

## **GDSX Offers Business Travel Managers the Power to Innovate**

Plano, TX, August 3, 2004 – Yesterday, GDSX began offering its COMPLETEAT travel automation system directly to corporations and business travel departments at the NBTA Trade Show and Convention, being held in Orlando, FL. The system, which is hosted at GDSX' data center in Dallas, allows travel managers to define and implement their own automation of reservation related activities.

COMPLETEAT is a totally new automation system, built using Microsoft's .net design tools, structured data interfaces to the various GDS, and has a new business model to go with it. Developed "from the ground up" using leading edge development tools, the system sets new industry benchmarks in processing power, speed, and efficiency.

Aside from cost efficiencies, what sets the system apart from the products and services of competitors is the unprecedented combination of the safety and economy of centralized hosting, coupled with direct accessibility to the system for direction by its users. Users of COMPLETEAT can connect to the system and operate it from around the world as if the software were running on their very own servers. Further, COMPLETEAT offers a much more robust programming interface that will enable CTDs to implement far more intelligent applications in the areas of reservation QC, finishing, traveler correspondence, and CRM. According to GDSX President and owner, Becky Strahan, "COMPLETEAT will empower innovation" by its users. "The system is so flexible, powerful, efficient, and accessible that creative minds will now have a means to put that creativity to work.", says Strahan.

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According to the company's new CEO, Jon Farrier, "COMPLETEAT takes away the distance that has grown between the providers of automation and the beneficiaries of it." By allowing Travel Managers to configure automation directly, they are more able to tailor a dynamic service delivery plan to the precise needs of their own company. "My experience with outsourced service bureaus has been that, over time, users struggle to find cheaper and more expedient alternative ways to address problems that could actually be best addressed by the service bureau application." This is due to both the functional limitations of the software and the business model being used to support it. On the other hand, distributed applications that intrinsically offer direct administration suffer from functional limitations and high operating costs. Either way, the result is that the end-user does not receive the full benefit of the automation made possible by automation software.

GDSX's COMPLEAT PNR Fulfillment Automation System offers its users an opportunity to define and directly implement a comprehensive service delivery plan. "Commoditizing travel fulfillment and service delivery is a bad idea: Bad for the consumers and bad for all but a precious few industry players." COMPLEAT and the business model that underlies it, offers users the opportunity to be innovative in their total travel management plan in terms of both cost management and service delivery. "Our tag line is 'Empowering Innovation' and we are passionate about it."