



Business Travel Innovation Faceoff



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BTNGROUP
CONFERENCES & EVENTS
BY NORTHSTAR



WILL PINNELL

Senior Vice President, Americas, HRS



INTRODUCING COPILOT: WHY IT'S TIME TO BRING LIGHT TO TRAVEL MANAGEMENT



**WILL
PINNELL**

SVP - Americas,
HRS

WHO IS HRS?

GLOBAL TECHNOLOGY COMPANY WORKING WITH 35% OF FORTUNE 500

AIRBUS

Allianz 



 **ByteDance**

 **edf**

eni 

ENHANCING CORPORATE LODGING & MEETING EXPERIENCES
THROUGH AI & DIGITAL SOLUTIONS

 **HUAWEI**

Panasonic

sanofi

SIEMENS



WHERE DOES HRS HELP?

ACROSS ALL HOTEL SPEND CATEGORIES

TRANSIENT



INDIVIDUAL BUSINESS TRAVELER
solution for cost control and
compliance

MEETINGS



SIMPLE MEETINGS, SMART
PAYMENTS solution for efficiency
and transparency

LONG STAY



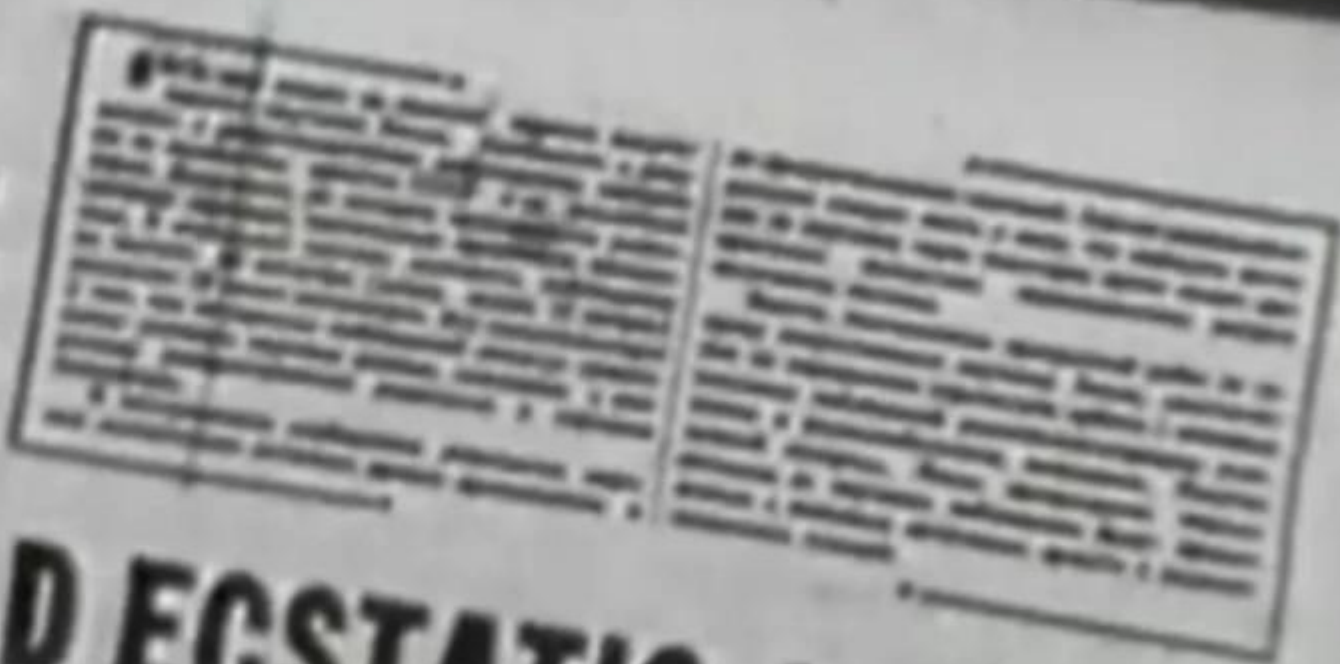
PROJECT & CREW solution for
streamlined operations and duty of
care

