



The Top Ten Reasons that differentiates RBTI or otherwise sets RBTI apart in the marketplace

Reason 1:

Focused exclusively on the business travel market

Red Branch Technologies, Inc. (RBTI) makes business travel easier, more secure and more responsive for both the individual traveler and the corporation. No other competitor in the space dedicates itself exclusively to solving the immediate and future needs of business travel. RBTI's branding statement "With You All the Way" promises the business traveler that RBTI will build products that fill the gaps in the business travel cycle from end-to-end.

Reason 2:

Breadth of Offering

RBTI offers the widest portfolio of products and services to meet market demands and to fill the important and many times overlooked gaps in business travel services such as:

- A personal mobile assistant (mTravel Assistant™) available 24x7 to keep the independent business traveler on time, on budget, and on task by removing the annoying distractions and inconveniences associated with business travel.
- A corporate policy and travel program enforcement capability (mTravel®) that lets corporations get compliance without making life miserable for their travelers.
- Identity theft and credit card fraud protection (IdentiFlyer™)
- Products for both managed and unmanaged business travelers (my|mTravel®, mTravel®)
- Online fulfillment services for travel management professionals delivered via RBTI's Magellan360 subsidiary.

Reason 3:

Best of Breed Technologies with innovative features

RBTI has market leading features built into its products:

- **mTravel® and my|mTravel®** offer the broadest set of business travel features in a single product
- **mTravel® and my|mTravel®** provide an "Outlook Plug-in" that gives full booking and calendaring capability directly from Microsoft Outlook.
- **NotiFlyer®** sends notification of important travel-related events to the traveler and anyone else that the traveler designates to receive these notices.
- **Trip Repair™** sends the traveler options in the face of delays or cancellations
- Rich profiling optimizes itineraries to traveler preferences
- **Single Click booking** streamlines the travel arrangement process – air, car, hotel in one click
- **IdentiFlyer™** Multi-factor authentication / ID verification – offers credit card fraud and identity theft protection
- **Policy Engine:** mTravel® provides superior and very extensive rules-based travel policy and program specification allowing corporations to create and govern comprehensive travel policy for multiple policy groups covering entitlements, privileges, pre-trip approvals, vendor programs and rules.

Reason 4:

Performance

my|mTravel® and mTravel® products have demonstrated superior performance regarding query times, ease of use and satisfaction of traveler preferences against major competitive products.

Reason 5:

Superior User Experience / Accelerated Adoption

RBTI has adopted its design viewpoint from the traveler's perspective instead of automating the travel agents or corporate travel managers view of the travel process. This results in a superior user experience – thus greater adoption and usage – leading to higher transaction volumes and revenue for RBTI.



Reason 6:**Low Cost of Implementation**

RBTI delivers its products using a “Software as a Service” (SaaS) model that reduces the acquisition costs for both individuals and corporations because they do not incur upfront fees or costly enterprise licenses. Nor are they forced to meet volume minimums. Our cost per transaction at competitive prices allows all users to enjoy our superior services.

Reason 7:**Pricing Resilience**

RBTI builds its offerings on Open systems technology that reduces the cost of growth to meet volume demands and level-of-service expectations thereby lowering RBTI’s services delivery costs (improving margins and giving resilient pricing flexibility), while making integration with personal and corporate software easier.

Reason 8:**End-to-End Transaction Control Raises Margins**

RBTI’s wholly owned subsidiary - **Magellan360** provides complete in-house fulfillment of all my|mTravel® transactions – offering complete control from booking–to–boarding growing RBTI’s margin and pricing flexibility. In addition, Magellan360 offers full “human assisted” traveler support to all my|mTravel® users.

Reason 9:**Market Reach**

Magellan360 offers host agency services to independent travel marketers and travel agencies who specialize in a balanced mix of both corporate and leisure travel. Magellan brings them the ability to leverage RBTI technology to increase their customer value and to grow profits and revenue.

Reason 10:**RBTI’s Team**

The company has a balanced team of seasoned professionals with multiple business start-ups, both public and private companies, to their credit. The management team has taken many B2B offerings to market, has rich marketing and sales experience, and has deep insight into corporate governance. They also maintain highly respected relationships with influencers in the travel industry. The technology team knows one another well, work very well with each other and have successfully developed commercial software products as a team. RBTI also has strong product management experience, an often overlooked critical success factor in building software products having a sustainable competitive edge.