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**SureWare Travel Hub Adopts Microsoft Azure
Enhancing the Scalability and Flexibility of Services**

The migration of the SureWare Travel Hub into Microsoft Azure is another milestone in providing industrial strength profile management and travel processing for corporations and travel agencies

Boston, MA – July 19, 2016 – SureWare, a leading provider of travel data management technology, today announced the migration of the SureWare Travel Hub™ into the Microsoft Azure cloud platform

The backbone of the SureWare Travel Hub solution is its focus on traveler profile data with tight integration to HR systems, booking data and credit card information, leveraging this data throughout the travel procurement process. This comprehensive data management capability wrapped around traveler information enables corporate travel programs to improve operations, internal controls, and compliance reporting, 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 role and flow of information on employees purchasing travel is a core component of successful corporate travel programs. That is why we are a strong advocate for corporations having more direct control and ownership of the travel information stored on their employees. A comprehensive profile management strategy should be the starting point of any global travel program” states Rob Erickson, SureWare CEO. “The move to Microsoft Azure is a perfect fit for SureWare and our customers. It offers us unlimited opportunities to scale to any size of organization, and the flexibility to configure our services to align with the technology and security policies of our customers.

Nicole Herskowitz, senior director of product marketing, Microsoft Azure, Microsoft Corp, “Microsoft is excited to work with innovative technology companies like SureWare. Microsoft Azure enables SureWare to focus on enhancing its applications to better meet the needs of its customers, while knowing they can count on Azure for high performance, scalability, securing their data, and compliance to evolving company and governmental standards and regulations.”

T&E expense is the second largest controllable expense for most corporations. Travel purchasing is unique from the purchase of other products and services in that each employee has a direct role in the process, all made within a framework of company rules defined by its travel policy. To effectively control travel costs, information on the employee buying travel must flow accurately and consistently throughout the travel purchase cycle.

For corporate travel managers, the utilization of multiple travel agencies, online booking tools, mobile applications and duty of care solutions has resulted in the fragmentation of employee identification, travel purchase data, and credit card information across numerous vendor systems. The lack of control can compromise employee privacy, data accuracy, and the ability to enforce corporate travel policies.

The SureWare Travel Hub strengthens overall travel procurement strategies by enabling corporations to take control of their data, providing a comprehensive platform of services to integrate travelers seamlessly to travel suppliers from point of purchase to compliance reporting, offering the following:

- A standardized data store for capturing and standardizing travel profiles for employees, independent contractors, recruits and customers.
- Out-of-the-box integration with any HR system to capture employee information, company hierarchy and approver information all critical to managing travel policy and compliance.
- Dynamic profile synchronization and travel data consolidation with any travel agency, all reservation systems (GDS), and any online booking tools such as Concur, AeTM and GetThere.
- Comprehensive set of web services for integrating travel program data with other third-parties such as quality control systems, mobile application and duty of care suppliers.
- Options to enrich travel profiles even further by capturing other sources of data such as policy information, contract details, corporate issued credit cards, virtual cards and unused tickets.
- Highly automated workflow reduces manual intervention and enhances data accuracy/security.

The SureWare Hub on Azure provides a new level of service and security for profile management and travel processing workflows. Contact us to tailor a cloud-powered solution for your company.

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 travel profiles, HR systems, 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