



Buyers Being Innovative

Joining Grant Thornton as director of travel and meetings this year, travel management vet Margaret Brady has a few pressing priorities, but high on her wish list is a unified corporate mobile travel app, one that is independent of a travel agency.

Many companies offer up a menagerie of travel-related apps to their travelers: a book-

ing app here, an agency app there, an itinerary management tool, a separate expense application. Why not put it all together? Or, in the words of Brady: "One travel app and everything is in that travel app." Under a single sign-on, Brady wants to lasso in policy and other information that's resident in a company travel portal, booking capabilities, agency support, itinerary management solutions and multiple supplier connections.

Brady buzzes about Roadmap, a tech company that facilitates such integrations and mobile solutions. She's not a client,

at least not yet, but she's hot on the concept. "The desktop portal that you see today in your office, you put in your phone," she said. "All the information—surveys, travel policies—it's taking your desktop and putting it on your phone because nobody is looking at their desktop. If you keep it simple from that perspective and then you start working on the traveler experience, then there are all those opportunities to build different connections and different kinds of solutions."

—Jay Boehmer

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Mobile Migration Survey

Travelers and buyers
view mobile tech differently.
What will you do about it?

PAGE 6



Getting over your
security fears