

narrative.

1. Business-to-business is
still human-to-human.



THAT MAKES YOU A 2015
AMERICAN EXPRESS®
MEMBER FAVORITE.

What does it mean to be a Member Favorite? It means you're a popular spot. Because when we looked at where American Express Card Members used their Cards, your business was among the most popular local destinations compared to other businesses like yours.

How were you selected? It's simple. Our Card Members choose your business, spend money there, and come back often. You're one of their top picks, and we want to join them in recognizing you.

What do you need to do? Celebrate your success! And then use your Member Favorite status to let everyone know American Express Card Members favor your business.

Congratulations! Keep up the good work. And thank you for welcoming American Express Cards every day.

Sincerely,

Tyler

Tyler Vaughney
Vice President
U.S. Small Merchants

P.S.: Visit memberfavorite.americanexpress.com and enter code 515220 for a free Member Favorite marketing kit.



PEEL IT OFF. PLACE IT
ON YOUR WINDOW.

And open the door to even
more Card Members.



WE DON'T
HAVE TO
BRAG. OUR
CUSTOMERS
DO THAT
FOR US.

We're a 2015 American Express
Member Favorite—one of the
most popular local spots for
Card Members.

2015 | **MEMBER
FAVORITE**
#MemberFave



LUCKY YOU!
MILLIONS OF
PEOPLE
SEARCH FOR
US, AND YOU
JUST WALKED
RIGHT UP.

We're a 2015 American Express
Member Favorite—one of the
most popular local spots for
Card Members.

2015 | **MEMBER
FAVORITE**
#MemberFave



WE'RE NOT
JUST OUR
MOM'S
FAVORITE
PLACE TO
SHOP.

We're a 2015 American Express
Member Favorite—one of the
most popular local spots for
Card Members.

2015 | **MEMBER
FAVORITE**
#MemberFave



Put more oomph
in your portfolio.

OptBlueSM

► Find a whole new way to
sell American Express.



Click if you
like to earn
money.

OptBlueSM

► Find a whole new way to
sell American Express.



Happy merchants.
Grumpy competitors.

OptBlueSM

► Find a whole new way to sell American Express.



Keep your merchants.
Lose your competition.

OptBlueSM

► Find a whole new way to sell American Express.



Put something new in your portfolio
that could put more in your pocket.

A whole new way for you to sell American Express® Card acceptance.



optblue.americanexpress.com



2. When you align, you amplify.

If you could reach every one of your clients' travelers, how much would that be worth?




Your clients depend on you to manage their travelers, but if you can't support them. One simple tool from Concur, however, can change that.

TripLink lets you see every traveler on every trip, no matter where they were booked. This means you can reach more travelers just by putting them in your workflow. For example, combine TripLink data with your TMC Messaging tool.


1. Send flight cancellations or delay alerts.
2. Inform travelers about strikes or weather disruptions.
3. Automate messaging that alerts travelers about discounted room rates *as they travel*.


You can offer your clients a greater level of service and support. You can expand your reach and relevance. You can get closer to your clients by helping them get closer to their travelers.



Download this brief paper to connect to every traveler.

Have questions about Concur TripLink or want to see it in action? [Contact a Concur Representative.](#)





When you know what you're spending, you know where to save.




TravelTrax Premium: It's complete T&E spend in one convenient place.

Concur TravelTrax Premium combines all your travel spend data—all of it, including expense, back office, open bookings, credit card and TMC information—into one, easy-to-access place. So with one quick look, you can use your data to drive smart business decisions and solve spending concerns.

- Set travel policies and help people stick to them.
- Make your program easier and more efficient.
- Put more power in your negotiations.
- Track card usage to the penny.



Get every detail of every trip:

- **Track Your Data**
Connect itinerary details to detailed policy information (trip purposes, reason codes, etc.) for any trip any traveler makes.
- **Combine Your Data**
Link transaction information to every swipe of the corporate card, so you can see details of what was actually purchased.
- **Clean Your Data**
Let TravelTrax Premium translate all your data feeds into an organized, accessible view of your spend. Imagine finding encrypted ancillary fees and consolidating duplicate data sets instantly and effortlessly.