THE DARK SIDE OF THE MOON



WHY IT'S TIME TO
BRING LIGHT TO
TRAVEL
MANAGEMENT

SOVIET CULTURE



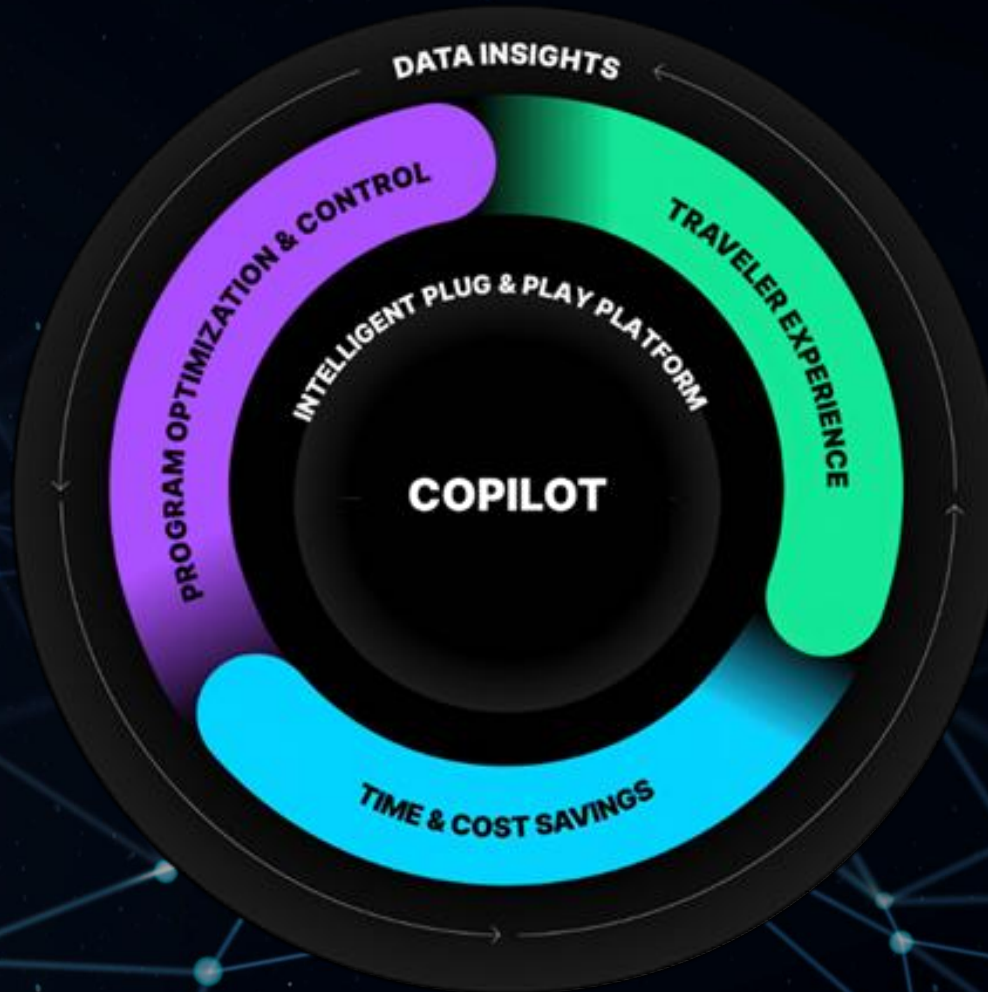
ENTIRE WORLD ECSTATIC OVER
GREAT VICTORY OF SOVIET SCIENCE

Copilot[✦]

An Industry-first AI assistant that brings together the entire booking, payment and reconciliation process into one view and solves multiple challenges

WHY DID WE LAUNCH COPILOT?

TO CONTINUOUSLY MONITOR & OPTIMIZE ALL LODGING & MEETING SPEND



CONNECTS FRAGMENTED DATA TO PROVIDE COMPREHENSIVE REAL-TIME INTELLIGENCE



DELIVERS AI-DRIVEN PERSONA-BASED RECOMMENDATIONS



PROACTIVE PROGRAM MANAGEMENT EXECUTION & IMPLEMENTATION TO ACHIEVE BENCHMARKS

HOW DOES COPILOT WORK?

