

narrative.

The image shows the American Express logo, which consists of the words "AMERICAN" and "EXPRESS" in a bold, blue, sans-serif font. The text is set against a white background with a subtle blue gradient. The word "AMERICAN" is positioned above "EXPRESS", and both are centered horizontally.

**AMERICAN  
EXPRESS**





GLOBAL BUSINESS TRAVEL

AXP Internal

# Our Truth, Well Told

The New American Express  
Global Business Travel Message



**We are in the  
business business,  
and no one else  
can say the same.**

American Express Global Business Travel has a unique position in the marketplace—one that sits at the intersection of commerce and travel. Our solutions and experience helping companies manage travel and meetings, facilitate payments and identify ways to improve business differentiates us in every way from our competitors. As you'll see in the support points to follow, this allows us to deliver far more than a way for business travelers to get from Point A to Point B.



# Our Vision: **Powering global commerce as the world's most trusted travel partner.**

We're the only travel management company that truly connects commerce and travel, and this allows us to be a driving force behind how business does business all over the world. At the same time, we stand side-by-side with our customers—we're the people they turn to when they send their people around the globe.

This vision proudly and appropriately emphasizes the role we play in the global economy and in each customer's individual business. It draws on our history of dependability and expertise. And it clearly defines who we are, what we deliver, and where we're headed.

11



We've been helping businesses do business much of that time, we've helped them find relationships wherever their business takes them.

In doing so, we've become known for delivering controlling travel costs, driving business for service. But because the world is constantly adapting as well.

**This guide is designed to help us help a company and to speak with one voice getting there.**

Our new value proposition builds on our traditional control message, reframing that story to tell. We've created this messaging collaboration across the entire business, so it will give us

Our core strengths.

## VISION:

Powering global commerce as the world's most trusted travel partner.

### Comprehensive Network covering your business and travelers anytime, anywhere.

- › International Reach and Local Presence
- › Powerful Global Partnerships

### Absolute Dependability delivering expertise and care for 160 years.

- › Heritage of Service
- › World-Class Care

### Deepest Insight ensuring the best return on your investments.

- › Extensive Data for Better Decision-Making
- › Diverse Perspective

12



Part  
travel  
agent.



American  
Express Global  
Business Travel



Part  
financial  
expert.



American  
Express Global  
Business Travel



Part  
Sherpa.



American  
Express Global  
Business Travel



Get  
trusted  
travel  
advice  
now:



American  
Express Global  
Business Travel



160 years  
moving  
business  
in one  
direction:

160 years  
moving  
business  
in one  
direction:


160 years  
moving  
business  
in one  
direction:

Forward.

Forward.

Get trusted  
travel advice:  
American Express  
Global Business  
Travel



the  within reach  
insights from the intersection of commerce and travel

Event  
Registration

 GLOBAL BUSINESS TRAVEL

your space is reserved.

 GLOBAL BUSINESS TRAVEL

the  within reach  
insights from the intersection  
of commerce and travel

please join us.

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 GLOBAL BUSINESS TRAVEL



# ABOVE & BEYOND

Defining What's Next in Corporate Travel

## Event Registration >



GLOBAL BUSINESS TRAVEL

We'd like to take you beyond.

AMERICAN EXPRESS  
GLOBAL BUSINESS TRAVEL



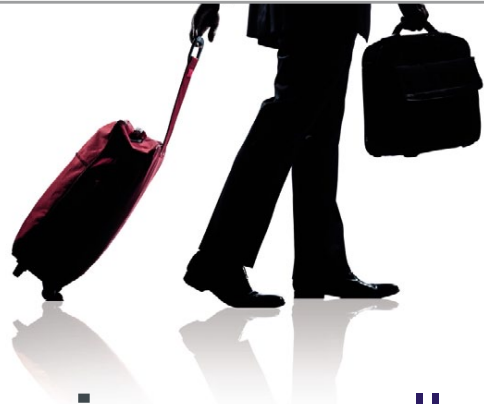
### ABOVE & BEYOND

Defining What's Next in Corporate Travel

Beyond your expectations of  
business travel.

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 GLOBAL BUSINESS TRAVEL



**big business. small world.**

Making it easier to do business everywhere.

Event registration >



GLOBAL BUSINESS TRAVEL

**big** ideas...



GLOBAL BUSINESS TRAVEL

coming together.

