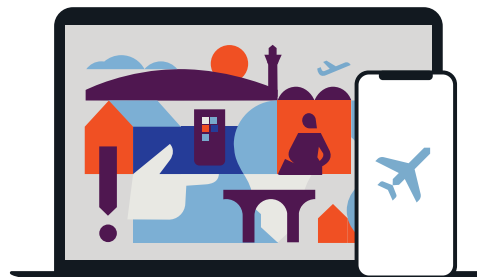


Etta powered by Deem

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.



Etta: Optimized for Canada

Etta is a suite of travel booking and management tools for the entire business travel ecosystem. Etta brings beautiful design, machine learning and customization together to provide a dynamic and seamless platform – all of it optimized for the specific needs of Canadian travelers.

Intuitive and dynamic, full function design across desktop and mobile.

Etta Features

- ✓ **Customize Etta the Way You Want**
 Are your corporate travelers booking incorrect fares? You can now block inappropriate fares inside the Etta platform.
 You can configure the platform to block basic fares with only a few clicks.
- ✓ **Industry-Leading User Experience**
 Intuitive and dynamic, full function design across desktop and mobile. Easily search and compare air, hotel, rental car and car service options. Pin seats on multiple flights prior to booking.
 Access TripAdvisor reviews and travel “must knows” such as amenities, seat availability and on-time performance. Other content includes: VIA Rail, Booking.com, GDS, Travelfusion.
- ✓ **Global Capabilities**
 Etta includes a language editor (14 languages), a content hub for accessing hundreds of low-cost carriers and rail options, and administrative tools that allow for easy configuration of local preferences. Bookings in over 61 countries and counting.
- ✓ **Robust Policy Engine**
 Flexible, highly configurable, multi-level policy platform that’s easy for travel managers and buyers to setup and configure for their travelers.
- ✓ **Dynamic Site Messaging**
 Set up customizable messaging based on individuals or groups. Messages can be assigned to content or behavior, enabling better duty of care, policy compliance and overall travel experience.
- ✓ **Localized**
 Content and inventory specifically curated for Canadian point of sale and available for French Canadian speakers.
- ✓ **Book Rail Service in Canada With VIA Rail**
 Travelers can access Rail Service option for Canada bookings inside Etta, through VIA Rail.
 Booking business train travel is quick, efficient, and easy as rail e-tickets can be sent directly to a traveler’s inbox for trips on the most popular routes along the Toronto-Ottawa-Montreal corridor.
- ✓ **Mobile App**
 Etta for iOS provide travelers with an easy-to-use interface for booking and changing travel plans, along with in-trip alerts and notifications that keep travelers informed.
- ✓ **Automated Ticket Exchange¹**
 A powerful tool that automates the use of unused tickets. Dynamic display on new booking flight options to inform the traveler automatically of available credits. Stores a guaranteed fare and protects from debit memos.
- ✓ **Split ticketing²**
 Travelers can book one way tickets on multiple airlines such as WestJet or Air Canada in a single PNR.
- ✓ **PNR Editor**
 Designed to create consistency between online and offline Passenger Name Records (PNR) for travel management company back-office, fulfillment and reporting needs.

Branded Fares



Basic, Standard, Flex, Comfort, Latitude, Premium Economy, Business Class



Basic, Econo, EconoFlex, Premium, PremiumFlex, Business, BusinessFlex



Basic, Standard, Flexible, Freedom



Freedom, Flex, Plus, Fixed

Etta Content



Deem Ground

Deem provides the largest network of over 5,000 ground transportation operators providers and a variety of car service options designed for the corporate travel market, including direct links to GDS systems. Multiple online booking tools connect car service supply with the demand generated by corporations and travel management companies.

With Etta directly integrated into the travel itinerary, travelers never have to worry about notifying ground operators of changes and corporate travel managers have up-to-the-minute location information for compliance, safety and duty of care requirements.



Automated Ticket Exchange¹

A proactive technology that allows travelers to rebook, reuse or refund unused tickets automatically. The tool recalculates complex fares, penalties, taxes and fees for domestic and international flights.



Other integrations

Low cost carriers via Travelfusion, hotel content via Booking.com, rail content via VIA Rail.

Etta Productivity Enhancing Integrations



Linked Calendar

Automatic and dynamic calendar entries are created with every travel booking - accessible online and offline, via mobile, sharable and connected to travelers' address books. Fully and automatically integrated with Exchange Server, LDAP, iCal and Google Calendar. No clicking or saving - all information is embedded live.



Intelligent Meetings

Full integration with meetings platform Cvent. Onboard users through Deem's single sign-on (SSO) to reduce implementation time and apply customized policies.



Pre-Trip Approval

Deem's unique Pre-Trip Approval and notification workflow provides the flexibility to review 100% of bookings but only act on those that are out of policy. Companies save money by enforcing policy and drive efficiency with traveler reminders such as visa application requirements and flight restrictions.

¹ Available for Sabre customers. | ² Available for Sabre and Amadeus customers.