



## **MEDIA RELEASE**

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# **CONTGO LAUNCHES NEW RELEASE OF ITS MOBILE TRAVEL PLATFORM TO OFFER ENHANCED TRAVEL POLICY COMPLIANCE AND DUTY OF CARE CAPABILITIES**

***The expansion of conTgo's Mobile Travel Assistant Platform provides a consolidated view of global travel data, enabling monitoring of traveller activity & management of risk & buying behaviour before & during travel***

conTgo, the leading provider of intelligent mobile travel service and communication solutions has launched a new release of its Mobile Travel Assistant (MTA) Platform providing organisations with more powerful corporate compliance and traveller risk minimisation capabilities than ever before. The expansion of the MTA Platform offers organisations a consolidated view of global travel data, enabling real time monitoring of traveller activity providing greater control over buying behaviour as well as minimisation of risk, both before and during travel.

The new release of the MTA Platform offers organisations broadened capabilities by acquiring and validating data from various sources. This enables organisations to get a fully consolidated view of their global travel data and their travellers at any time, without the need for corporate travellers to download an application to their mobile device.

The MTA Platform delivers complete door-to-door coverage of traveller data, which according to conTgo's CEO, Johnny Thorsen is crucial as companies strive to meet duty-of-care responsibilities in today's volatile world. He said: "Incidents and disruptions are unpredictable and when they do occur, your crisis management plan is only as good as the accuracy of the data available to you."

conTgo's MTA Platform carries out extensive validation of consolidated data and initiates an error workflow to ensure information is always available and up to date. If mobile phone numbers are missing or inactive for example, a workflow activates to resolve this.

"In times of crisis, it is crucial to have a single version of the truth – a single source of data – that enables an organisation to quickly locate and communicate with their employees. The MTA Platform enables a company to do that in just a few clicks," said Johnny Thorsen.

The MTA Platform also enables a view into future travel bookings, empowering travel managers, Human Resources executives and security managers with information to better enable them to minimise the risk to travellers and crucially to drive maximum savings through compliance of their corporate travel policy. The MTA Platform has the capability to influence and manage behaviour at the point of purchase, so travellers utilise preferred suppliers. For example, travellers can be encouraged to use the negotiated taxi service or company shuttle when they arrive at an airport.

A consolidated view of travellers in a visual format is viewable via a dynamic map, provided by MTA's MapCast. Geo-spatial selection tools enable the user to quickly select a group of travellers identified on the map and commence instant two-way SMS-messaging from within the application. The messages and their responses are also visually tracked on the map, forming a crucial part of an organisation's crisis management process and duty-of-care fulfilment.

"Our mobile services platform delivers real-time intelligence and two-way communications via mobile devices enabling organisations to effectively fulfil duty-of-care obligations for their corporate travellers," concluded Thorsen.

**ENDS**

## About conTgo

conTgo has pioneered a global technology platform with integrated mobile services that enables TMCs and corporations to enrich the traveller experience, offers tangible savings potential with preferred supplier compliance messaging, and features unprecedented traveller tracking security and disruption support technology.

The Platform, known as the Mobile Travel Assistant (MTA) Platform, is designed to enable TMC's to dramatically improve operational support during emergencies and times of crisis and for routine trips offers sophisticated en-route mobility services via ANY mobile phone.

The MTA Platform also includes access to conTgo's MapCast, enabling corporations to instantly track, locate, and communicate with their travelling workforce using the world's first map-based two-way communication engine with geo-spatial search and one way and 2 way tracked multi-channel messaging. MapCast is used to manage large-scale disruption events in the travel industry such as the recent volcanic ash clouds or the earthquake and tsunami events in Japan and New Zealand.

MTA provides existing customers such as Microsoft, American Express, Lego, Orange, QBT and CTM with access to a wide range of proprietary and third-party services designed to improve the life of the individual traveller, while ensuring corporate duty of care requirements are met.

conTgo, headquartered in London, has been developing and enhancing the MTA platform since 2007 and processed more than one million travel bookings in 2010. Customers in over 90 countries with more than 500,000 unique corporate travellers have experienced the MTA Platform services.

[www.conTgo.com](http://www.conTgo.com)

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