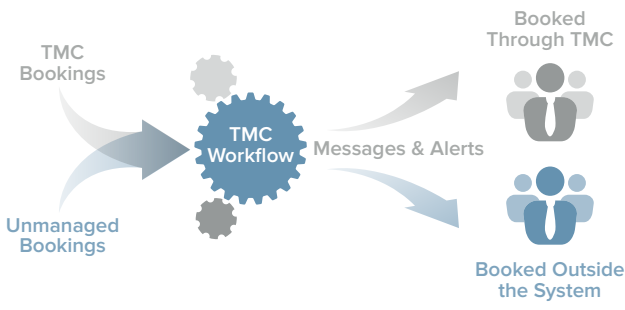
If you don't know what you're spending, it's costing you.

Let's say you pull a report on your company's travel spend. It shows that you're spending \$450,000 on travel at the Garden Inn in Bellevue, and it's \$250,000 on travel at the Bellevue #548, or the \$250,000 on travel at the Garden Inn? TravelTrax Premium shows you the true spend data—showing you where you know and can negotiate more.

Expand your reach and relevance by reaching any traveler on any trip—no matter where that trip was booked.

How? With Concur TripLink. First, TripLink integrates reservations booked outside the corporate booking tool back into your clients' systems. Then, it pulls that data into your workflow, so you can integrate it with a communication tool like Concur TMC Messaging and put it to use.

That's right. And you can do more than just see that data now. You can use it to service and support your clients and their travelers. Send emergency messages. Send flight updates. Send reminders about free breakfast at the hotel. You'll know where every traveler is and is supposed to be, so you'll not only improve the corporate travel experience, you'll deliver on your duty of care commitment.





It's a lot easier to help people when you know where they are.



How do you tell people to avoid O'Hare if you don't know who's headed to O'Hare?

A ground stop can stop business in its tracks. And when it happens, why not let all your travelers know—no matter where they booked? TripLink gives you everyone's details, so you can communicate the same way to all travelers. You can offer them other flights, so they work without the wait, and your clients aren't left up in the air.



There's an airline strike in France, yet your clients would like to keep their travelers working. Hmm. What to do, what to do?

If a traveler booked her flight through Paris—but outside the corporate booking tool—you have no way to warn her. Oh wait, *you do*, because TripLink pulls that itinerary into view by sending it to your messaging platform. So you can send SMS messages instantly to every single traveler for every disruption—from layover-causing labor disputes to weather-related delays.



Where do you get a free Danish in Denmark?

Okay, breakfast might not break the bank, but when your clients send thousands of travelers out for millions of meals, the budget fills up fast. But because TripLink lets you see where every traveler is going and where they're staying, you can automate personalized smart messages to each one of them about corporate rates and discounts on everything from wi-fi to waffles.

TripLink connects you to travelers, and that keeps you closer to your clients. [Learn more.](#)





Don't fight
unmanaged travel.
Manage it.

Unmanaged travel is inevitable. It happens in even the best travel programs, and it happens often.

40% of managed travel falls outside corporate policy¹

40-50% of bookings are booked without you knowing it²

But when going to a conference requires a direct call to the conference hotel, or when people simply want to book at customer (not corporate) rates for customer visits, don't we want them to spend more wisely? Especially if we can see that spend?

To capture this "invisible spend"—to know what and where your travelers are booking—you need a new way to think about it. More rules and more of the same simply aren't going to cut it.

¹Source: PhoCusWright's U.S. Business Traveler: Managed, Unmanaged, and Rogue 2012 Report

²Source: Article by Blogger Scott Gillespie, Feb 2014

**With Concur TripLink,
you can see every trip
and every traveler.**

Concur TripLink extends your reach and relevance with clients by offering the tools that tighten up their travel programs. It gives travelers freedom when they need it. And it lets you and your clients capture every itinerary—no matter where it's booked.

