TRAXO

Company Profile

Dallas, Texas-based Traxo, Inc. provides itinerary intelligence and travel data aggregation technology solutions to clients across the travel ecosystem and around the world.

With its industry-leading data aggregation platform, Traxo empowers corporate travel and procurement organizations, travel management companies (TMCs), expense management applications and risk management services to comprehensively track and manage total corporate travel spend activity from end to end, regardless of booking channel.

Traxo's proprietary itinerary management technology is also used by companies in the consumer and leisure travel sector, including online travel agencies (OTAs), meta-search services and technology solutions, providing powerful insights into aggregated traveler behavior and fostering more personalized relationships between brands and their customers.

With its API-based services, private-labeled email parsing and data normalization solutions, Traxo provides its clients with the most robust suite of travel data aggregation services on the market. For more information, visit http://www.traxo.com.

Traxo Products

Traxo CAPTURE

With its *Traxo CAPTURE* suite of email parsing and data aggregation services for itinerary and folio details, Traxo helps travel management companies (TMCs), risk management and duty of care providers, expense management applications, online travel agencies, and mobile technology providers aggregate and process critical travel itinerary and T&E spend data for their clients providing end-to-end visibility -- no matter where the traveler may book.

Traxo CONNECT

Traxo CONNECT is a new turnkey service offered to corporations and their travel managers, arrangers, and admins, enabling them to quickly track and manage the full spectrum of their corporate travel activity and spend in near-real time -- even off-platform bookings employees make directly with suppliers. With an easy-to-use browser-based dashboard and integration with top corporate travel suppliers and service providers, *Traxo CONNECT* streamlines the data management process and makes managing corporate travel a breeze.

Traxo Technology

- Traxo CAPTURE supports **more than 5,600 unique confirmation email and hotel folio formats** across HTML, text, and PDF – with more added weekly
- **Over 1,000,000 unique travel and expense data elements** are detectable by the Traxo platform – from airport codes to geo-location of hotels, car rental taxes to valet parking fees, and more
- As a global platform, Traxo can parse travel confirmation email details in **nearly 30 languages**

Global Itinerary Data Support for Over 1,000 Bookings Sources & Websites

- Airlines
- Hotel Chains & Boutique Lodging Brands
- Car Rental
- Rail Providers
- Online Travel Agencies & TMCs
- Cruise Lines & Tour Operators

Related News

Chrome River Drills Down on E-Folio Categorization, Business Travel News (2017)
What to Watch in 2017: Data Strategy Will Step to the Forefront, Business Travel News (2017)
TripAdvisor leads $5.2 million round in travel data specialist Traxo, TNooz (2016)
Distribution Revolution, Business Travel Executive (2016)
Traxo's CEO on the Real-Time Data That Could Redefine Corporate Travel, Skift (2016)
Traxo, Cornerstone Partnership Helps Travel Data Services Soar, PYMNTS.com (2015)

Company History	Founded in 2008 by former Sabre and Travelocity executive Andres Fabris, Traxo initially focused on the consumer market with its B2C itinerary management application. However, by 2013, Traxo's technology had caught the attention of larger enterprise software companies, corporate travel management providers, and leading travel suppliers, who saw the value in integrating Traxo's proprietary travel data parsing technology into their own applications. As a result, Traxo transitioned to focusing purely on its B2B business, providing travel data aggregation and itinerary intelligence technology for companies across the travel ecosystem, including suppliers like United Airlines and Lufthansa, expense management providers including Chrome River and Abacus, risk management solutions like iJET and Anvil Group, corporate travel agencies Travel and Transport and World Travel Inc, leisure travel brands including TripAdvisor and Booking.com, and more.

Recently, the power of Traxo's industry-leading itinerary management technology has also been recognized by consumer-focused, leisure travel distributors as a potential value-added service to integrate into their own customer offerings, enhancing the traveler experience with more personalized, relevant content.

Last year, Traxo closed a $5.2M Series B investment round led by TripAdvisor, bringing its total investment to date to $10.94M. Investors include Advantage Capital Partners, Aristos Ventures, Silver Creek Ventures, Thayer Ventures, and TripAdvisor.

Awards & Recognition

Skift's Top Travel Startups to Watch in 2017 (2017)
Entrepreneur Magazine: **Hot Startups Born in Dallas** (2013)
Vator Splash NY Winner (2012)
PhoCusWright Innovation Summit (2009)
One patent issued, three patents pending

Executive Team

Andres Fabris, Founder & CEO
Chris Stevens, Chief Technology Officer
Cara Whitehill, Chief Commercial Officer
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Industry Facts and Figures

- The global market for corporate travel spend is projected to reach $1.6 trillion by 2020, according to industry association GBTA

- The corporate managed travel segment represents about a third of the total U.S. travel market, according to *PhocusWright's 2016 U.S. Corporate Travel Report*.

- T&E spend is one of the largest expense categories for a company, accounting for 10% or more of budget at the typical organization - *Aberdeen Guide to Travel and Expense Management, 2013*.

- According to a 2015 GBTA study, 40-50% of employee travel is booked outside of a corporate travel system – making it challenging for the company to track and manage that travel activity and spend for duty of care and budget purposes

- According to a 2014 Forrester survey, 43% of companies rely on manual expense tracking processes, and the most commonly used software remains Excel.

- Travel managers/buyers top strategic priorities are cost reduction (59%), travel policy compliance (47%) and duty-of-care considerations (39%) - *PhoCusWright's 2016 U.S. Corporate Travel Report*.

- In a 2015 GBTA study of US-based travel managers, 55% ranked "Data analysis / performance measurement / reporting" as a top-3 priority from their TMC in the next five years.