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Traxo and Traverse Partner to Empower Airlines and Corporations With Unmatched Booking Visibility and Control

DALLAS, Texas, April 17, 2025 — Traxo, the company that eliminates travel booking data blindspots by automatically detecting reservations regardless of source, and Traverse Technologies, a trailblazer in direct travel booking and management, today announced a strategic partnership to revolutionize corporate travel programs. Together, these innovators empower organizations to elevate safety, compliance, and interoperability, while embracing a multi-channel future.

This collaboration brings Traxo Data Distribution's expansive capabilities to Traverse's airline and corporate clients, enabling seamless, secure data sharing with solution providers in the corporate travel ecosystem. The partnership meets the modern, multi-channel demands of travel buyers and suppliers by bridging the gap between traditional travel channels and the growing trend of direct supplier relationships.

Empowering Buyers to Optimize Travel Programs

For corporate travel buyers, this partnership brings unparalleled benefits:

- **Employee Safety & Compliance:** Expands travel risk coverage to all travelers regardless of booking source and enables negotiated rates and corporate policy adherence on supplier direct points of sale.
- **Spend Optimization & Vendor Negotiations:** Delivers actionable insights for cost savings, more effective vendor negotiations, and proactively managing travel spending pre-trip.
- **Data Portability:** Enables frictionless portability of travel data from any source to any endpoint, enhancing total travel program visibility and effectiveness and the ability to manage travel booked and modified in different channels.
- **Sustainability:** Delivers booking data to enable accurate carbon calculations and usage, with budget insights that can be actioned pre-trip.

Enhancing Supplier Capabilities for Direct Engagement

For travel suppliers, the collaboration unlocks new capabilities

- **Corporate-Grade Functionality:** Supercharges the supplier website and mobile app, allowing business travelers to book direct without leaving their travel program.
- **Improved Traveler Experience:** Travelers have the flexibility to book using their preferred supplier apps and enjoy the benefits of brand differentiation and personalization.
- **Unlock Your Travel Program:** Travel managers can confidently extend travel programs to include preferred suppliers without giving up visibility, control over their program, or traveler duty-of-care.
- **Interoperability:** Distribute real-time data to travel solution providers, ensuring secure, seamless connectivity to duty-of-care partners, expense, TMCs, sustainability, business intelligence, and other endpoints.

Strategic Vision for a Multi-Channel Future

“This partnership with Traverse is part of a secular shift toward a multi-channel future where companies and travelers expect seamless tools and services no matter how they book,” said Andres Fabris, CEO of Traxo. “This collaboration plugs critical visibility gaps in direct booking channels, bringing them to parity with services that TMCs have provided for decades. By prioritizing interoperability and meeting travelers where they are, we enable organizations to enhance duty of care, ensure compliance, and optimize spend — all while empowering suppliers to interface directly with corporate buyers.”

“Traverse teaming up with Traxo, we’re not just bridging gaps—we’re building intelligent solutions to escape the outdated jungle of corporate travel tech,” said Michael Harbin, President and Chief Executive Officer of Traverse Technologies. “This partnership fuses our innovative spirit with a shared mission to deliver value, choice, and efficiency, empowering

buyers and suppliers to traverse from legacy systems to a dynamic, multi-channel universe. We're stripping away the unnecessary layers, unleashing flexibility, and proving that modern travel management can be powerful, collaborative, and—dare we say it—a little fun delivering direct experiences travel managers and their travelers will value.”

Sarah Hayden, Global Travel Lead at ZS, stated, “Having partnered with Traxo and Traverse Technologies separately, I'm excited about today's announcement, which combines their two exceptional capabilities. This integration makes it easier for corporate buyers to leverage these solutions within a single system, further streamlining modern corporate travel management.”

Corporate travel managers, suppliers, and other stakeholders are invited to explore this groundbreaking solution through their contacts at Traxo and Traverse.

About Traxo

Traxo is the industry's only real-time corporate travel data solution that eliminates blind spots by auto-detecting bookings from any source in a single platform. It captures on- and off-channel bookings effortlessly, empowering travel managers to enhance duty of care, reduce costs, and ensure compliance—all without changing traveler behavior. Trusted by leaders like Amex GBT, EY, and Delta Air Lines, Traxo makes travel data portable, enabling seamless sharing with key suppliers, including duty of care, expense management, and business intelligence tools. This gives managers complete control, flexibility, and the ability to make data-backed decisions that optimize their programs. For more information, visit www.traxo.com.

About Traverse

Traverse Technologies, an ARC company, moves the travel industry forward with direct corporate retailing solutions purpose-built to empower travel suppliers and buyers. With a focus on interoperability, data portability, and seamless integration, Traverse helps organizations streamline persona-based travel workflows, enhance traveler safety and compliance, and optimize program compliance and spend. By enabling suppliers to offer corporate-grade functionality directly through their channels, Traverse bridges the gap between traditional travel systems and the future of multi-channel booking. Learn more at www.traverse.tech.

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