How? By integrating reservations booked outside your clients' corporate booking tool.

Travelers book their trips. TripLink's direct connections or email forwarding sends those itineraries into your client's Concur system. And Concur API's brings that data back into your systems, including your automation tool, your back office and to your agents' desktops. With TripLink, you and your clients get to see it all.

It's time to change the game in
the fight against unmanaged travel.



[Find out how in this quick ebook.](#)

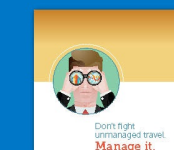
In the past, when your clients had travelers who booked outside the system, you had to fight to follow them. And if there was an emergency, or even a simple flight-delay notification, you couldn't reach them, because you couldn't find them.

But what if you looked at managed travel differently? What if you were now able to see this once-invisible data?

Now you can.

- Bring reservations booked outside the system into the system.
- See every itinerary—no matter where it was booked—and pinpoint any traveler.
- Contact and support all your clients' travelers, maintaining your duty of care.
- Show your clients every penny of travel spend and help them save significantly.

As many as half of all bookings are booked without you knowing it.¹ It's time to capture them.



[Download the ebook now.](#)

Have questions about Concur TripLink or want to see it in action?
[Contact a Concur Representative.](#)



¹Source: Article by Blogger Scott Gillespie, Feb. 2014.

Before message alignment:

23 downloads/day.

1.5 demos/day.

After message alignment:

47 downloads/day.

2.3 demos/day.

3. Long sales cycles are content monsters that have to be fed.

High-spending customers. They're the customers you want.

Would you like a little help
sending customers to your door?



American Express spends millions of dollars on marketing designed to drive more Card Members to small merchants. Accept American Express Cards, and say hello to a lot more opportunity.



What would you
say to someone
who spends more?

In a 2013 survey, American Express Card Members told us they spend more on average than non-Card Members*. And we can all say yes to that.

\$510

American Express Card Member
MONTHLY SPEND



Non-Card
Member
Monthly
Spend

\$314



**GLOBAL MERCHANT
SERVICES**

*American Express Card Members report spending an average of \$510 at small merchants in one month compared to \$314 reported by non-Card Members.
Based on Card Members in the U.S. who reported using their American Express card to make purchases in the six months prior to the survey and reported their spend on small merchant purchases in the past month using any payment method, compared to non-Card Members in the U.S. who reported making similar purchases.

American Express® Card Members report they **SPEND 25% MORE, PER TRANSACTION** on average at small merchants, than Non-Card Members.¹

53% of US American Express Card Members report they **LOOK FOR SIGNAGE** at register/on-counter when making a purchase.²

On Small Business Saturday last year, **81% OF AMERICAN EXPRESS CARD MEMBERS** who redeemed the offer did so using an American Express Card at a small business where they had not previously used that Card in 2013.³



Go to americanexpress.com/fulfillment to order free American Express point-of-purchase materials.

Put up window and counter decals or other great items today and help attract the customers who can make your register ring.



American Express helps you **earn more** for yourself by helping you **deliver more** to merchants.

3X more average annual spend

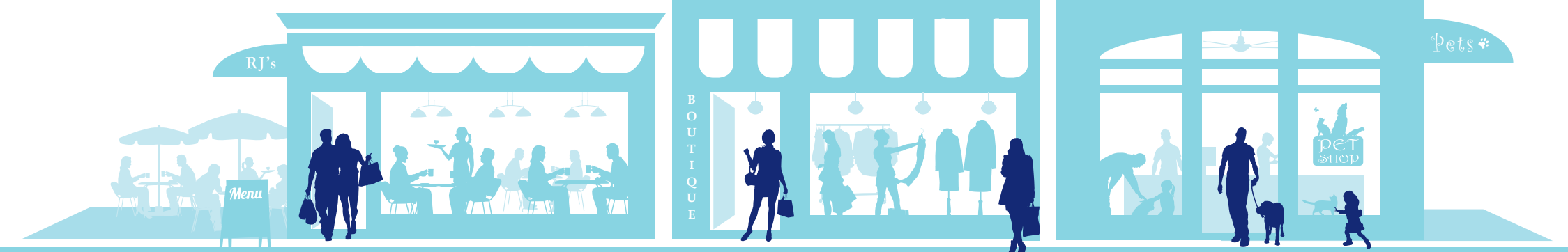
American Express® Card Members' average annual spend is three times as much as Non-Card Members.¹

