

Control Travel. Your Way.

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Comfort is expensive.

A TMC success story for leaders who want to own the client relationship.

Control travel. Your way.

Atriis × ABT US

A good service model can still lose to a better operating model.

US mid-market TMCs are not short of expertise. They are short of leverage: content leverage, platform leverage, margin leverage, and a technology story that wins boardroom confidence.

You believe still in the old rule: “never change a running process”?

The new reality: your competitors are changing it for your clients.

The question is not just: “Which OBT do we resell?”

It’s: “Which solution gives us the control we need to win?”

Legacy is not neutral. It charges interest.

Every disconnected workflow quietly erodes margin, client confidence and growth.

One tool for shopping. Another for servicing.

Agents become translators between systems instead of advisers to clients.

Content patched in layers.

NDC, LCC and direct channels look available until servicing becomes the manual exception.

Controls owned by someone else.

Markup, policy, display and client experience sit inside another vendor's agenda.

Change postponed until renewal.

The legacy TMC waits, while your digital competitors does not.

The real tax shows up in lost deals, lower adoption and service teams carrying complexity the platform should have removed.



The real choice to make: Own the environment. Or somebody else will own your client.

That is the uncomfortable commercial truth behind the next generation of travel technology.

THE COMFORT ZONE

Resell a legacy tool. Accept its content shortfalls, live with its gaps and absorb the service pain, hoping your client stays patient.

THE GROWTH ZONE

Control your own environment: Content, Workflow, Policy, Margin and Service all in one connected platform.

Atriis is not just a sexier storefront. It's your critical infrastructure for success.



Independent TMC. Multinational reach. Mastered transformation.

People ask, “Why did ABT install Atriis?” but the real question is “what improved commercially when ABT took control of the platform?”

\$40M

US annual GMV

35

US employees

~100

corporate clients

100% *

Atriis usage/adoption

1 + 6 (global)

Service locations

24/7

support model

* All trips processed in Atriis or imported

Control Travel. Your Way.

The problem was not “booking”. It was control.

Most TMCs can process trips. Fewer can prove they can protect the client relationship against the next market cycle.

Productivity

Agents supported the gaps between shopping, approval, ticketing and service.

Profitability

Commercial logic was disconnected from the point of sale.

Adoption

Travelers had alternatives that looked easier and felt faster.

Retention

Clients questioned whether independent TMCs could keep pace.

New Sales

The technology story did not always create differentiation.

Talent

New agents needed too much time to become productive.

The danger is: none of this looks fatal until your client gets a better offer.

Atriis changes who controls the environment.

Not the GDS's. Not the mega-TMC's. And not the OTA's.
Not yet another closed platform. **It is your TMC.**

Open, not closed.

Configurable, not rigid.

Control, not chaos.

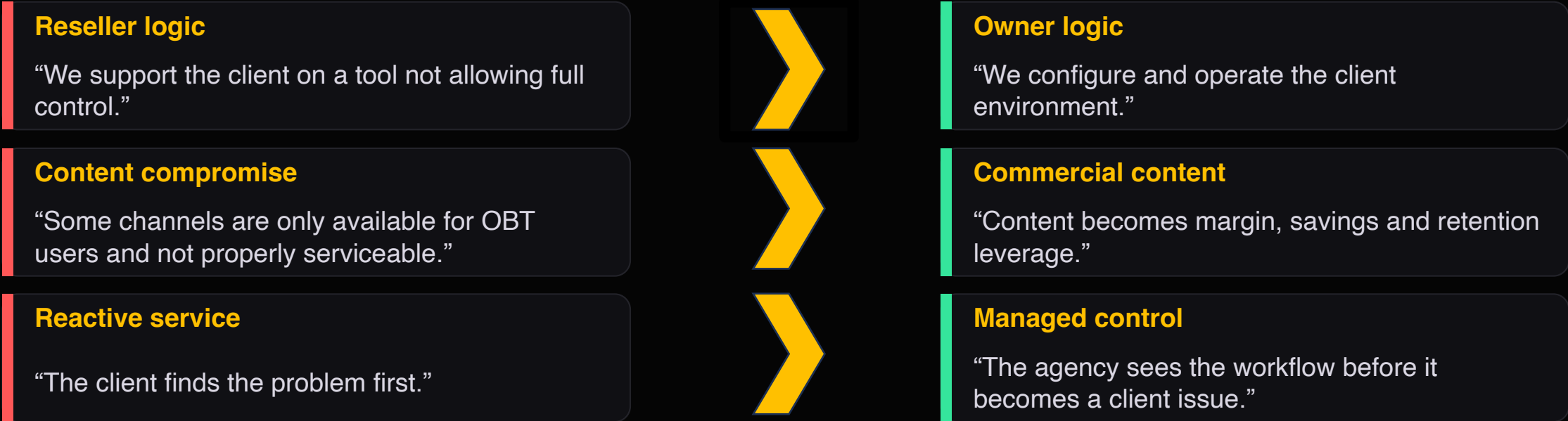
The difference is not cosmetic.

