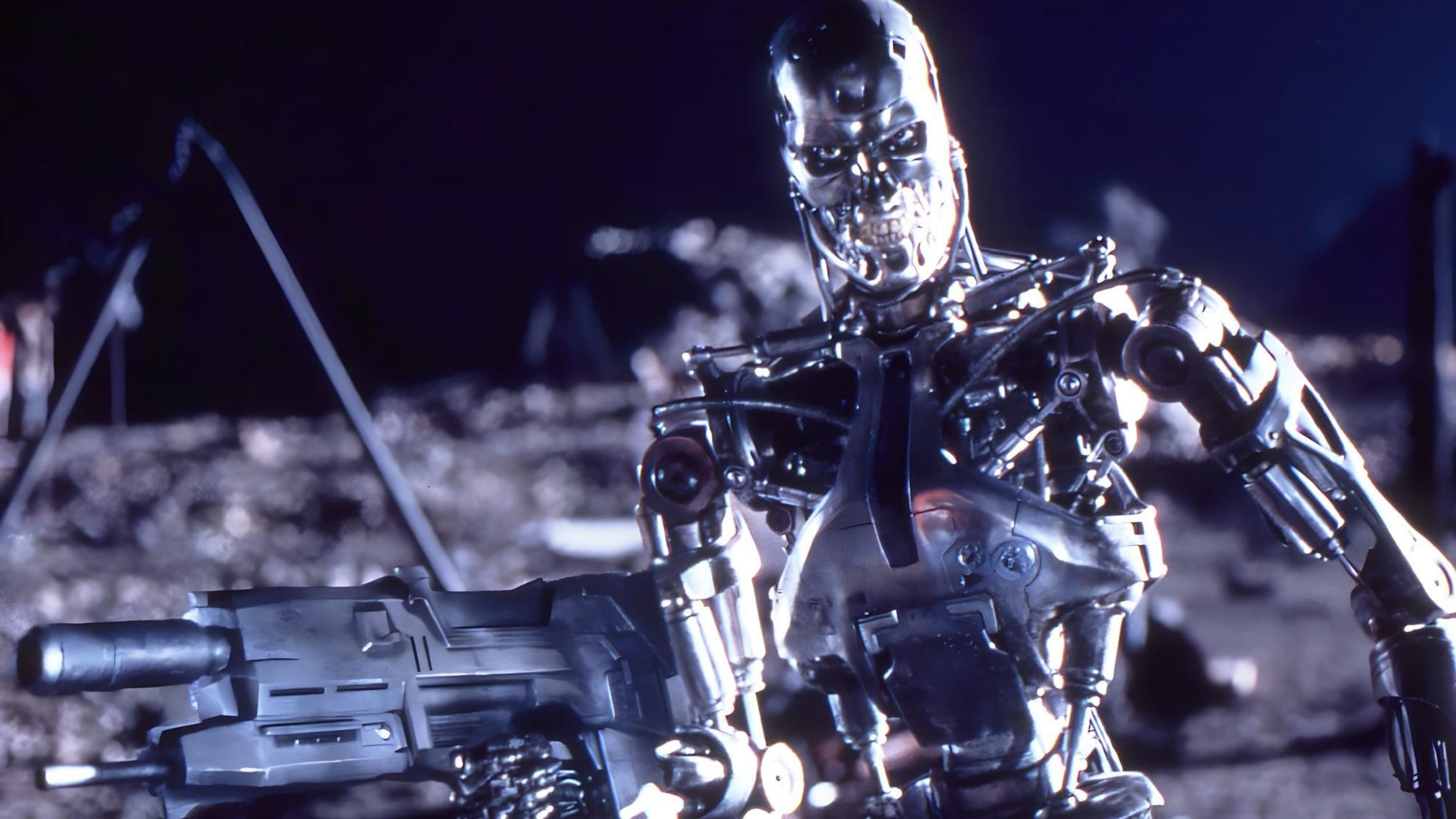


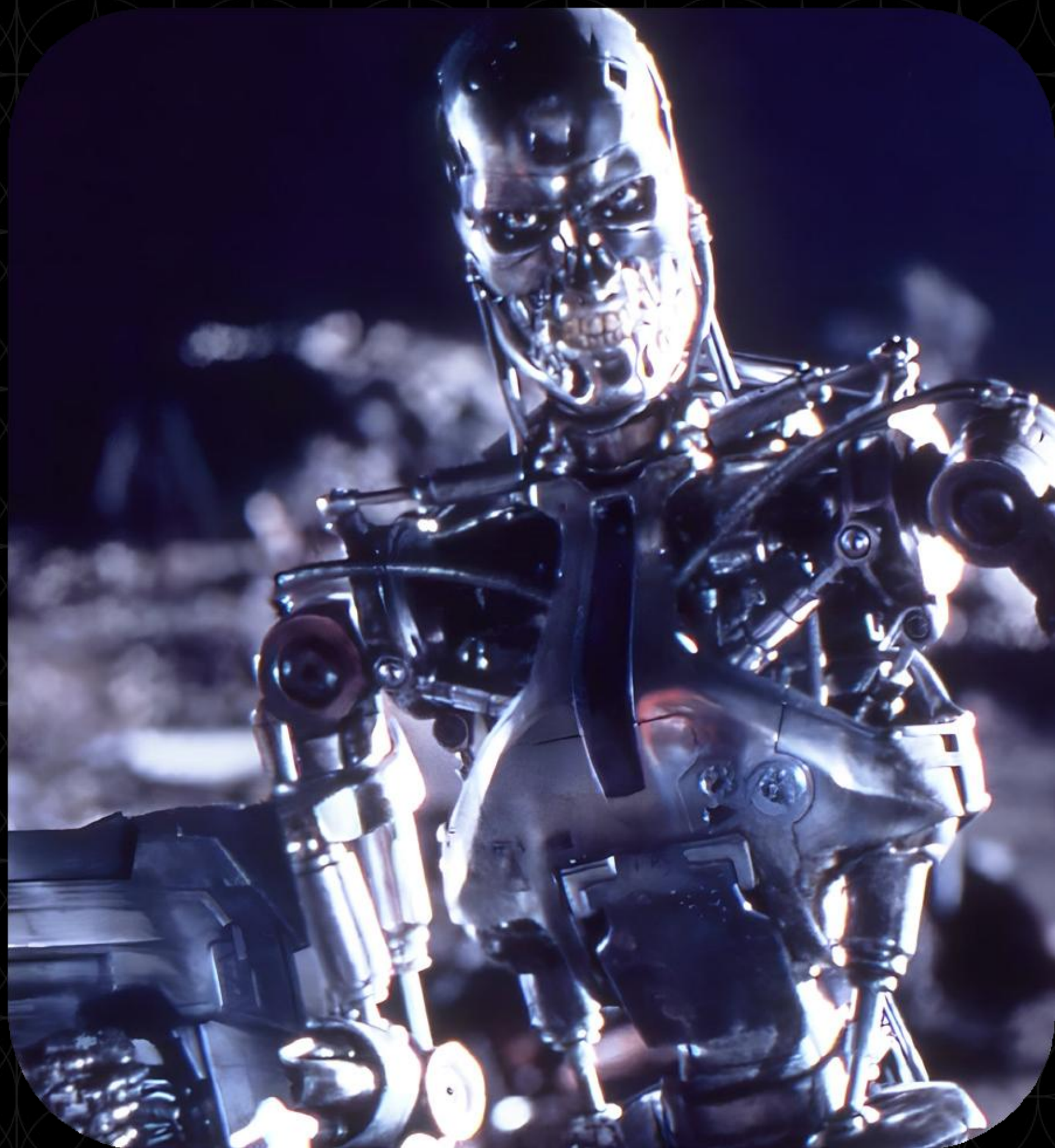
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