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**big business. small world.**

Making it easier to do business everywhere.





# Curt, Herb, Bill, Harold and John.

You've done more for travel  
than Orville and Wilbur.

Congratulations Mr. Carlson, Mr. Kelleher, Mr. Marriott, Mr. Seligman  
and Mr. Fentener van Vlissingen, for being named to the Business  
Travel Hall of Fame.

From our vantage point at the corner of commerce and travel, we see  
the insight and expertise with which you've kept the world connected.

Nice work.



GLOBAL BUSINESS TRAVEL





GLOBAL  
CORPORATE SERVICES



Building  
business.

Every purchase,  
every payment,  
every trip.



GLOBAL  
CORPORATE PAYMENTS



It's all taken care of.

Making progress,  
not merely payments.

# PAYMENTS & TRAVEL

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If you could save time and money on payments and travel, you could take your business anywhere.

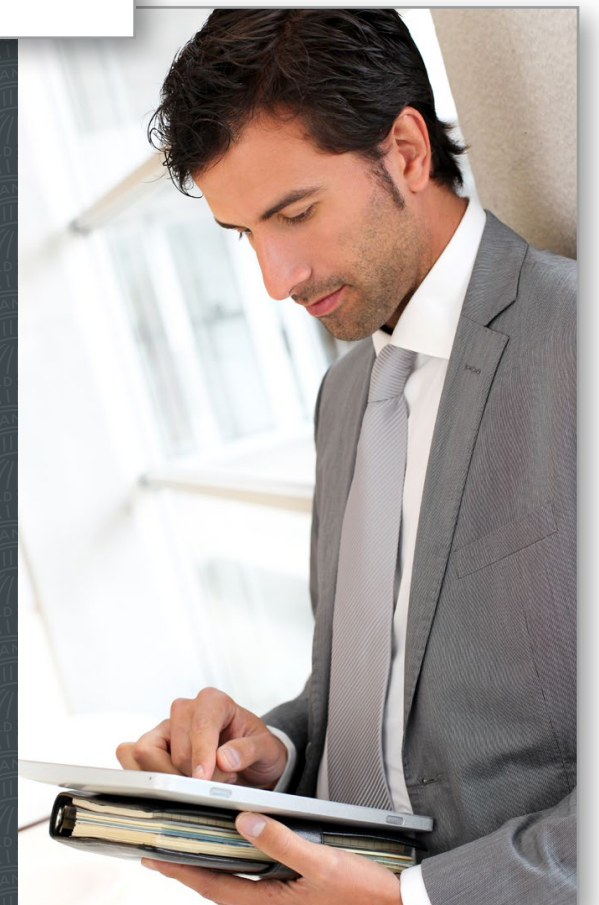
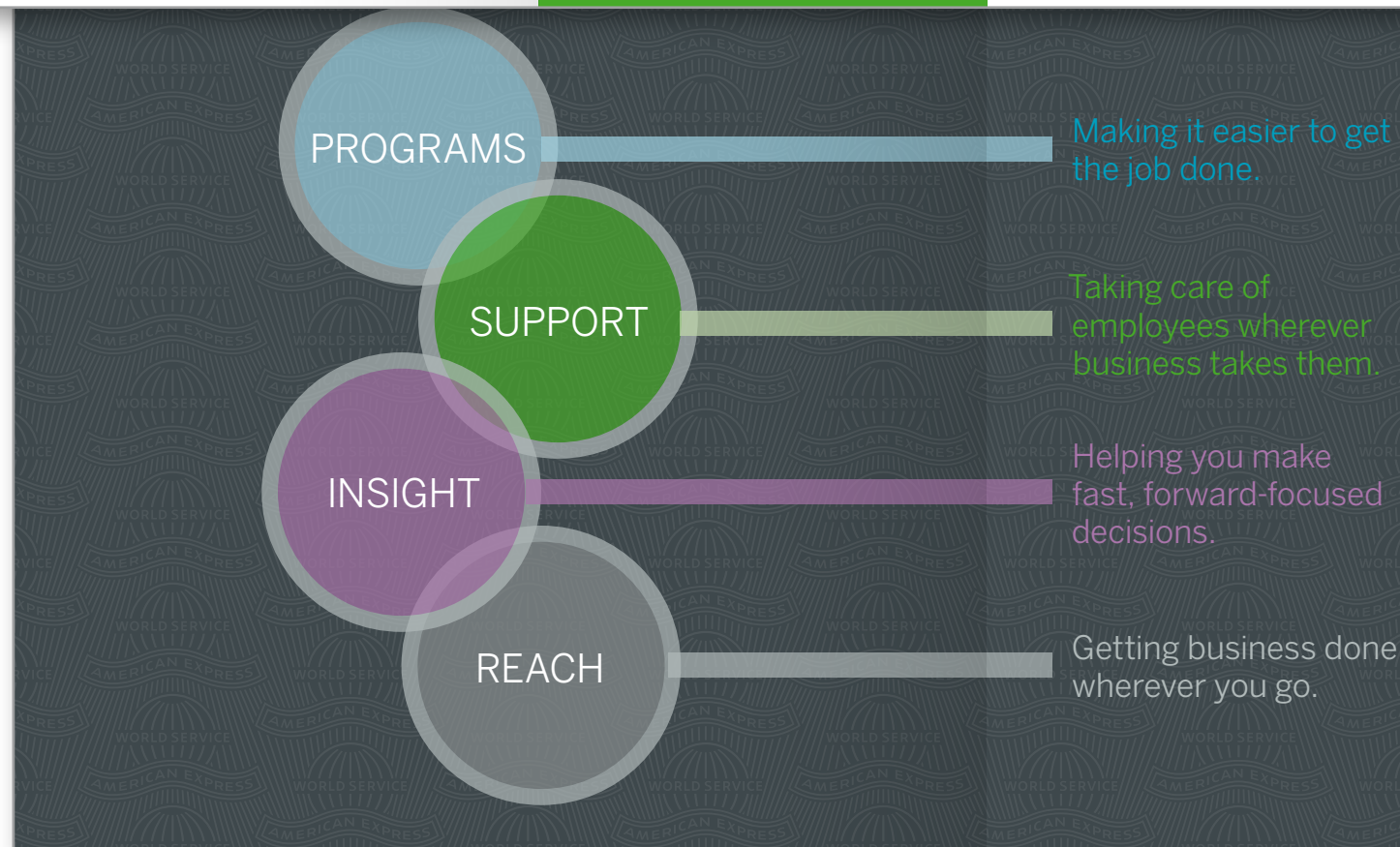
We've been helping businesses do more business for more than 160 years, and we've learned a few things along the way.

