Cornerstone information systems   **4site**

Bringing Big Data 4Site to Corporate Travel

With over 25 years providing a range of data automation solutions to the corporate travel market, Cornerstone Information Systems® knows a thing or two about the evolution of data management.

Since 1992, the Bloomington, Indiana-based travel technology and services provider has remained laser-focused on travel data - from the management of the reservation to the creation and presentation of information. Cornerstone's dedication to process has helped partners in more than 50 countries manage their content, leading to better decision making, higher quality customer service and more nimble operational responsiveness at a lower cost. Travel management companies managing more than $25 billion in travel spend annually trust Cornerstone to help them proactively lower costs and drive revenues through optimization.

"We are people-centric, service-focused, and technology driven," said Rock Blanco, Senior Vice President at Cornerstone. "The original core of our business was data automation and quality control of reservations. We expanded into reporting, adding more capabilities over the last few years and introduced a new data visualization platform in 2016. Now we are branching out to the next frontier and working with our clients to help them visualize these data points in a completely new way with our 4site™ platform."

Traxo Capture Helps Cornerstone Go Beyond the GDS

As the needs and tastes of the modern-day managed business traveler have evolved, more and more data points are factored into the equation. Blanco said that the Cornerstone team required a truly comprehensive technology solution to help access itinerary data beyond what is available in global distribution systems.

"We all know and understand that data continues to flow after a trip is booked," Blanco said. "For example, travelers might book ground transportation separately or make additional airline or lodging reservations on-the-fly. We needed access to that data coming from off-platform channels such as Airbnb and HomeAway."

In 2016, Cornerstone turned to Team Traxo and its Capture email parsing solution which, according to Blanco, "has proven to be robust and extensible."

"Traxo has helped us get more data in the system," Blanco explained. "And the Capture solution is allowing us to respond in

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Rock Blanco
Senior Vice President,
Cornerstone Information Systems

Traxo Capture Wins for Cornerstone
o Seamless access to customers' booked travel plans
o Brand preferences and spending activity
o Pinpoint travelers' shifting needs, preferences, and behaviors

the moment when something happens. We now have a real-time debrief so our clients can make forward-looking decisions based on what is actually happening during any stage of the traveler's journey."

Since launching with Traxo Capture in November 2016, Cornerstone integrated the technology with six early adopters, a mix of Travel Management Companies (TMCs) and corporate customers.

"Our goal is to have every Cornerstone customer onboard," Blanco said.

Team Traxo: Stress-Free, Worry-Free

After coming to terms with its own unique needs and studying the competitive landscape, Blanco and the Cornerstone team quickly realized that Traxo Capture was a one-of-a-kind solution.

"Once our team started investigating and thinking about partners we could work with, Traxo was the only one to meet the needs with the types of data we needed, and the ability to quickly and accurately parse the data," Blanco said.

From there, it didn't take long to develop a standard process with Traxo and, since then, Blanco explained that Cornerstone hasn't had to work together since the implementation of the first six adopters.

"And this is a good thing," Blanco said "The data is flowing automatically."

"Cornerstone is one of many partners who stress to us that demand for different data sources and capabilities is not slowing down," said Cara Whitehill, Traxo Chief Commercial Officer. "As fellow data scientists, we appreciate the challenges they face daily in keeping tabs on 'the process.'"