

# innovate

## INTRODUCTION

### THE BTN GROUP INNOVATE 2016 THINK TANK SESSIONS

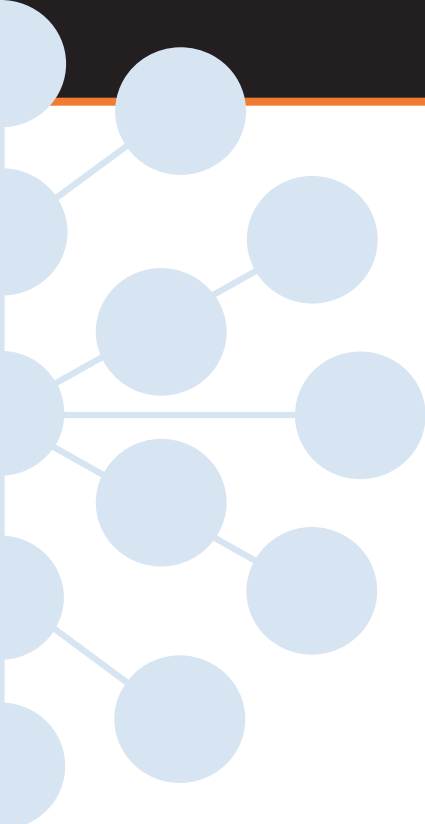
Now in its third year, the Innovate Conference for the Advancement of Business Travel offered business travel executives the opportunity to articulate priorities and recommendations about five of the biggest challenges facing corporate travel buyers and suppliers:

- Corporate Travel Policy & The Sharing Economy
- The Business Case for End-to-End Travel Management Solutions
- Behind the Curtain of Revenue Management
- Sharing & Protecting Managed Travel Data
- Defining the Value of the Traveler Experience

In focus now:

#### **SHARING & PROTECTING MANAGED TRAVEL DATA**

The BTN Group worked first with its Advisory Board and then with a dedicated Steering Committee to identify the focus topics for 2016. *Business Travel News* editors recruited leading travel buyers to form task force groups to identify specific concerns and posit new ideas for moving the practice, tools and objectives of business travel management into the future. Think tank sessions held during the BTN Group Innovate 2016 Conference validated concerns and flesh out innovation concepts. This white paper consolidates the output from BTN's Innovate think tank session on securing managed travel data.



# SHARING & PROTECTING MANAGED TRAVEL DATA

By JoAnn DeLuna

**Improving the corporate travel experience and protecting data requires trade-offs. Individual companies must weigh the importance of both sides of the equation in terms of their core values and implement programs accordingly.**

Booking and managing travel requires travel managers and suppliers to access sensitive traveler data. As the line between business and personal activities blurs, too, managing the travel data that corporations and suppliers collect becomes increasingly difficult. This white

paper explores the trade-offs between data security and a convenient traveler experience. It also offers eight principles for suppliers that handle sensitive client and personal data in the course of providing services for managed travel programs.

## DATA AS CURRENCY

Travel managers collect a lot of information on travelers—for purposes of booking, evaluating spend, monitoring compliance, negotiating with suppliers, observing traveler behavior and traveler tracking. In a perfect world, these tasks can get easier when travel managers share the data with suppliers. Meanwhile, suppliers also collect traveler data for their own use, such as tailoring products to travelers to improve the traveler experience.

Much of the information a traveler shares with their company and with travel suppliers is a matter of personal choice. Younger generations that grew up in the age of social media may feel more comfortable trading personal information to buy convenience or rewards.

For example, many airline apps enable

mobile boarding passes and keep travelers updated on flight details. In exchange, though, many of these airlines' terms of use for the apps grant the airline access to all photos, contacts and other data in the travelers' phones.

A hotel app may add convenience to a trip by requesting access to a traveler's location and then sending offers and discounts for nearby services. Meetings apps, especially, are improving their attendee-engagement games. One travel manager related to BTN that a meetings app recognized her location once her plane landed, reminded her to pick up her conference credentials and provided a map of the registration area. The app continued to send reminders until she checked in at the conference. The experience was great, but was there a security trade-off in the process?