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ST. JUDE MEDICAL™

MORE CONTROL. LESS RISK.





# WE ARE ONE TEAM

< With a shared vision and collective mission. >

We work together. With common values.  
Toward something larger than ourselves.

# WE WILL CHALLENGE EVERYTHING

< We will explore opportunities others overlook. >

AND WE WILL DISCOVER. IMAGINE.  
INVENT. IMPROVE.

WE WILL SEE THINGS  
FROM A DIFFERENT  
WE WILL USE OUR  
WE WILL LEAD WITH  
AND WORK WITH

# PERSPECTIVE IMAGINATION CHARACTER PASSION

< VISION >

TO TRANSFORM  
THE TREATMENT  
OF EXPENSIVE  
EPIDEMIC  
DISEASES.



**Ask yourself one question. Why not?** Save a life today. **Why not?** Save a thousand. **Why not?** Save them right there from your cubicle in the marketing department. **Why not?** Eliminate the tremors of Parkinson's Disease. **Why not?** Give someone ten more years than he thought he had. **Why not?** Make it easier for your department to make it easier for your division to make it easier for the engineers to make a smaller pacemaker. **Why not?** Remove "good enough" from your vocabulary. **Why not?** Push and support your team at the same time. **Why not?** Transform the treatment of the world's most costly diseases. **Why not?** Create the technologies and services that save and improve lives. **Why not?** Live and work with passion, character, imagination and perspective. **Why not? Challenge everything.**

# Why not?



Can we end the tremors  
of Parkinson's Disease?

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Why  
not?

Challenge everything.



Can we implant  
a pacemaker without  
invasive surgery?

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Why  
not?

Challenge everything.



Can I really end the pain  
of migraines from here  
in the accounting  
department?

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Why  
not?

Challenge everything.



Should I change casual  
Friday into casual  
every day?