70% more per average transaction

The average American Express® Card transaction is 70% higher than other cards.¹

 **more** than just credit cards

Prepaid Cards, Gift Cards and the Everyday Card mean more choices for consumers, which can mean the potential for more customers and more in your pocket.

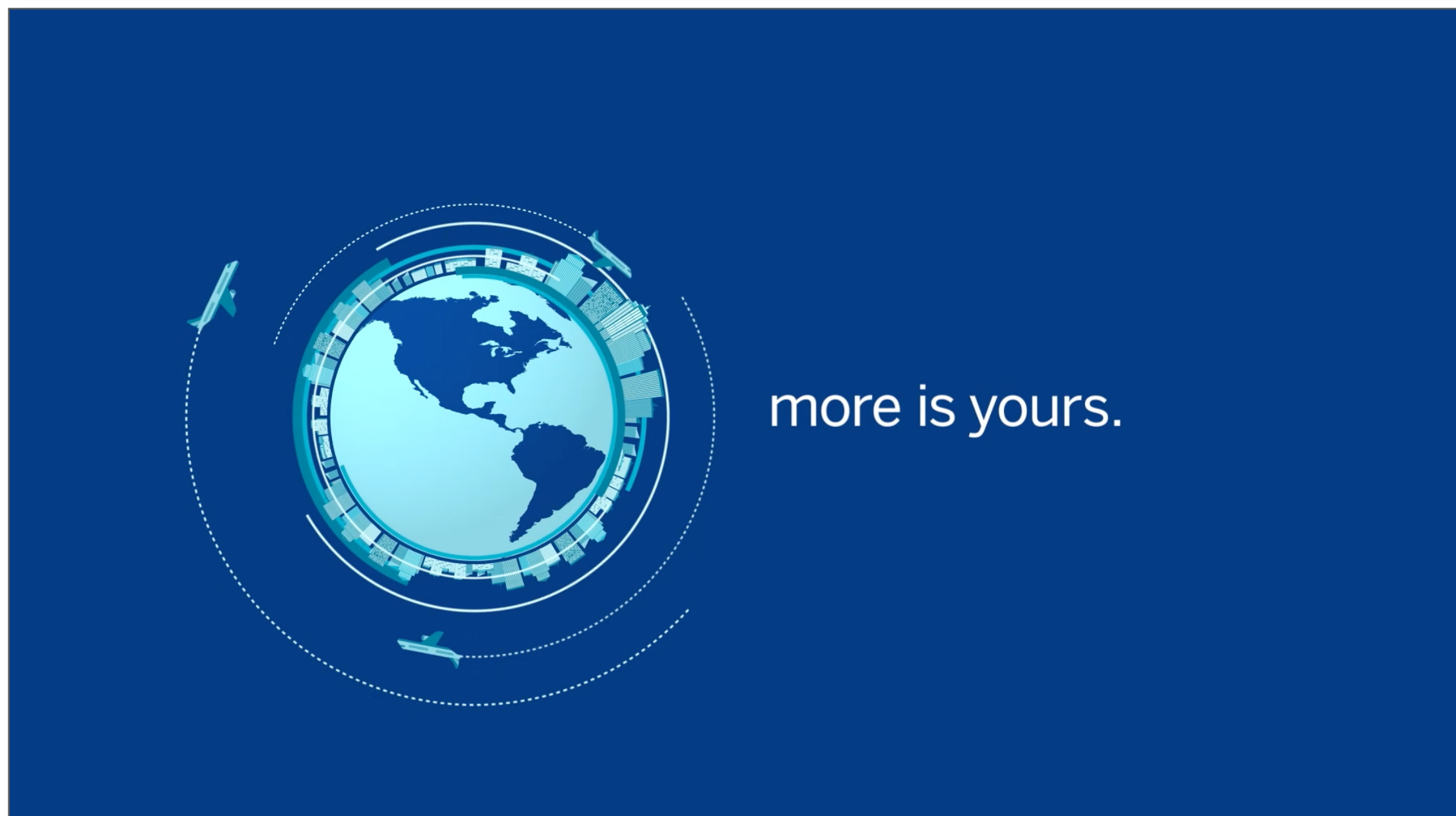


If you want more, go get more. **Learn more at americanexpress.com/_____.**



¹ Based on Card Members in the U.S. who reported using their American Express Card to make small merchant purchases in the prior month and reported their spend on such purchases using any payment method, compared to non-Card Members in the U.S. who reported making similar purchases. 2TBD. Acia volupta sumqui repudig entibus et latis voloren endundesto blatemporro eosaecte dis pia num incto ea ideniae remquam quam volut re re volore culliat ipcaepenti voluptate nulam siendus velando cust ant imoleacid mi mod qui que idunt dis aperfer ehenienemen rerfer eroviducid eatur, quates eum unt. 3TBD. Uest, sitatur, omni ditius re nihiliicam volorta quis doio quo vid molestie pre venimen thiclit quas si arumenhli minvere stioned et quia velit, nullo tecea suntem. Erferum ipis et quatessi delenia ndanda dolum labores sim quasspiendel excerum unt arum is erpe di tesed estibusae net in nos modi odia vid.

¹ Nielson Report #1,034, February 2014. Average spend = Year-end Credit Card Purchase Volume divided by Year-end Number of Cards. Transaction Size = U.S. year-end purchase volume divided by year-end purchase transactions. Non-American Express averages include Visa, MasterCard, and Discover credit and charge cards and exclude debit transactions.



4. Compelling content makes compelling offers.



WHAT'S THE POINT — OF BUSINESS TRAVEL? — BUSINESS OR TRAVEL?