AN INDUSTRY FIRST



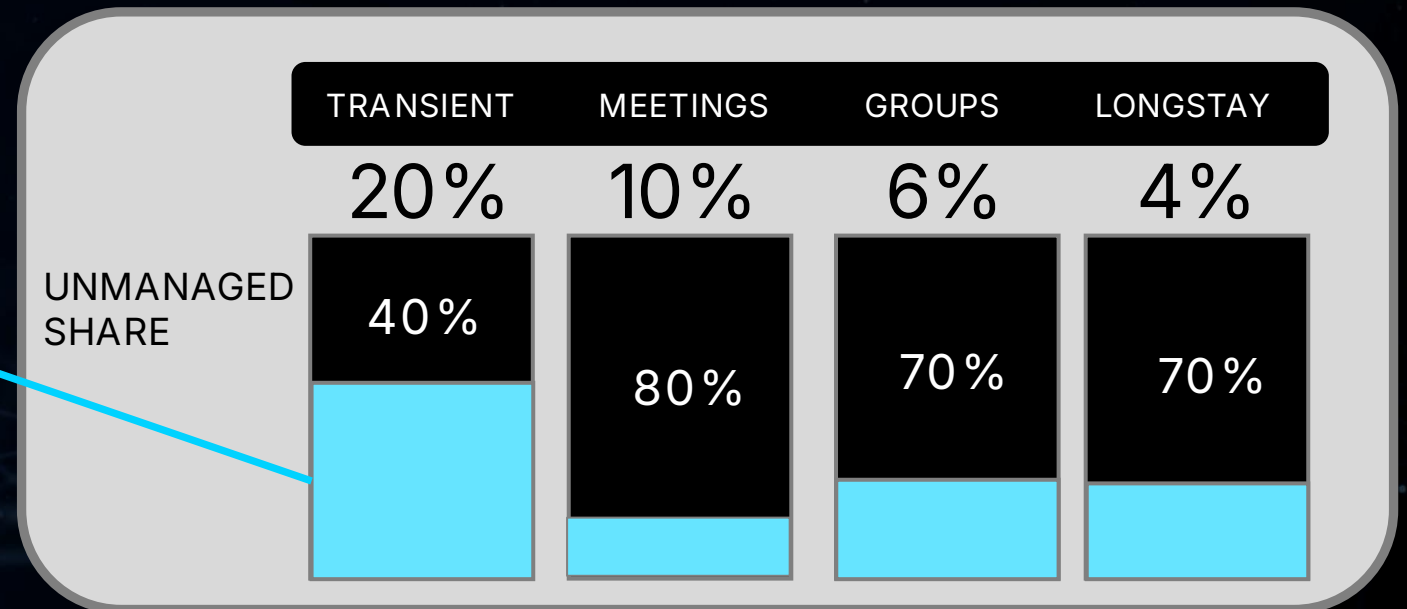
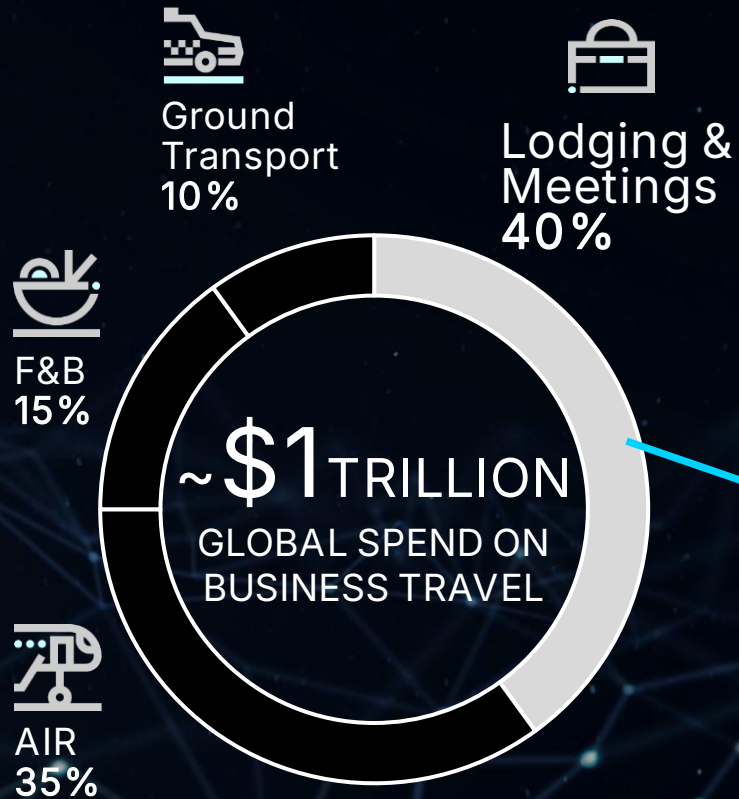
✓ Built on a Specialized AI-First Language Model developed by HRS.

✓ Trained with decades of Data and know-how in corporate lodging and meetings procurement, booking and payments across all industries in the global marketplace.

✓ ML-Based Optimization- every month adding billions rate impressions, hundreds of thousands of corporate rates and audit records and millions of payment & invoice line items.

WHAT PROBLEM DOES THIS SOLVE?