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Why  
not?

Challenge everything.

**3M**



## SDP Messaging Framework

### Usage Guidance (internal)

**Purpose:** The purpose of this document is to guide the development of 3M SDP communications. Like an identity system guides a brand's visual expression, this tool guides the creation of external-facing messages.

- The key message should be used when describing 3M's SDP offering in the simplest terms or at the highest level. Use it to guide introductory statements that describe the product family and answer the question: "What does 3M offer in this space? How is it unique?"
- The message pillars are literally the support for the key message. Use them to guide mid-level content that clarifies the key message and describes in greater detail what 3M does as well as why its offering is unique.
- The support points are the facts that validate the message pillars. They are organized to ensure each fact is used consistently to support a specific pillar. They are in priority order. Use them to guide the most detailed content, and always clearly tie them back to the appropriate messaging pillar.

### Strategic Foundation (internal)

**Vision:** 3M's SDP division:

- Is devoted to users.
- Is centered on displays.
- Uses creativity and innovation to make displays perform better.

**Audience:** Consumer:

- **Moms:** Women Xers ages 34 to 46 who influence 70% of CE purchases. They use devices to manage their busy lifestyle and stay connected. They focus on relationships, style and esthetics, and they're multi-taskers. They want flexibility, freedom and control.
- **Millennials:** Men and women ages 16-34 who are early adopters, natural-born technologists and multi-taskers. They're optimistic, collaborative and ambitious, and they value innovation and learning.

**B2B:**

- **Information Workers:** Employees of small, mid-size and large businesses. They use their devices to stay connected and stay productive away from the office. They're multi-taskers, and they need technology that can keep up with their whenever from wherever work style.
- **Technology Decision Makers:** From small business owners all the way to CISOs & CIOs of Fortune 500 companies, these decision makers are concerned about the control they have over the tools and technology their employees use. These decision makers are charged with driving regulation compliance and adherence to good data practices in a user-drive IT world. As a result, they must give their employees the tools they need to stay secure and stay protected regardless of what device they're working on.

**Position:** 3M makes devices with displays more usable in more places.

**Tone:** Human: We're focused on people – making their lives better by improving their devices.

Clear: We present our products clearly and in the context of our users' lives without over-statements, technical jargon or marketing speak.

Inspiring: We unleash the power of technology by making it more usable.

Progressive: We're forward thinkers who consistently reinvent the category.

Creative: We present our story with the same level of creativity and innovation we bring to our products.

Helpful: We're a source of expertise and insight for our users and other organizations. *continued on reverse*



## SDP Messaging Framework

### Customer Messaging (external)

**Key Message:** (headline) *Go anywhere. Do more.*

- (short) Your phones, tablets and computers keep you connected to your world, and with 3M screen protectors and privacy filters, you can use those devices more often and in more places.
- (long) You depend on your phone, tablet and computer to keep you connected to your world. But most devices aren't designed for the rugged reality of everyday use. 3M's screen protectors and filters make your devices more durable, more secure and easier to read, so you can use them more often and in more places.

**Pillars:** *Protect your screen.*

Keep your device on-hand and in top-form at all times.

*Preserve your privacy.*

Keep an eye on your private information safely and securely wherever you are.

*Get a good look.*

Give yourself a clean and clear look at the information you need to see in every condition.

**Support Points:** *Always with you.*

Secured in a 3M screen protector, your device is ready to go wherever you are without the worry of scratches and damage that come from heavy use.

*Ready when you are.*

Arm your device with a 3M screen protector or privacy filter, and you'll prevent the scratches and damage that hinder performance, so your phone, tablet or computer will be ready and working whenever and whenever you need it.

*Picture perfect.*

Protected by 3M's optically clear film, your device's front-facing camera lens will be free of dirt, dust and scratches, so you'll get pristine pictures no matter where you are.

*For your eyes only.*

3M's micro-louver privacy technology prevents people on either side of you from viewing what's on your screen, so you can access and work on secure, private information anywhere.

*Share your secrets.*

3M's technology allows you to quickly move from privacy mode to sharing mode with your phone or tablet by simply by changing the orientation of your device.

*At your desk and in your hand.*

3M's privacy filters and privacy screen protectors are tailored to multiple device types and brands, so you can keep your information private on your laptop, desktop monitor, tablet or smartphone.