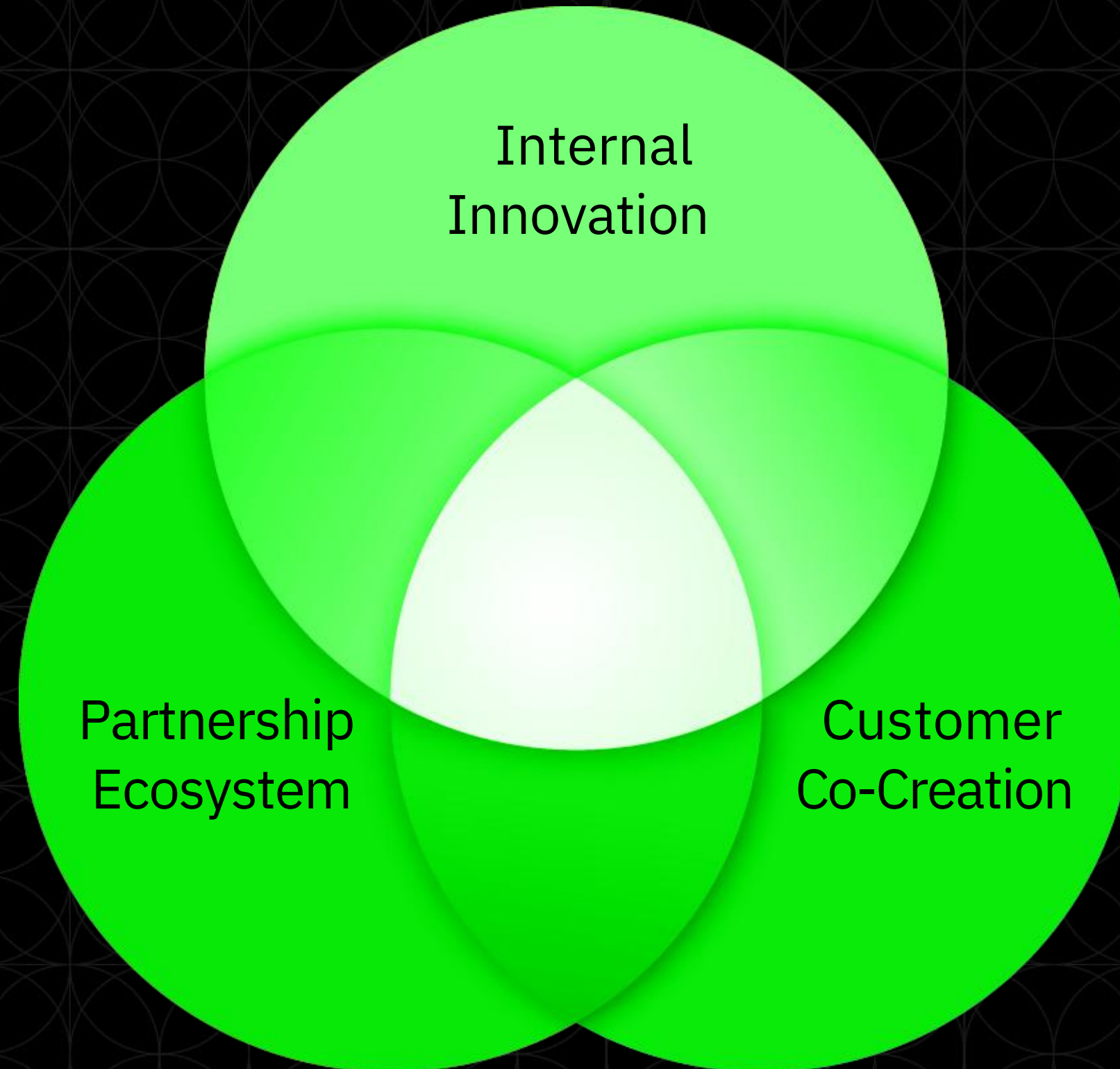
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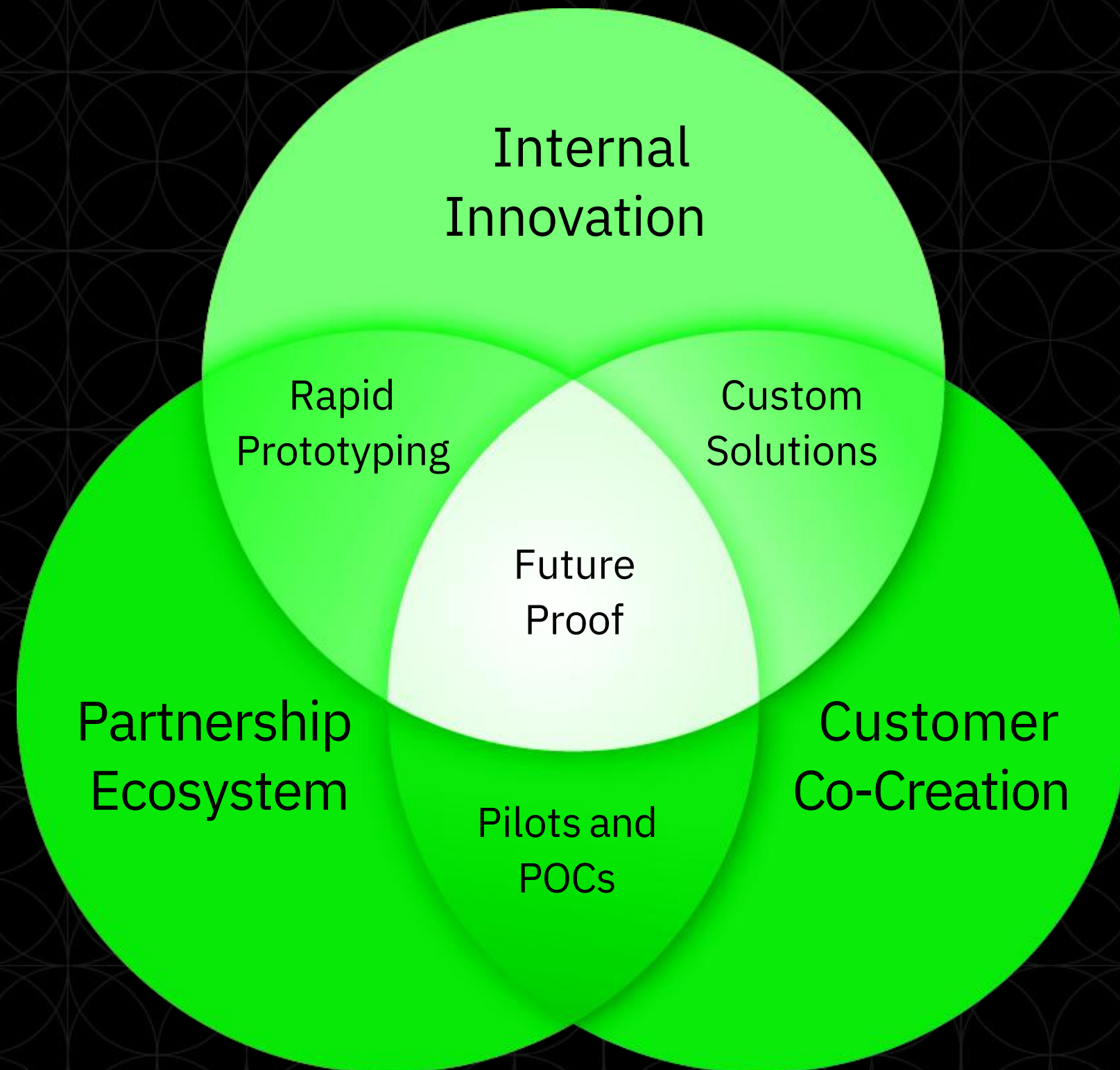




