

“By selecting and transitioning to *Travelocity Business*®, Lockheed Martin has been able to move its travel program to the next level. We look to *Travelocity Business*, *GetThere*, and *Sabre* as horizontally integrated partners to provide Lockheed Martin with the most innovative travel services available today.”

RICHARD WOOTEN
DIRECTOR OF TRAVEL
LOCKHEED MARTIN

Travelocity Business, Lockheed Martin reach a new level of corporate travel management

When the Lockheed Martin Corporation decided to contract with a new travel management company, it meant \$230 million in annual air spend and approximately 80,000 business travelers were at stake – good enough to rank the company No. 4 on the BTN Corporate Travel 100. As the largest provider of IT services, systems integration and training to the U.S. government, Lockheed Martin operates 939 facilities in 45 states and another 56 locations internationally.

For *Travelocity Business*, the strategy was simple: customize a travel program tailored to Lockheed Martin’s needs from the ground up and leverage the fact it could continue to use *GetThere*, its online booking tool.

INNOVATING CUSTOM SOLUTIONS

Once *Travelocity Business* was selected in the fall of 2006, employees adhered to Lockheed Martin Director of Travel Richard Wooten’s vision by implementing a number of automated services with both the travelers and travel manager in mind.

Travel Manager

- *Hotel Squatter* – Identifies and audits Lockheed Martin’s preferred hotel partners
- *Expat and Relocation* – Coordination with suppliers to ensure air, car and hotel accommodations are requested, approved and ticketed around the world for traveler relocation, home leave and additional approved travel
- *iJet Travel Risk Management* – Incorporated into the *Travelocity Business* service offering, enabling the funding of



enterprise-wide traveler tracking services on a per PNR charge that is collected as a portion of agency service fees

- *Reservation Information* – Integrated with the in-house expense management system to provide an end-to-end travel and expense reporting experience for business travelers

Traveler

- *Adoption Compliance* – Emails automatically generated if, for example, the user books an offline reservation
- *Traveler Statement* – A monthly transaction summary of individual employee’s total travel to ease the expense reporting process and profile management
- *Trip Continuity Email Notification* – In cities with multiple airports, ensures the user is arriving and leaving from their desired airport
- *Fly America Act* – Increases compliance with U.S. Federal Acquisition Regulations that state government contractors must fly on a U.S. Flag carrier when available

- *Car Insurance* – Notification for whether or not the user is required to pay for car insurance

Additionally, *Travelocity Business* created and hosts a Lockheed Martin-specific portal Web site, housing the company’s complete business travel and policy information. The site allows users to book travel, plan meetings and manage expenses.

As a full-service agency, *Travelocity Business* set program goals internally with the travel department. Much of this success hinges on communication with travelers, through monthly e-newsletters, tips, supplier updates, easy-to-find links to the booking tool and customer support.

With its intricate understanding of parent company *Sabre* and ability to manage *GetThere’s* site functionality, *Travelocity Business* has also served as the ultimate facilitator between Lockheed Martin and the entire *Sabre* family.

A FRESH APPROACH REDEFINES BUSINESS TRAVEL MANAGEMENT

The partnership was ushered in with an extensive marketing campaign that built excitement and confidence among employees, and Lockheed Martin soon learned it didn’t have to provide training for the tool because users are accustomed to booking on the *Travelocity* leisure site. Further assuring users are customized helpdesk tutorials.

The portal was also a vital factor in Lockheed Martin’s seamless transition, as well as to Wooten’s larger adoption success. A collaborative effort produced the password-protected intranet, delivering single-sign-on with the *GetThere* booking tool to Lockheed Martin’s 80,000 travelers.

These efforts have translated into an 87 percent online adoption rate domestically, underlining the importance of staying with the same online booking tool when changing travel management companies. Globally, Lockheed Martin has enjoyed a steady increase in bookings in the UK (15 percent up from five), Europe (14 percent new) and Canada (42 percent from zero).

ONLINE SAVINGS OPPORTUNITIES

Adding new features that further push users online has proved to be a huge advantage to the bottom line.

Business travelers and arrangers can now cancel reservations and void tickets online with *GetThere’s* Online Ticket Exchange (OTE) functionality. Although Lockheed Martin has been a *GetThere* customer since 2001, it wasn’t until signing with *Travelocity Business* that it was able to effectively enable OTE. *Travelocity Business* Service Center agents raise awareness by educating callers to cancel or void tickets online.

The portal has enabled the travel department to drastically cut down the number of end-user support calls to reset passwords from 1,000 a month to less than 160. Lockheed Martin also worked with its HR recruiting centers to develop a process for recruits to book their own travel online – which historically had been conducted exclusively through agents. *Travelocity Business* built an automated form that will soon help standardize the recruiting process and implement an online solution for applicants.

From the traveler statement to a thorough marketing initiative, *Travelocity Business’* attention to detail and methodical approach has provided the right solution for Lockheed Martin’s corporate travel program.

Just the Facts:

- The number of support calls to reset passwords has decreased by approximately 84 percent
- Average online adoption has held steady at 87 percent in the U.S., while growing in the UK (15 percent from five percent), Europe (14 percent new) and Canada (42 percent from zero)
- Since approved hotels are displayed upfront in the online booking tool, usage of approved hotels has increased to 80 percent in 2007, vastly improving negotiations with suppliers
- For the first quarter of 2007, Lockheed Martin experienced an Adoption Fee Savings of nearly \$1.8 million
- Backed by *Travelocity Business* knowledge of HR hierarchy and ability to deliver accurate reporting, Lockheed Martin publishes adoption rates by business unit and views it as a competition between business areas to generate senior management support