*Fade to black...or gold.*

3M's privacy filters include a standard model that transitions to black and a premium model that fades to gold and offers a higher level of both privacy and clarity.

*Under the bright lights.*

3M offers screen protectors with unique technology designed to reduce glare and reflections, so your display is easier to see when you're under bright lights or in the sun.

*Clear and shiny.*

3M's original "barely there" screen protectors feature a crystal-clear glossy surface inspired by the clean, shiny look of your device's screen.

*View it your way.*

3M offers glossy and anti-glare screen protectors as well as privacy filters with both gold and black finishes to give your device the look and touch you love in any light.

*Fade-away fingerprints.*

With 3M's unique fingerprint-fading technology, normal fingerprints fade away, giving you a pristine screen without a single wipe-of-the-cloth.

*Cleaner is clearer.*

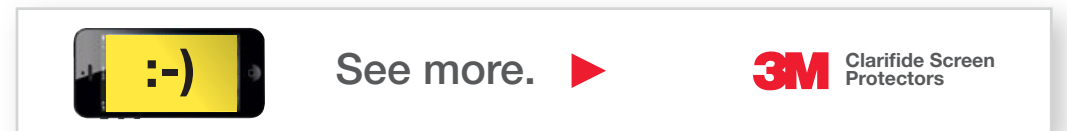
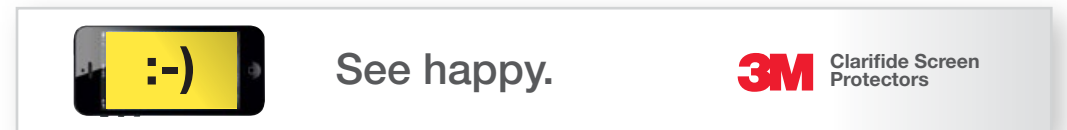
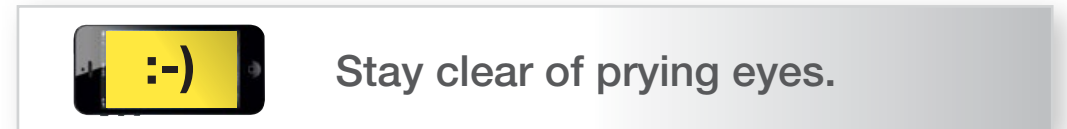
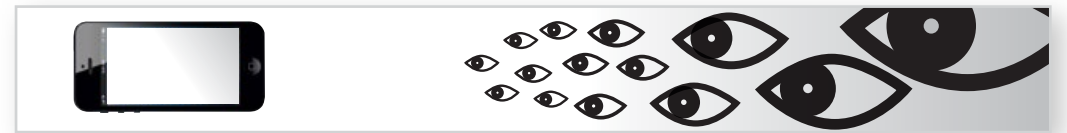
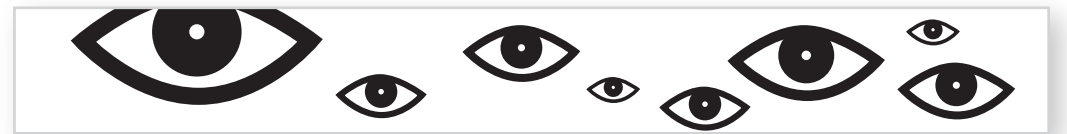
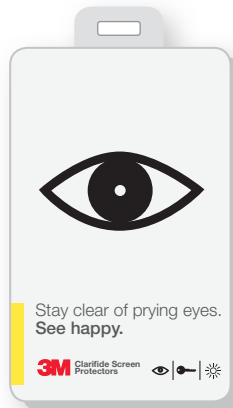
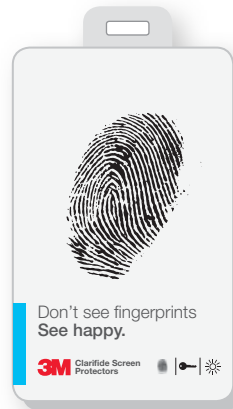
3M's technology allows you to easily wipe away smudges and fingerprints that distort the clarity of your screen.

And 3M's stay-clean edges prevent dust and grime from collecting around your screen protector and disrupting your view.