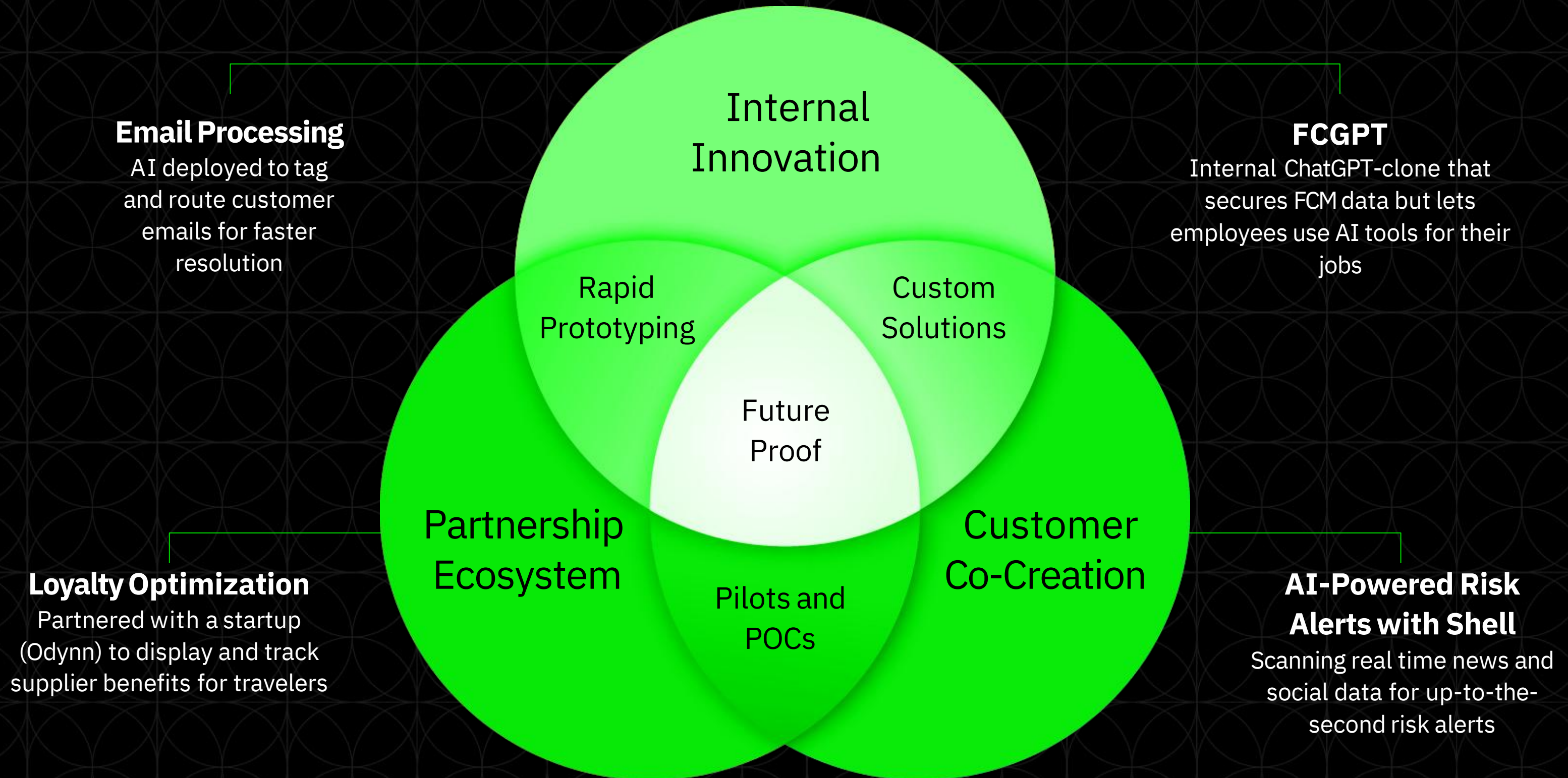
# How we solve *customer problems*



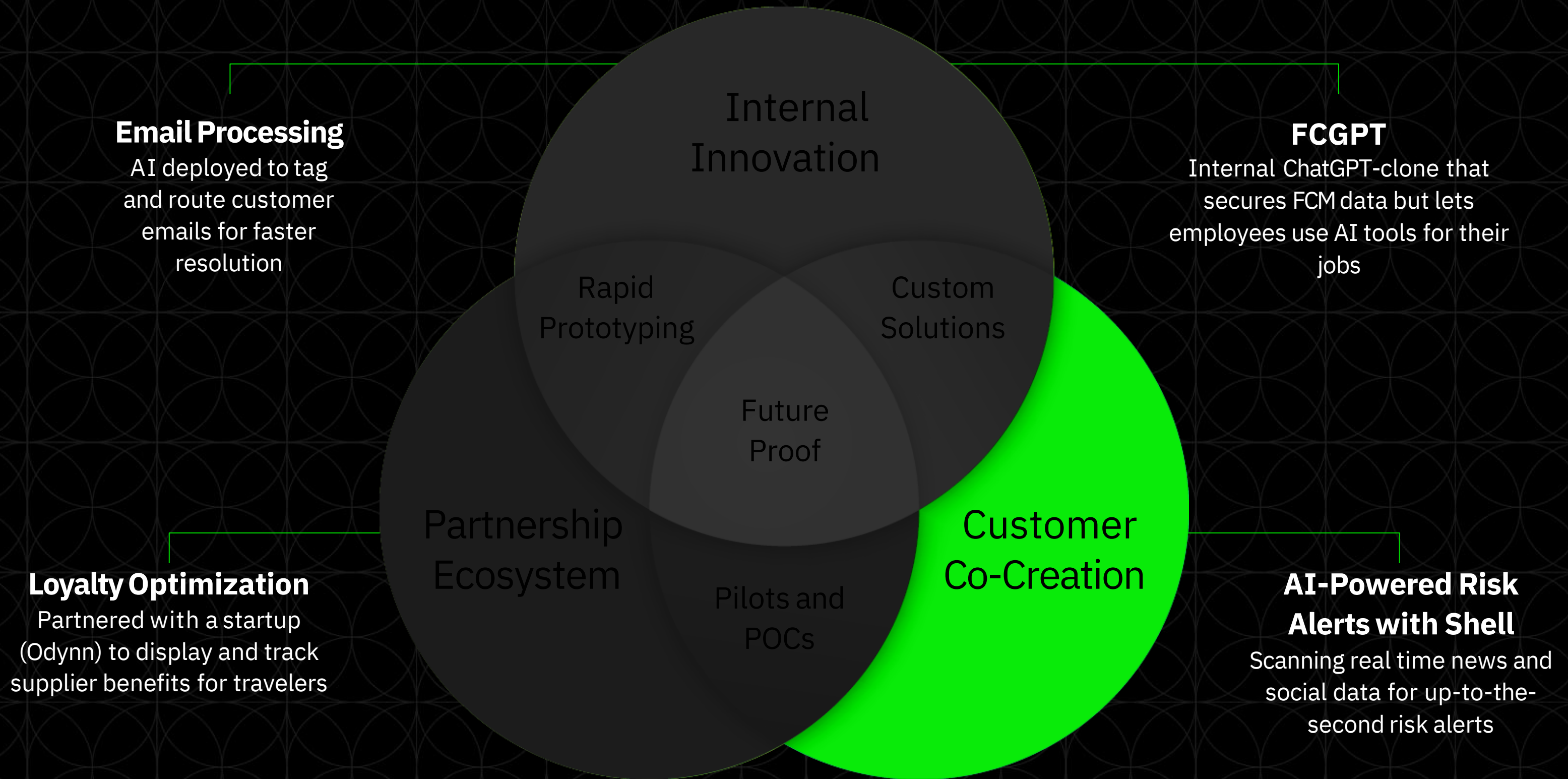