Atriis gives the TMC the operating controls that decide commercial outcomes: content mix, display logic, policy, markups, approvals, servicing and client configuration.

The platform becomes part of the TMC's value proposition — not a third-party disclaimer.

From reseller logic to owner logic.

This is the shift that lets a TMC sell modernization without surrendering the account.



The move is technical, the result is commercial.

A story needs numbers. Only outcomes count. Achievements within the first 24 months.

10% ↗ 40%

Multi-Content Trips

↗ 3%

operating margin
expansion

50% ↗ 80%

online adoption
growth

40% ↗ 80%

Attachment rate

↗ 80%

SQL-to-close win ratio

↘ 70%

junior agent
onboarding time

The real proof is not that “Atriis works” but
“Atriis changes the economics of our TMC customers.”

Content & CX is the sales weapon.

The winner is not the TMC with “an OBT”. The winner is the TMC that exposes more choices, and a superior Customer Experience.

GDS + NDC + LCC + Direct

One managed funnel, not parallel exceptions.

EDIFACT and NDC together

The agent can compare, choose, ticket, void, refund and exchange without losing control.

Hotel beyond the GDS

More rate coverage, stronger attachment and fewer reasons for leakage.

Policy + display logic

Mutually decide what is relevant, compliant and commercially intelligent.

Self-service is a given. Multi-source serviceability is the difference.

Atriis does not just reduce cost. It drives incremental revenue.

The technology layer stops being a pass-through cost and becomes part of the TMC's commercial model.

- | | | |
|----|------------------------------------|---|
| 01 | Configured markups | Air, hotel and channel-based logic controlled by you. |
| 02 | Commercial content | Preferred content and marketplace logic become measurable. |
| 03 | Implementation value | Change management and client configuration become billable expertise. |
| 04 | Recurring platform services | Monthly technology fees become a margin line, not a vendor headache. |

Margin Expansion

9% ————— 12.0%

+3 percentage points from controlled markup, increased attachment rate, higher adoption and service productivity.

Saving a client before “modernization” became an RFP.

A client does not wake up and leave. First, they start believing another provider understands their future better.

SITUATION

Long-term corporate client comparing OTA options. Friction points: adoption, rate visibility, approval delays, traveler complaints.

ATRIIS MOVE

Built a tailored client environment with multi-content, policy logic, agent visibility and client-facing reporting.

OUTCOME

Clients retained. Adoption increased from 50% to 80%. Leakage reduced by 18%. Renewal expanded by 25%.

The key message: Atriis gives you a credible retention story before the client forces the issue.

Turning technology from objection into acceptance.

The difference is simple: stop selling access to a tool. Start selling control of the travel program.

OLD SALES STORY

“We are a service-led TMC. We can support your preferred OBTA and provide strong account management.”

NEW SALES STORY

“We build the platform, the content, the controls and the service model around your business needs — not around a vendor constraint.”

21% → 41%
SQL conversion

illustrative SQL-to-close lift when Atriis is sold as a transformation story

Atriis wins when it is deployed as change management — not as a license purchase.

The failed formula is “install and hope”.

The winning formula is select a critical mass of clients, measure outcomes, and senior ownership.



The old credo says: “Never change a running process.”
The better credo says: “Never confuse **running** with **winning**.”

Q&A with AI Akkerman.

The best questions are the uncomfortable ones:
what actually changed, what was hard, and what ABT would do differently?

**There is no safe moment. There is only
early, late, and too late.**