*Apply easily. See clearly.*

A simple application guide allows you to easily apply 3M's screen protectors without bubbles or wrinkles that will disrupt your view.









Life is full of device downers.  
Stay clear of scratches,  
glare, smudges and prying  
eyes with 3M screen  
protection. See happy.



**3M** Clarifide Screen  
Protectors  
[3M.com/seehappy](http://3M.com/seehappy)





Apple iPad 2/iPad (9.9")

3M Natural View  
Screen Protector

**Stays Vibrant**



1  
FILM

TOUGH TESTED | SCRATCH RESISTANT | CRYSTAL CLEAR



Apple iPad 2/iPad (9.9")

3M Natural View Fingerprint-Fading  
Screen Protector

**Fights Fingerprints**



1  
FILM

TOUGH TESTED | SCRATCH RESISTANT | CRYSTAL CLEAR



Apple iPad 2/iPad (9.9")

3M Natural View Anti-Glare  
Screen Protector

**Beats Glare**



1  
FILM

TOUGH TESTED | SCRATCH RESISTANT | CRYSTAL CLEAR



Apple iPad 2/iPad (9.9")

3M Natural View Privacy  
Screen Protector

**Stops Spies**



1  
FILM

TOUGH TESTED | SCRATCH RESISTANT | CRYSTAL CLEAR







Microsoft Dynamics | Dynamic Business | Engage Your Customers | Manage Your Business

Microsoft Dynamics | Dynamic ...

www.microsoft.com/en-us/dynamics/default.aspx

United States (English) | Change | Contact us

Microsoft Dynamics

Home | Dynamic Business | Industries | Solutions and Products | Resources | Support

One simple solution for all the problems your day can muster.

Dynamics ERP

Easily manage your accounting, HR and all the essential processes of day-to-day business.

+

Dynamics CRM

Take care of all your customers and all your marketing in one simple place.

+

Microsoft Office

Create content, manage data and communicate across your company and with every client.

If it feels like more work, it's not going to work.

The best business solutions are simple, usable, approachable and flexible. They're also from Microsoft.

Simple

If the answer to a problem is difficult to implement, you've got two problems. Business solutions from Microsoft are safe, secure and simple—delivered through the Cloud and designed to give you just what you need. Without the hassle.

Usable

What good is a user interface if no one can use it? Our UI matches Microsoft Office—a tool your team uses every day—so it's not only user-friendly, it's something you already know how to use.

Approachable

If you like working in the Cloud, work in the Cloud. If you're more comfortable with a system on your server, that's where it should be. Microsoft Dynamics is completely adaptable to your business—and your personal preferences—so you always get what's right.

Flexible

Pick only what you want; don't pick what you don't want. And know that you can add modules at any time. This isn't the type of solution that takes 18 months to implement and ten years to get rid of. It's something you can change as often as business does.

Where do you want to start?

I want help with accounting, HR and business processes.  
Check out Dynamics ERP

I want to keep tabs on my customers.  
Check out Dynamics CRM

Live chat



## FIVE WAYS TO MAKE YOUR SUPPLY CHAIN MORE DYNAMIC.

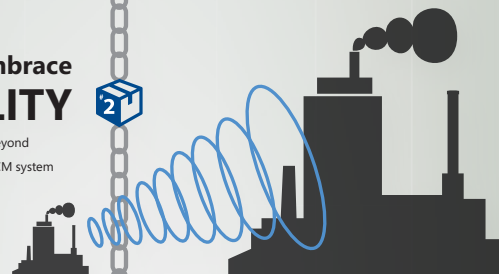


### 1 Make a Big Impact with **BIG DATA**

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](http://www.microsoftdynamics.com/blog)

## FIVE WAYS to make your supply chain **MORE DYNAMIC**

### Make a Big Impact with Big Data

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



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### 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.



[urlgoeshere.com](http://urlgoeshere.com)



Water | Transportation | Municipal | Facilities



Our responsibility doesn't end when the project does.

We believe safety is the single most important thing we design.  
We also believe in doing what we say.



*Celebrating three years of different.*

[ApexEngGroup.com](http://ApexEngGroup.com)

Water | Transportation | Municipal | Facilities



Nothing is as simple as we make it look.

We believe the greatest rewards result from the most difficult work. We also believe  
the work should happen on our end, not yours.



