Cerebri≥

Optimizing your Travel Program with Cerebri AIQ

Welcome to Cerebri AIQ analytics & insights for managed travel.

Data Engineering: Implementations begin with our Cerebri AIQ data engineering and AI platform, ultimately resolving the problems that have plagued managed travel for decades. We process, in near real-time, all your travel-related data feeds, accomplishing several key objectives:

- **Performing AI-assisted QA** because data feeds from multiple vendors create inconsistent data quality. Our near-real-time QA process eliminates errors, corrects currency issues, verifies HR hierarchies, and much more.
- **Eliminating triple counting** when booking with a TMC, paying with a corporate card, and expensing your trip. The same spend appears in 3 data feeds, all of which need to be reconciled.
- **Accounting for all trip changes,** as up to 30-40% of bookings are changed, rendering booking data useless for calculating trip costs and other purposes.
- **Aggregating global data** when TMCs use affiliates to service global companies. Inconsistent data practices across affiliated TMCs are rectified before data is used.

Data Feeds: Cerebri AI complies with all applicable data security and privacy requirements. We intake all post-pandemic travel data for historical analysis, along with current data that we can process in near real-time. Two years of historical data from applications used in your managed travel program is ideal for the best results in our pilots:

- **TMC** - travel management companies
- **Cards** - corporate credit cards, V-cards, etc.
- **AP** - for payments without cards
- **HR** - data for corporate hierarchy
- **Expense** - used for reimbursements
- **Vendor**s - air, hotel, ground (incl. Uber)

Fixing Internal Data Lakes: Many companies mandate the use of internal data lakes and tools, such as Power BI, to access travel data imported from the same external vendors.

Whether using Cerebri AIQ or internal data repositories, highly specialized data engineering must be completed to make travel data useful.

For companies that need better data in their internal data lakes, we provide easy access to our highly curated travel data with our Data Fetch Tools & APIs.

Access to key travel analytics & insights is provided via our easy-to-use and configure Cerebri AIQ Views dashboarding system. Or as outlined above, you can continue to use your internal tools, but now with travel data you can count on.

Evaluating Cerebri AIQ is measured in terms of platform uptime exceeding 99% and travel data match rates exceeding 98% on a global, aggregated basis.

Key insights generated by Cerebri AIQ include accurate average trip costs from Topco down to individual employees, preferred & non-preferred vendor leakage, booking leakage, lost credit card rebates, and other key performance metrics.

Like all enterprise-grade BI tools, Cerebri AIQ enables deep data mining from the parent company level down through geographies, subsidiaries, project codes, and finally at the employee and individual transaction level. Encompassing data mining in over a dozen different dimensions.

Cerebri AIQ implementations typically track the following:

- **MSA**, **security agreements** - four weeks
- **Onboarding** - start week 5
- **First commercial use** - start week 12

Cerebri AIQ support & training start at the time of onboarding & are provided on a 365/24/7 basis while the license is in effect.

Return on Investment

Cerebri AIQ adds significant value to any managed travel program. We highlight four specific areas:

- **Increase staff productivity**, saving up to 25% of travel staff spent writing detailed reports, reviewing data, preparing for travel contract negotiations, etc. Cerebri AIQ's easy-to-use visualization tools enable a travel manager to data mine their fully reconciled and aggregated travel data in over 12 dimensions, covering any timeframe.

- **Reduce the cost of air leakage**, for example, in 2025, we tracked 7,400 air itineraries for a travel program, TMC air fares booked were **9.1%** less expensive than the airfares for the same flights found on airline websites, and on Expedia & Kayak. If air leakage totals $10 million, eliminating air leakage would result in total savings of over $900,000.

- **Reducing the cost of hotel leakage**, for example, we audited hotel rates for a travel program tracking $100 million in T&E spending and found that the TMC's hotel rates (a blend of negotiated & non-negotiated rates) were 15% lower than on hotel websites. A similar level of $10 million in hotel leakage, eliminating hotel leakage would be over $1.5 million

- **Reducing the cost of credit card rebates** when employees use their personal credit cards, managed travel programs lose their corporate credit card rebates. For example, a travel program with corporate card leakage of $10 million, compared to the use of personal cards, loses ~150 basis points, or $150,000 in card rebates.

- **Reporting & audit fees**: Managed travel programs incur numerous fees for data reporting and audits, which are no longer necessary when using Cerebri AIQ. These fees vary widely depending on the size & scope of your managed travel program.