# How we solve *customer problems*



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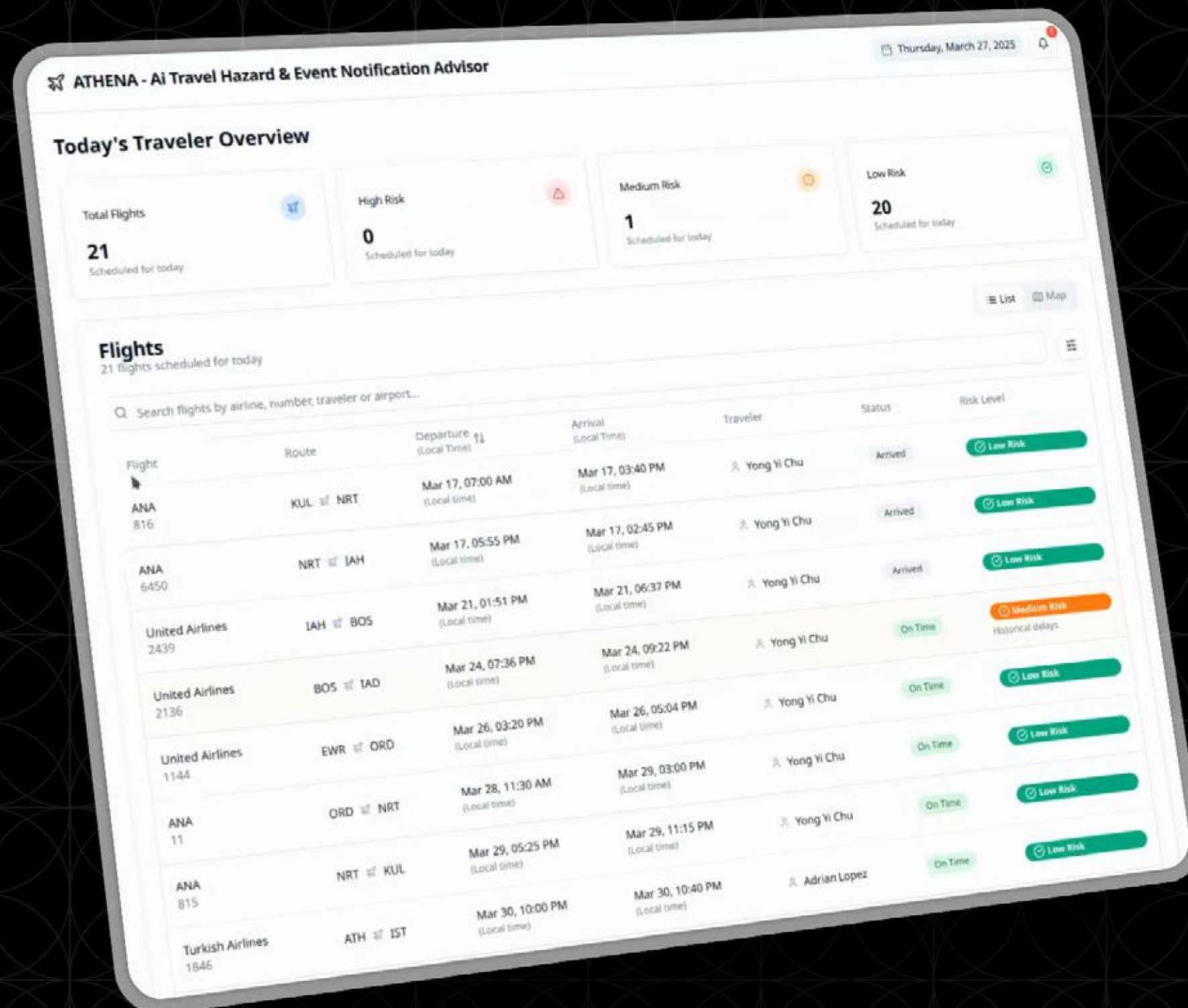