### TASK FORCE

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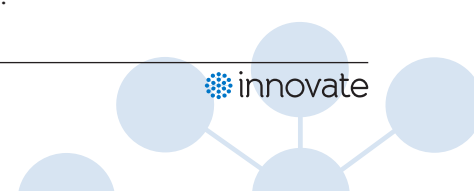
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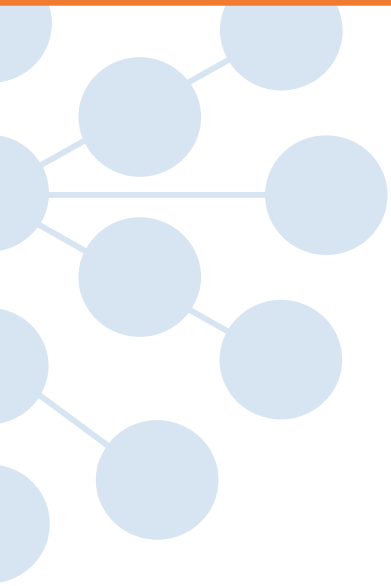
**LISA KELLER,**

Accenture global travel program manager

**GEORGE TAYLOR,**

iJet vice president of global operations





#### MUST-HAVE DATA POINTS

- Name
- Gender
- Phone number
- Email
- Date of birth
- Emergency contacts
- Employee information needed to comply with the Americans with Disabilities Act
- Social Security Number
- Passport number
- Known Traveler Number
- Foreign visa information
- Traveler preferences, such as type of room, size of car or more specific interests
- Travel dates
- Typical trip origin
- Passenger name record
- Form of payment
- Internal company cost center number
- Booking confirmation number
- Executive assistant's information
- Frequent-flyer or loyalty program member number
- Traveler whereabouts, whether from GPS, hotel check-in, card use or mobile check-in tool

## MANAGED TRAVEL PROGRAM POTENTIAL

Suppliers may request data not just from travelers but also from travel programs, usually to integrate with other providers and offer more seamless service. Concur, for instance, integrates with Uber and other third parties, and meetings platform Cvent, integrates with Citi's meetings cards.

**Seamless transitions.** While corporates do have concerns about sending company and traveler data to third parties, additional opportunities to improve the travel program and the traveler experience motivates them to share traveler data. One such daydream: An airline that could access a passenger's hotel reservation, for example, could notify the hotel if the passenger's flight is delayed, preventing the hotel from canceling the reservation when the traveler misses the check-in window. Similarly, the airline could request an early hotel check-in on behalf of a traveler who is arriving on a red-eye.

**Customized travel advice.** Some travel managers also made the case for collecting more of their travelers' personal data internally. One travel manager said the travel program could incorporate such data into a personal assistant app. Whereas a traditional booking tool includes a car rental option, a personalized app could advise travelers booking trips to New York, for instance, to use taxis instead. That customized service provides savings for the travel program and a better experience for the traveler. A personal assistant app that knows, for example, which bank a traveler uses and has access to the GPS in the traveler's smartphone could alert the traveler as he or she approaches ATM locations. Likewise, the app could notify the traveler of the best time to request a Lyft ride, based on the traveler's location, the Lyft drivers' location, airport location and specified departure time.

## CAUSES FOR CONCERN

**Storing data indefinitely.** The data exchanges required for such integrations can make travelers and travel managers wary, especially when suppliers store data after the trip is over. Then again, those who don't read suppliers' terms of use often are not aware that suppliers are collecting data in the first place. One travel manager said, "Once the spigot is open, you can't turn it off." One common refrain from travel managers was that some suppliers knew more about their travelers than they do.

**Direct marketing to managed travelers.** Another travel manager disliked the direct marketing that suppliers send to her travelers, as such communications might encourage spend that falls outside company policy. Indeed, specific offers or ads can feel intrusive, even sneaky. One travel manager was staying at one hotel while attending a conference at another. A restaurant near the conference hotel sent him a coupon, and he continues to wonder how the restaurant knew to target him. It could have been the GPS on his





#### NICE-TO-HAVE DATA

- Frequent-flyer or loyalty program status
- Ancillary spend data, if available from individual suppliers
- Access to traveler's social media for traveler tracking
- Access to traveler's calendar to double-check travel dates and reasons against scheduled meetings
- Confirmation of trip completion, such as whether a passenger took the returnflight or used all the booked hotel room nights

#### MAJOR DATA SOURCES\*

- Travel management company, especially for information on a traveler's bookings
- Corporate card
- Expense management system
- Air, hotel and car suppliers, especially for class of travel, car type, travel dates and price

\* For more data sources, visit [businesstravelnews.com/datasources](http://businesstravelnews.com/datasources).

smartphone, his use of the conference's Wi-Fi, a past stay at the conference hotel or another data interaction.

