



COMPANY NEWS

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SureWare Back Office Solution Adds Corporate Reporting Tool

MEDFIELD, MA – SureWare has extended its back office solution to include a travel management reporting tool. The highly integrated “Corporate Client Suite” is designed to reduce the administrative costs of generating and distributing travel management reports, while creating new agency revenue opportunities.

The SureWare Back Office solution, powered by technology partner Global Matrix, is a completely integrated back office, accounting and business management system, providing companies with the platform to drive the processing of transactions from point of booking, through to payment settlement, financial accounting and travel management reporting.

“All of our new product development is focused on improving business processes, reducing costs and creating new revenue opportunities” said Rob Erickson, co-founder and CEO of SureWare. “The Corporate Client Suite supports travel agencies and their corporate clients with web-based, easy to use, real-time reporting with dynamic drill down capability. The beauty of its design is that it’s fully integrated into the back office solution, so no need to go through the cumbersome process of transferring and reconciling data with third-party tools – it’s all automatic.”

John Woods, Global Matrix vice president of client relations commented “Agencies require more sophisticated, up-to-date and flexible travel management reporting tools to monitor and track corporate travel spend without the bother of administering a specific tool. This product is a significant value-add for corporate clients, which create new service and revenue opportunities for our agency customers.”

About SureWare

SureWare has applied its industry expertise to create an integrated profile management solution that allows travel businesses to connect to any GDS, use any combination of booking tools, and to standardize and structure profile data to smoothly flow into quality control and back office accounting systems. SureWare products are focused on integrating travel profiles and providing strong data structures in three areas (1) Customer CRM (2) Profile Management and (3) Back Office Services. To learn more about SureWare, visit their website at: www.sureware.com

About Global Matrix

Global Matrix is the largest non-GDS-affiliated data management service provider in the North American retail travel industry. Global Matrix, now in its 41st year, has been providing service and support to independent travel agencies for its entire life. This gives their data management service a significant distinction - it has been designed by travel agencies for travel agencies. To learn more about Global Matrix visit their website at: www.global-matrix.com

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