Translating Traveler Benefits
INTO
Business Benefits.

DID YOU GRAB ALL YOUR ITINERARIES? DID YOU FIND OUT IF YOUR FLIGHT WAS CANCELED? DO YOU KNOW WHERE YOU'RE SLEEPING TONIGHT?

No matter where your travelers book their trips, they should be taken care of. With a master itinerary, they can be. Every room, meal and travel reservation—and every flight change alert—can be found on their smartphone. It's one app with all the information they need.

Traveler Benefits:

Your travelers can keep all their reservations—regardless of where they're booked—in one place.

They'll get notifications like flight changes and alternate routes to keep them moving.

It's like a personal travel assistant to take care everything—from airfare refunds to frequent traveler rewards.

Business Benefits:

You can take the stress out of business travel so your team can focus on business.

Travelers who don't have to think about trip disruptions don't let things get in the way of their work.

Happy travelers are productive travelers, and isn't that why you sent them in the first place?

"Any stress our travelers feel degrades their ability to do their jobs. We want them fresh; we want them thinking creatively."

—Gant

TRIPIT PRO FROM CONCUR:
MAKE BUSINESS TRAVEL
BETTER, AND YOU'LL
MAKE BUSINESS BETTER.



TAKE AWAY YOUR TRAVELERS' RECEIPTS, AND THEY'LL GIVE YOU BETTER DATA, FASTER.

Receipts are the only way to get the T&E spend information you need, but that doesn't mean you need receipts. Let travelers snap a smartphone pic instead, and the second they hit "submit," their expense report fills in automatically. No matter if you've got thousands of corporate card purchases a week or a few per month, you get the picture—and the data—right away.