*Celebrating three years of different.*

[ApexEngGroup.com](http://ApexEngGroup.com)

We believe in simplicity.

We believe in setting the bar even higher.

We believe in doing what we say.

Thank you for believing in us.



*Celebrating three years of different.*

If you set the bar at competence,  
how do you reach excellence?



*Celebrating three years of different.*







**UNT ET VELIBEA TQUODIT FACC.**

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**MOVE IT.**



**YUP.  
WE'LL  
MOVE  
THAT.**



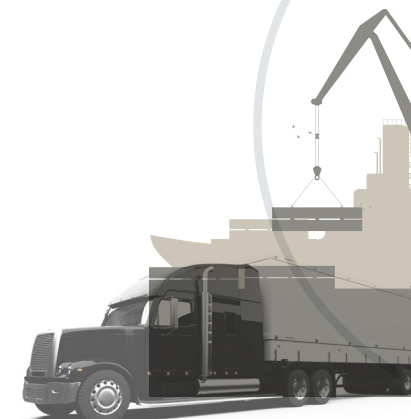
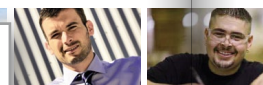
**Jack Thompson**  
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Direct 800 328 2316  
Mobile 123 456 7890  
Fax 123 456 7890

HIGHWAY  
MARITIME  
PROJECTS  
LOGISTICS



# Connect.



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Mobile 123 456 7890  
Fax 123 456 7890



maritime  
projects  
logistics

atsinc.com



The Uncommon Path.

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sensimo to con, eriatem volozatem



**Jack Thompson**  
Project Coordinator

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Direct 800 328 2316  
Mobile 123 456 7890  
Fax 123 456 7890



atsinc.com

highway  
maritime  
projects  
logistics



highway maritime projects logistics

COUNT ON IT.

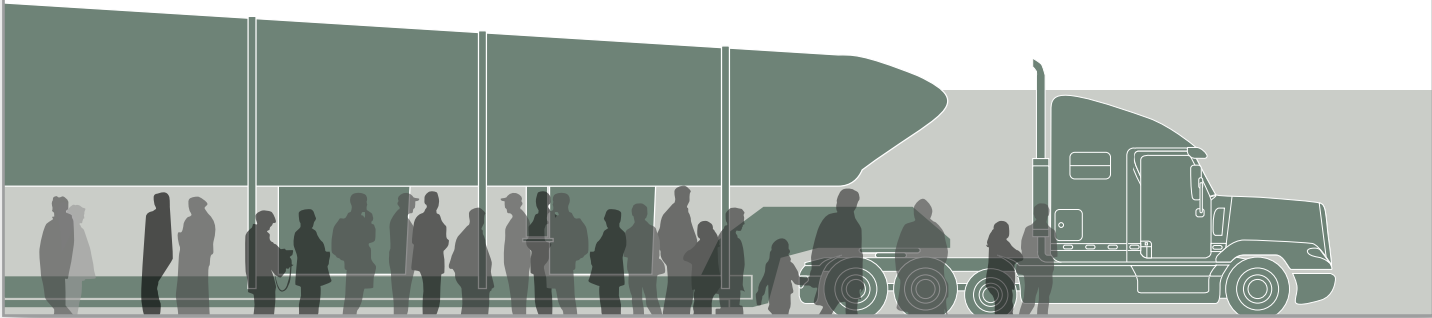


WHEN YOU DRIVE A  
**362-FOOT  
WIND TOWER**  
THROUGH A SMALL TOWN,  
“ ”  
WELL, IT'S MORE LIKE A PARADE  
**THAN A JOB**

Freight and confidence.  
That's really what we deliver.

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ignonsu licastartiam iam omnonum nit. condam pubit.



HOW DO YOU GET A  
**28-TON  
LOAD ON A  
100-FOOT  
GOOSENECK AROUND A  
90° CORNER?**  
“ ”  
**ONE HELL OF A DRIVER**



Not everyone can drive a  
truck. Even fewer can drive  
one of ours.

Imus cons iam num sultodi, vitra omnost iur, nonlosteme  
renatinc maio Catua vivid ne nossenam huc ideatimorat  
ignonsu licastartiam iam omnonum nit. M. Mula mor audam  
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Uniaelum iam in ta quam quo vitare peret L. Decto prori  
pratus. macion intrudes condam pubit.

