

# Etta powered by Deem

## Right this way.

With Etta, your travelers get an effortless and intuitive experience—and you get improved adoption and controlled spending. Give them the freedom to book the flights, hotels, and ground transportation they want within your company’s travel policy. Rather than facing problems when it’s too late (after the trip), we prevent the wrong stuff from being booked in the first place.



## Features



### Integrated Policy Drives Savings

Building company policy is simple, but implementation and enforcement can be difficult. Etta takes a consultative approach, designing and building a policy program that’s integrated and fully customized to control spend, before spend happens.



### Automated Ticket Exchange

A powerful tool that completely automates the use of unused tickets, by flagging their availability and dynamically calculating their value during the shopping experience. Travelers are prompted to use aging tickets by flagging airlines in the new trip booking process and the system automatically recalculates the exchange.



### Pre-Trip Approval

Etta’s comprehensive Pre-Trip Approval and notification workflow provides the flexibility to review 100% of bookings but only act on those that are out of policy. Eliminate time-consuming manual approvals with automated rules that target only the trip types you want to review.



### Personalized Travel Preferences

Travelers can easily personalize Etta to their exact preference. They can assign seat and meal choices on flights, add frequent flyer, hotel loyalty and other related programs. They can customize notifications for assistants, co-workers and family members to keep them informed.



### Travel SafetyCheck

Health and safety information built into the booking flow to help guide travelers to safer travel choices. Empower your people with the tools they need to regain confidence when traveling.



### Modern User Experience

An intuitive and dynamic design across desktop and mobile platforms. Easily search and compare air, hotel, rental car and car service options. Flexible policy filters and preferred supplier icons (including Tripadvisor reviews, photos and amenities) drive higher adoption and compliance.



### Powerful Mobile App

A sleek and powerful mobile app that puts the traveler first. From searching to booking, to changing or cancelling, with Etta’s mobile app, travelers can take care of all their travel needs. Delight your travelers with an effortless and reliable mobile experience.



### HelpMe

Save time and let HelpMe train your travelers. HelpMe is a personalized self-guided help and training tool that’s built into the platform. With HelpMe’s step-by-step guided help, travelers train themselves and get more done in less time.

## Etta Highlights

- ✓ **Google ITA Search Engine:** More fares in less time
- ✓ **Southwest Direct Access:** More Southwest content and Etta Check-in Service
- ✓ **Deem Ground:** The largest network of car service options
- ✓ **Travel SafetyCheck:** Health and safety information from ATPCO and GeoSure
- ✓ **Booking.com:** 1 million+ properties
- ✓ **SilverRail:** The largest network of rail options
- ✓ **Linked Calendar:** Dynamic and auto-update calendar entries
- ✓ **Pre-Trip Approval:** Robust approval and notification workflows
- ✓ **Cvent Integration:** Streamline event registration and management
- ✓ **Global:** Content and support for your global business
- ✓ **Dynamic Site Messaging:** Customizable, multi-channel notifications
- ✓ **Flexible Fares:** Faster shopping experience
- ✓ **Branded Fares:** Airline branded and promotional fares
- ✓ **Notify:** Automatic notification of flight changes and cancellations
- ✓ **Guest Travel:** Manage travel for your guests
- ✓ **HelpMe:** Personalized self-guided help and training tool