Traveler Benefits:

The end of paper receipts—no more tracking, storing or wondering where they went.

A smartphone photo starts the expense report process and auto-loads the data.

Travelers can focus on work instead of working on reports.

Business Benefits:

You get spend data when the receipt is generated, not when travelers feel like filling out reports.

When travelers aren't typing in the numbers, they aren't typing in mistakes.

When travelers aren't focused on finding lost receipts, they can focus on what really matters.

"We can now capture expenses in the timeframe that they occur, so we're getting more accurate records. That makes it easier to manage our cash."

—Getty Images

CONCUR EXPENSEIT.
IT SOLVES YOUR BIGGEST
PROBLEM BY ELIMINATING
YOUR BIGGEST PROBLEM.

PEOPLE ARE ON THEIR PHONES ANYWAY. WHY NOT LET THEM WORK THERE?

If you put every travel and expense detail into a single smartphone app and make it easy to manage from everywhere, your travelers are more likely to use it. And you'll get more timely, more accurate information.



Traveler Benefits:

Every travel detail from updates to upgrades can be handled on the go, on the phone.

Managing expenses no longer requires a laptop, a spreadsheet and two hours of time.

Business Benefits:

When your travelers are waiting in the airport, they can be working in the airport.

They have access to every bit of data they need to manage every expense and travel detail.

"You're not always going to be near your laptop or your desk, but you're still going to need information to handle a situation. That's what so important to me—I can do my job no matter what time it is."

—Cognizant

CONCUR MOBILE. YOU CAN DO IT
ALL ON YOUR PHONE, SO IT ALL
GETS DONE.

FIVE WAYS TO MAKE YOUR SUPPLY CHAIN MORE DYNAMIC.


1 Make a Big Impact with BIG DATA
Control data all across your company and combine it with powerful analysis, social and mapping tools to inform your team and improve your supply chain.

2 Embrace ADAPTABILITY
Change isn't what it used to be—move beyond yesterday's notion of adaptability to an SCM system that's scaled to grow and change just as quickly as your business does.

3 SHARE IDEAS, Not Just Information
Visualize, analyze, identify and predict opportunities across your supply chain, and use that data to generate ideas, not merely more data.

4 FOLLOW ACTUALS, Not Averages
Your total landed costs don't have to be based on estimates and averages—now you can track real costs in real time for every product that leaves your door.

5 Pardon the DISRUPTION
Get an accurate picture of the vulnerabilities in your supply chain—no matter where in the world they may happen—and plan to avoid any disruption to your business.

 **Microsoft Dynamics**
www.microsoftdynamics.com/blog

FIVE WAYS to make your supply chain MORE DYNAMIC


Embrace Adaptability
Change isn't what it used to be—move beyond yesterday's notion of adaptability to an SCM system that's scaled to grow and change just as quickly as your business does.

Make a Big Impact with Big Data
Control data all across your company and combine it with powerful analysis, social and mapping tools to inform your team and improve your supply chain.

Share Ideas, Not Just Information
Visualize, analyze, identify and predict opportunities across your supply chain, and use that data to generate ideas, not merely more data.

Follow Actuals, Not Averages
Your total landed costs don't have to be based on estimates and averages—now you can track real costs in real time for every product that leaves your door.

Pardon the Disruption
Get an accurate picture of the vulnerabilities in your supply chain—no matter where in the world they may happen—and plan to avoid any disruption to your business.

 **Microsoft Dynamics**

urlgoeshere.com

5. Done is a part of great.



Radio spot conceptualized, written and produced in less than two weeks.

During the campaign, direct traffic increased by 19% and SEO traffic increased by 33%.

Daily traffic to the homepage increased during the ad run by 11%.

Bounce rate on the homepage went from 60% before the ad run to 55% during the ad run.

- Clicks to the Expense product page nearly doubled.
- Clicks to the Why Concur page increased by 43%.
- Clicks to the Mobile page increased by 28%.