# How we solve *customer problems*



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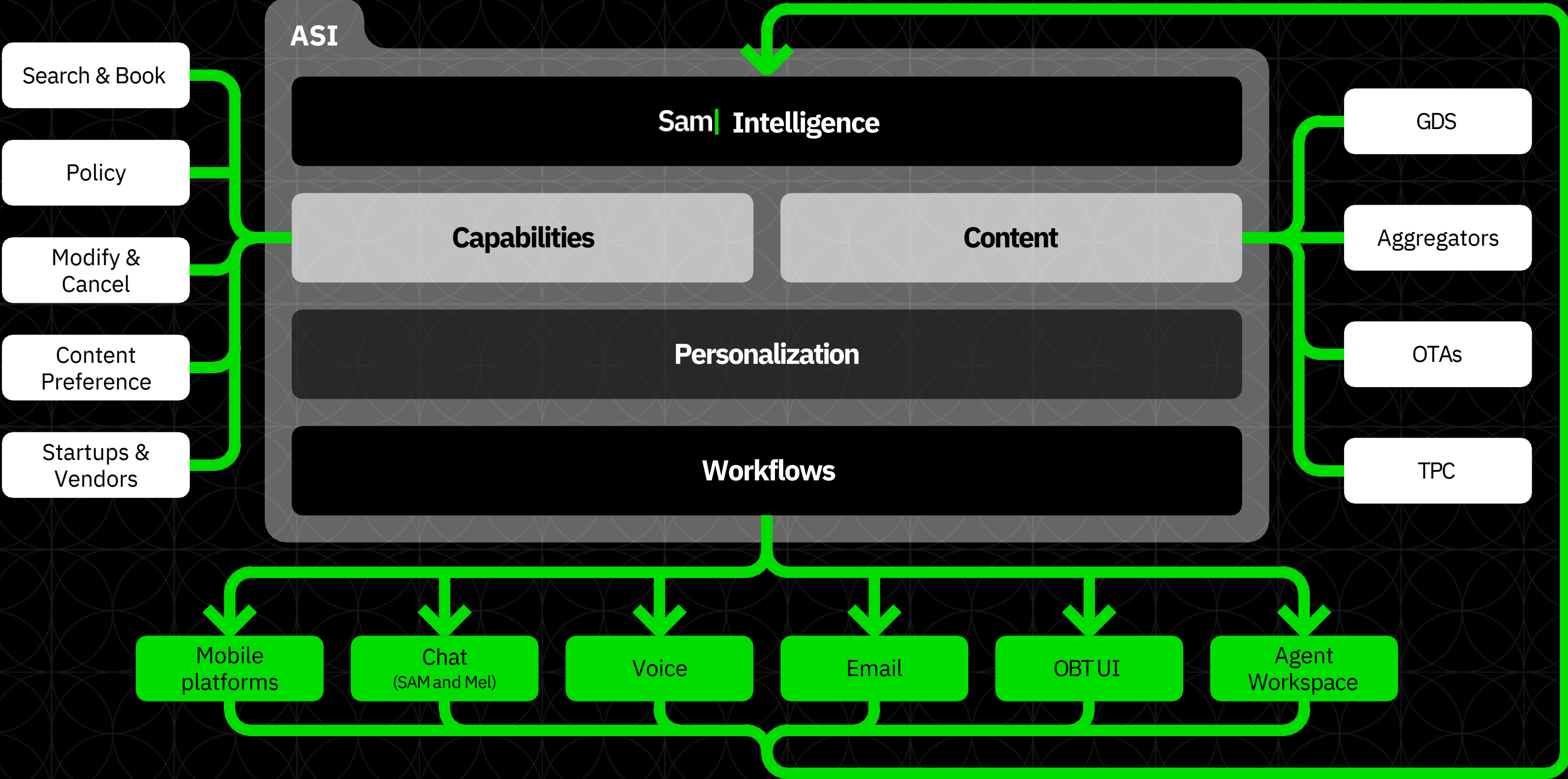


