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## **FOR IMMEDIATE RELEASE**

### **SureWare Cloud Service with Res Sync™ to Provide Corporate Travel Programs with Full Data Integration, Reporting, and Supplier Independence**

*New Release of SureWare Travel Hub Leverages Integration of Comprehensive HR, Policy, Profiles, Booking and Credit Card Data for Greater Purchasing Freedom and Flexibility*

**Boston, MA – August 5, 2013** – SureWare, a leading provider of travel data management technology today announced their latest version of SureWare Travel Hub™ with Res Sync™, a secure cloud-based workflow-enabled solution that helps companies easily migrate and synchronize travel program information to the new GDS desktop reservation systems that include Amadeus One Desktop suite, Travelport Universal Desktop™, and Sabre® Red™ total travel solution.

SureWare made the announcement today from the GBTA Conference floor in San Diego, CA where the company is exhibiting and demonstrating their Travel Hub solution at Booth #238.

The backbone of the SureWare Travel Hub solution remains the tight integration of HR, policy, travel profiles, booking data and credit card information, and leveraging this data throughout the travel supply chain. This comprehensive data management capability enables corporate travel programs to improve reporting and internal controls, making corporate travel programs more flexible and cost effective.

SureWare Travel Hub is in use by over 4,000 organizations in the retail, financial, healthcare, technology, and consulting sectors including global travel management agencies and Fortune 500 corporations. The new release of SureWare Travel Hub with Res Sync™ provides a host of new features including compatibility and integration with the latest GDS desktop tools.

“The GDS companies continue to make significant investments in new desktop solutions to improve the efficiency and accuracy of the travel purchasing process while reducing fulfillment costs,” states Rob Erickson, SureWare CEO. “Our latest version of Travel Hub with Res Sync™ builds on this strategy, by enabling corporate travel managers to seamlessly move their travel programs to the supplier systems offering the best costs and benefits.”

Historically for corporate travel managers, the utilization of multiple agencies, online booking tools and mobile applications has resulted in the fragmentation of employee identification, travel purchase data and credit card information across numerous vendor systems. The loss of control has compromised employee privacy, data accuracy, and the ability to effectively enforce corporate travel policies. It also “locks” companies in with suppliers, making it difficult to control costs by shopping for service providers offering the best pricing and benefits.

SureWare Travel Hub solves these problems by providing corporations and travel agencies with the critical capabilities required for maintaining a successful corporate travel program:

- A unified “Hub” for maintaining and synchronizing accurate travel profile, policy & payment information across the travel supply chain
- Out-of-the-box integration with any HR system
- Dynamic profile synchronization and travel data consolidation with multiple agencies, GDS’s, and booking tools such as Concur, e-Travel and GetThere
- Comprehensive consolidation of credit card master files, transactions and aging’s
- Closed-loop hierarchical reporting combining booking, card and expense data

Learn more about SureWare products and services by visiting [www.sureware.com](http://www.sureware.com) or by contacting a representative at 508-359-4800 or [info@sureware.com](mailto:info@sureware.com), or the GBTA Conference floor in San Diego, CA where the company is exhibiting and demonstrating their Travel Hub solution at Booth #238.

### **About SureWare**

SureWare is a leading provider of travel data management technology that helps your business travel farther. Over 4,000 organizations worldwide rely on SureWare to streamline travel procurement and control spending across the travel supply chain. SureWare Travel Hub™ is the only solution to integrate and synchronize HR, policy, travel profiles, booking data and credit card information across multiple agencies, GDS, online booking tools, and mobile applications – with an easy-to-use web platform. Established in 2004, SureWare is a partner and Certified Developer for travel industry leaders Amadeus, Sabre and Travelport. Discover how far your business can travel at [www.sureware.com](http://www.sureware.com)