**Relevance failures.** Misguided offers also can be a nuisance. One travel manager told BTN that long after returning to the United States from a personal trip to Europe, European car rental ads continue to turn up. The lesson: If suppliers are going to use personal information to target travelers, they should do it well, offering truly personalized and relevant

products and services.

While these examples cross into the leisure space, they nonetheless shape the way corporate travel managers think about the data suppliers are collecting and how those suppliers handle it. Two travel managers said they urge their travelers to tell them about any experiences, whether on a business or leisure trip, that make the travelers feel uncomfortable. Then the travel managers address the issues with suppliers.

#### 7 Things Travel Managers Should Think About When Sharing Data with Suppliers

- Who owns the data?
- What are suppliers doing with the data?
- What do suppliers know about your travelers?
- Have you unknowingly given the supplier permission to sell this data?
- To whom are your direct suppliers selling this data?
- With which third-party suppliers is your direct supplier sharing the data? Are they trustworthy?
- Does your company have a data privacy and security policy for all employees that warns of dangers and advises what to do in case a supplier is hacked?

## HACKING: REAL-WORLD RISKS

"There are two types of companies: One that has been hacked and one that doesn't know it was hacked," one travel buyer said. Stolen credit card data is a concern for travelers and their companies, but travel managers also fear hackers could hold corporate data hostage. Companies worry that scrutiny of employee travel patterns could reveal acquisition plans, tipping off competitors. Worse, hackers could access travelers' whereabouts and kidnap them for ransom. Even hotel and airline clerks can mistakenly confirming travelers' whereabouts.

Hotels, airlines, global distribution systems

and even travel risk management firm International SOS have been hacked over the past few years, prompting suppliers to treat data security more seriously. Some travel managers are taking matters into their own hands, adding indemnification clauses to their contracts in order to hold suppliers responsible for financial losses in the event hackers breach the suppliers' systems.

Still, the best approach is to prevent breaches by keeping data secure in the first place. With that goal in mind, data security think tank participants developed the following manifesto for suppliers:



## 8 DATA PRIVACY DEMANDS FOR A NEW AGE OF CORPORATE TRAVEL

### 1. Safe Transfer.

Encrypt and tokenize personal identifying information. That's becoming an easier feat for emails, at least, as e-mail servers like Microsoft Exchange adopt Transport Layer Security, which embeds encryption capability in each email.

### 2. Be Frank with Us.

Be upfront about how you intend to use and share the data you're collecting. It will put travelers and travel managers more at ease about releasing such information.

### 2. Opt In Vs. Opt Out.

Make sharing of information a proactive, opt-in action, rather than a passive opt-out. Travel managers need to strike a balance between travelers' privacy and travel tracking when determining what information travelers can be allowed to withhold from suppliers. At the supplier level, however, traveler information should not be collected unless the traveler has granted explicit permission.

### 3. Consolidated Consent Forms.

Provide consolidated consent forms to travelers about the data you will collect. Make your privacy policies concise and free of jargon so travelers can digest them easily.

### 4. Timely Disclosure.

Standardize the process of notifying and updating companies and individuals whose data has been breached—or may have been. For example, card issuers often notify cardholders whose data may have been breached, but they rarely fol-

low up. Provide further communication on the status of breaches.

### 5. Data Security Standards.

Inform travel managers about your data security capabilities. Test such systems regularly. Note that an established set of standards and processes is a competitive advantage for you, and some corporates require it in their RFPs. Help corporations, meanwhile, as they perform their own due diligence on your security practices and your process for dealing with breaches.

### 6. Education.

Provide travelers with data security training, from raising their consciousness of the information they're sharing with suppliers, websites and loyalty programs to increasing their awareness of their surroundings, such as handling confidential information while working on laptops in public places.

### 7. Corporations' Own Policies.

Comply with corporate clients' own data privacy and security policies, even if they're more extreme than yours and no matter how often they evolve.

### 8. Deleting Information.

Once a trip is completed, delete personal identifying information rather than storing it. This reduces the impact of data breaches when they do occur. Also work with travel managers to establish data-expiration processes, especially when a contract ends.

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