# Athena solution for *evaluating risk*

- Takes live trip information from FCM
- Integrates real-time data from multiple sources
  - Not just standard “Duty of Care” sources
  - Includes things like flight path, social media, news, ATC, historical flight information, weather, geopolitical events
- Uses AI to relate and assess trip impact risk level
- Then follows establish protocols for what to do.

# Universal *Artificial Intelligence*

All interactions build on and train the intelligence engine



My travelers

Nav option 1

Invoices

Company

Reporting

Meeting & events

Administration

### My trips

Can't find a booking? Action 1

Upcomming Trips Past trips

#### Trip to NY

October 19 - 22, 2023

Carbon emissions: 2K (4lbs)



Weather alert



AIRLINE:  
Norse Atlantic UK  
FLIGHT NUMBER:  
93716K

08:54

Tuesday, October 29, 2024  
Newark (EWR)

LGW - London Airport Heathrow  
Terminal B - Gate 41

Arrival: Delay 28min

12:15 12:43

Tuesday, October 29, 2024  
New York (JFK)

JFK - New York John F. Kennedy  
Terminal 6 - Gate 69B  
Baggage Carrousell T6-63

7h 50min

026

2K (4lbs)



#### Melià Sevilla

Doctor Pedro de Castro 1, Sevilla,  
Spain

COMPANY:  
Baymont by Windham



Check In

10:21

Tuesday, October 29, 2024



Check Out

10:21

2 nights

2K (4lbs)



### How can I help you?

I see you have a trip to Paris and plans for Canada. Let's get you set up for a smooth journey!

Plan your Paris trip

Search for flights and hotels for your upcoming journey to Paris

Check visa requirements for Russia

Review visa details needed for your upcoming travel to Canada

Complete your profile

Update missing mandatory fields for a hassle-free booking experience

Message



# My trips

Can't find a booking? **Action 1**

Upcomming Trips **Past trips**

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Doctor Pedro de Castro 1, Sevilla, Spain

COMPANY:  
Baymont by Windham



Check In  
**10:21**

Tuesday, October 29, 2024



Check Out  
**10:21**

Tuesday, October 29, 2024

2 nights

2K (4lbs)



Hey Carmen, for your trip to Sydney, you will need to renew your passport, it expires in 3 months.

You will also need a visa when you have your passport renewed. Send me a picture when you are ready