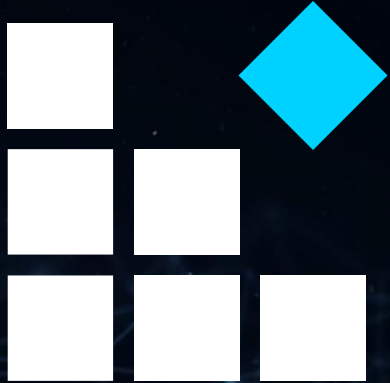
COPILOT IS PREPARED TO MAKE A BROAD INDUSTRY IMPACT



Source: Global Business Travel Lodging Market by MarkWide Research

WHAT MAKES COPILOT DIFFERENT?

DIFFERENTIATION FROM COMPETITORS



IT INTEGRATES WITH YOUR TMC...

WHAT MAKES COPILOT DIFFERENT?

DIFFERENTIATION FROM COMPETITORS



IT WORKS WITH YOUR CONTENT...

WHAT MAKES COPILOT DIFFERENT?

DIFFERENTIATION FROM COMPETITORS



IT WORKS ACROSS ALL REGIONS
OF THE GLOBE INCLUDING INDIA,
JAPAN AND CHINA...

WHAT MAKES COPILOT DIFFERENT?

HIGH DEGREE OF TECHNICAL INNOVATION



IT IS ISO CERTIFIED, GDPR & PCI
COMPLIANT, AND HOUSES WORLD
CLASS DATA SECURITY...

WHAT MAKES COPILOT DIFFERENT?

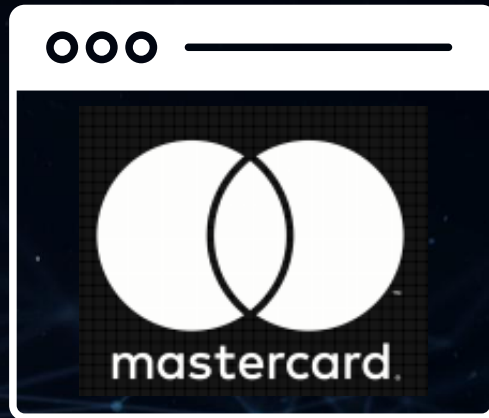
HIGH DEGREE OF TECHNICAL INNOVATION



IT INTEGRATES WITH GLOBAL PAYMENT PROVIDERS LIKE UATP, AMEX & CITI...

WHAT MAKES COPILOT DIFFERENT?

HIGH DEGREE OF TECHNICAL INNOVATION



OR HAS A PROPRIETARY PAYMENT
PLATFORM THAT ALLOWS YOU TO
BRING YOUR OWN BANK THROUGH A
PARTNERSHIP WITH MASTERCARD....

WHAT MAKES COPILOT DIFFERENT?

HIGH DEGREE OF TECHNICAL INNOVATION



IT REQUIRES NO CHANGE TO HOW
TRAVELERS BOOK...

WHAT MAKES COPILOT DIFFERENT?

HIGH DEGREE OF TECHNICAL INNOVATION



AND IS AGNOSTIC AND ADAPTS
TO YOUR POLICY, NOT THE OTHER
WAY AROUND.

LET ME SHOW YOU...

Copilot[✦]

→ IN ACTION





Home



Targets



Action logs



Data health

Welcome back, Will

Here's a snapshot of your travel program's performance today.

Total cost savings achieved ⓘ

\$2.5M YTD



Efficiency gain ⓘ

75 hrs saved YTD



Compliance ⓘ

95%



Global Performance Overview

Filter view ▾

Global Spend (Since your last login)

Managed spend summary



\$40M / \$50M ↑ 3%

80% of spend managed, ensuring cost control and efficiency.

Unmanaged spend summary



\$10M / \$50M ↑ 1%

Convert unmanaged spend to managed programs and save 15%

Current program performance vs Target

| | Current prog. | Your target | Recom. gains |
|-----------------------------------|---------------|--------------|---------------|
| Savings (ADR) | 75.8% +24% | ↑ 2% \$117.2 | \$94.4 \$94.4 |
| Satisfaction | 97.5% +3% | 7.8 | 8.0 8.1 |
| Sustainability (CO ₂) | 76% +25% | ↑ 3% 148 kg | 120 kg 118 kg |
| Security | 86.7% +13% | ↑ 1% 78 | 90 90 |
| Program Adoption | 68.7% +32.5% | ↓ 1% 54% | 78.5% 83% |

Monitor performance over time:

Last month



This week

Insights levers

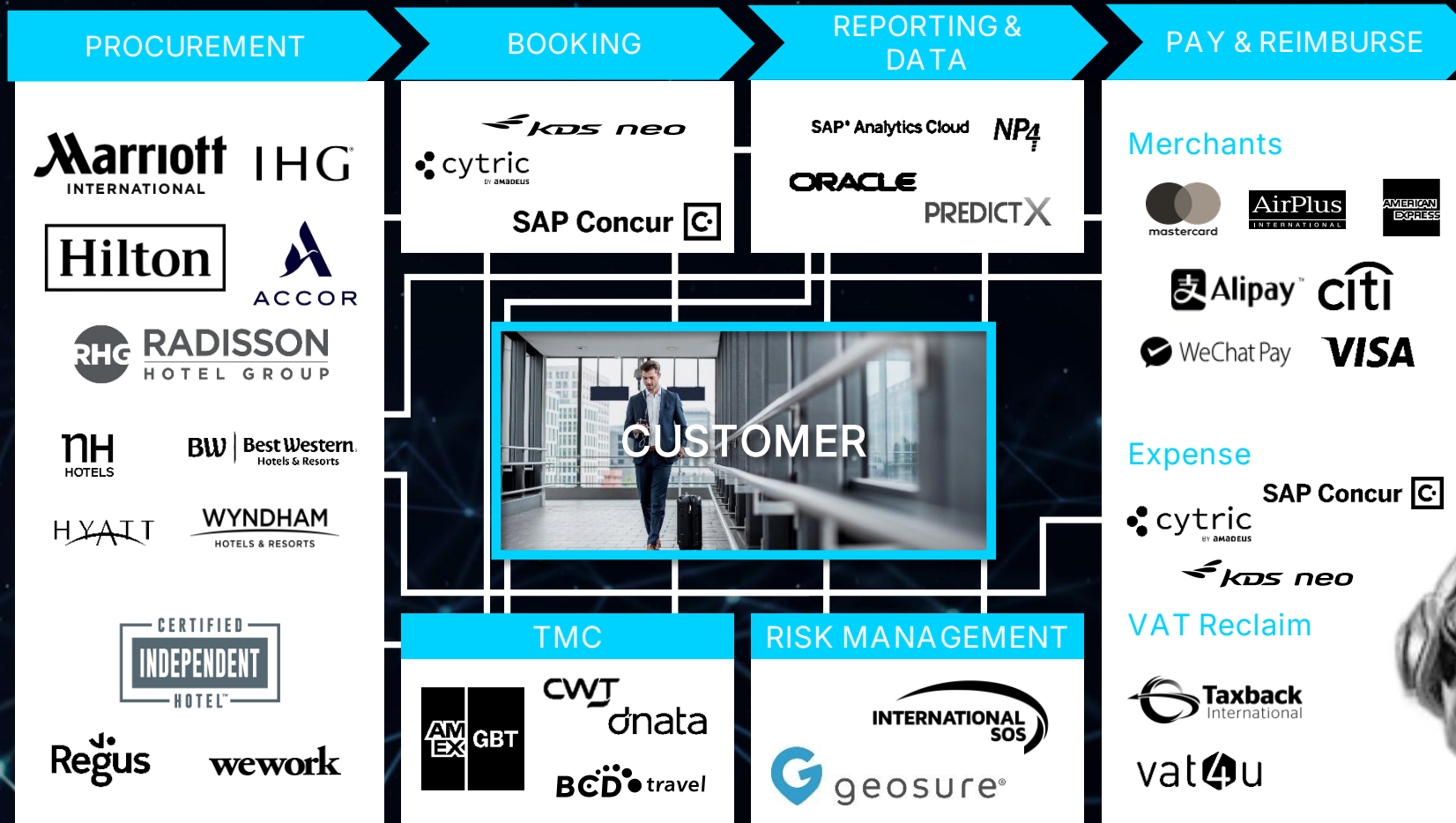
Personas

Destinations

Business units

WHY NOW?

DATA INSIGHTS ARE COMPLEX TO OBTAIN & HARD TO ACTION



Copilot Connects Systems, Understands Intent, and Drives Outcomes.



THE VALUE DELIVERED

HIGH DEGREE OF BUSINESS INNOVATION PROVIDED



SAVINGS

↑ 18%

Deloitte.



SATISFACTION

6 x

Allianz 



SUSTAINABILITY

↑ 23%

SIEMENS

With these capabilities,

YOU DON'T NEED
ANOTHER TOOL,
YOU NEED...



Copilot[✦]

*it gives you the power to lead your
travel program like a visionary.*



THANK YOU & Q&A SESSION



Learn more about
Copilot on our website



Schedule a meeting with **Will Pinnell**
any time : will.pinnell@hrs.com



Stop by the **HRS Booth #317** later today