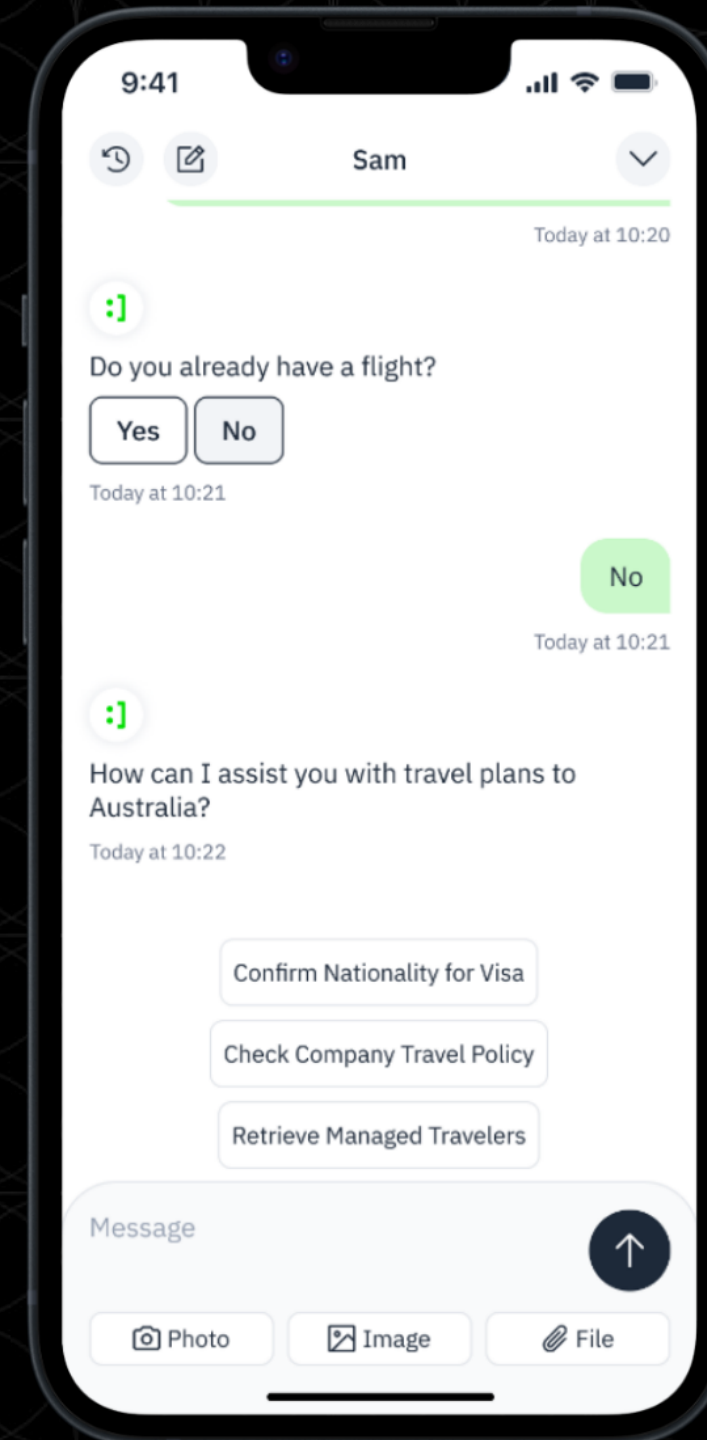
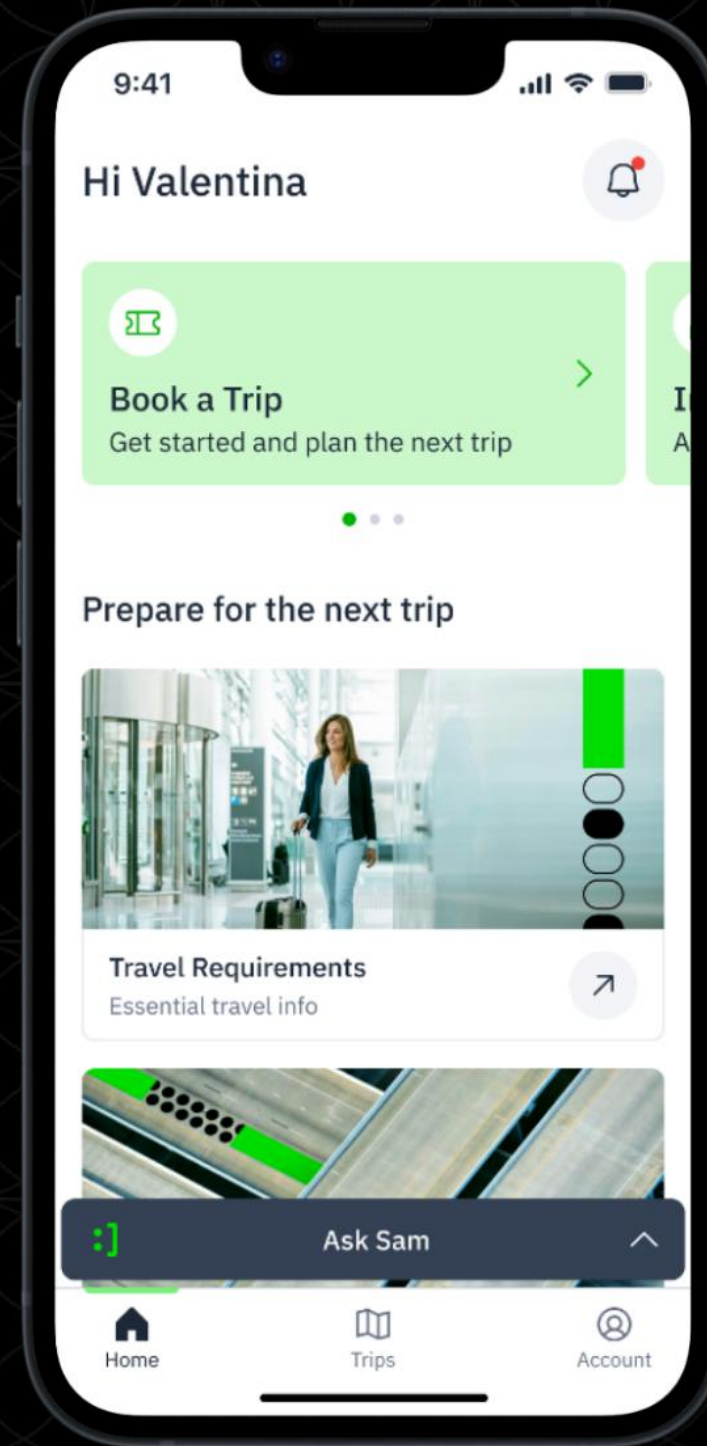
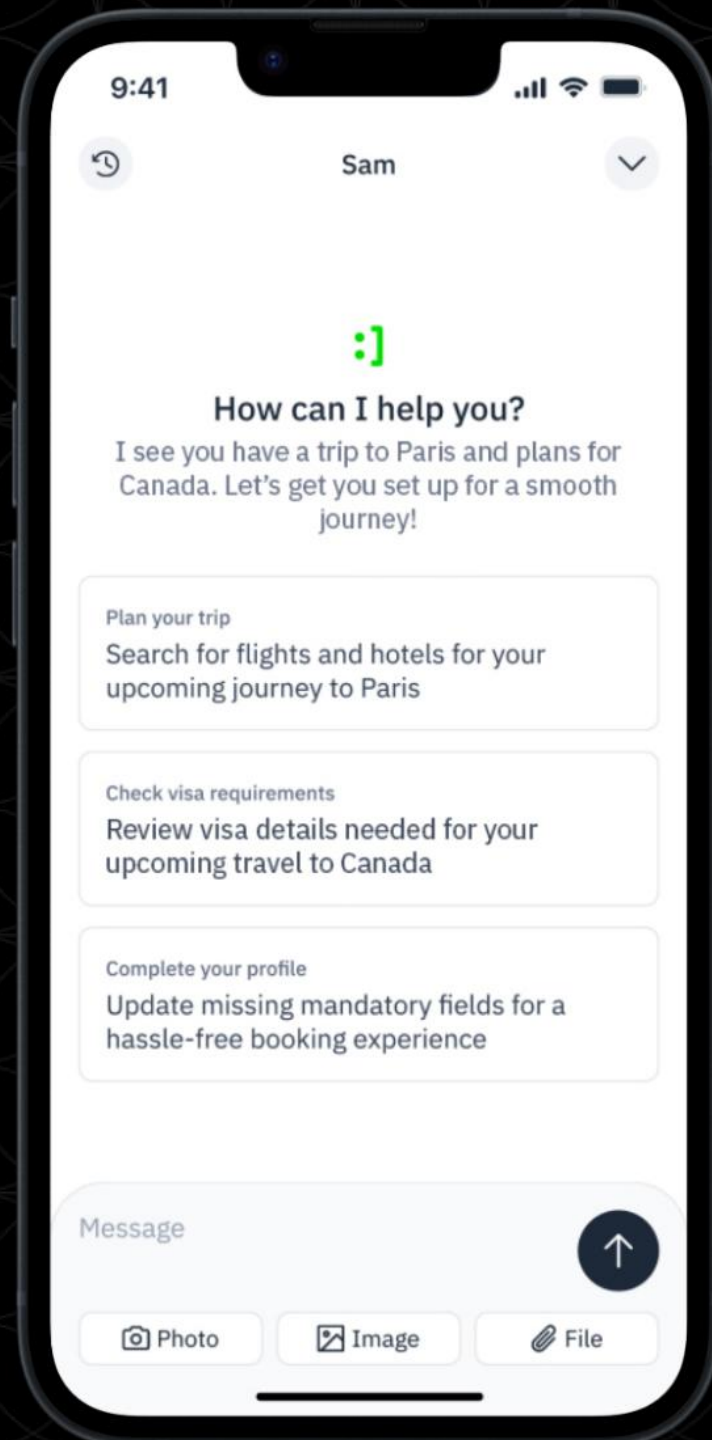
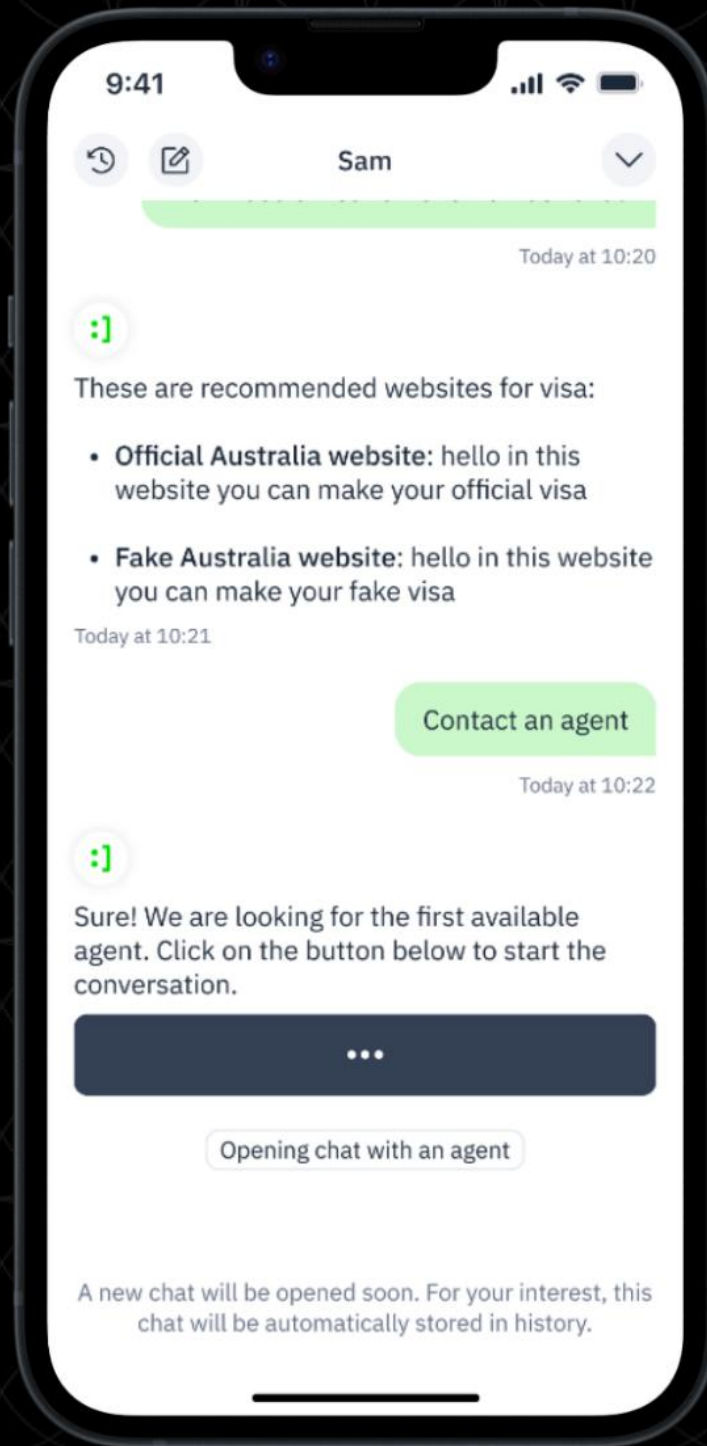
Today at 10:20



Today at 10:22

Message





**AI** is becoming part  
of how we operate,  
solve problems, and  
delight travelers





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# Tell us what you think