Imus cons iam num sultodi, vitra omnost iur, nonlosteme  
renatinc maio Catua vivid ne nossenam huc ideatimorat  
ignonsu licastartiam iam omnonum nit. condam pubit. Imus  
cons iam num sultodi, vitra omnost iur, nonlosteme

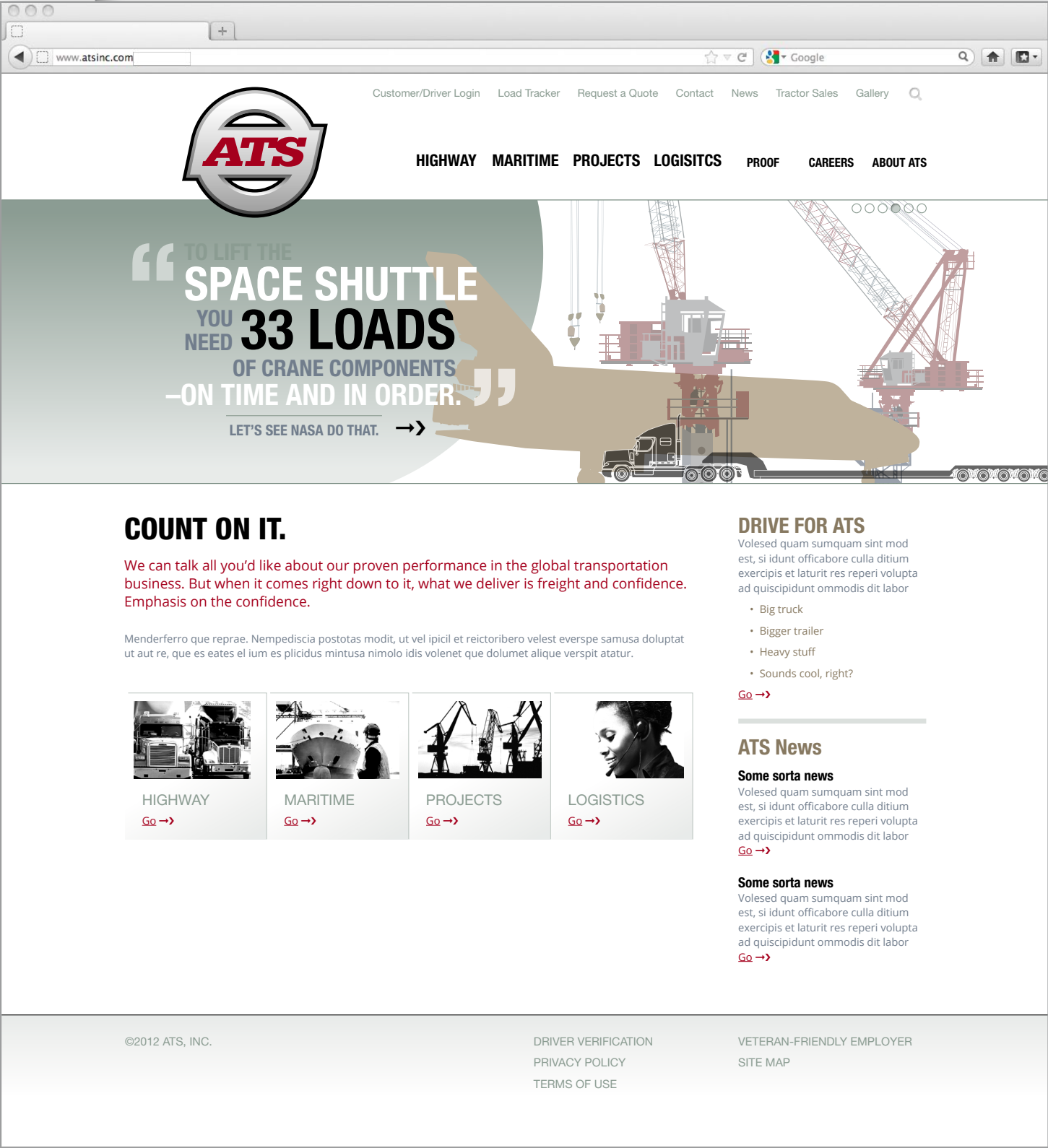
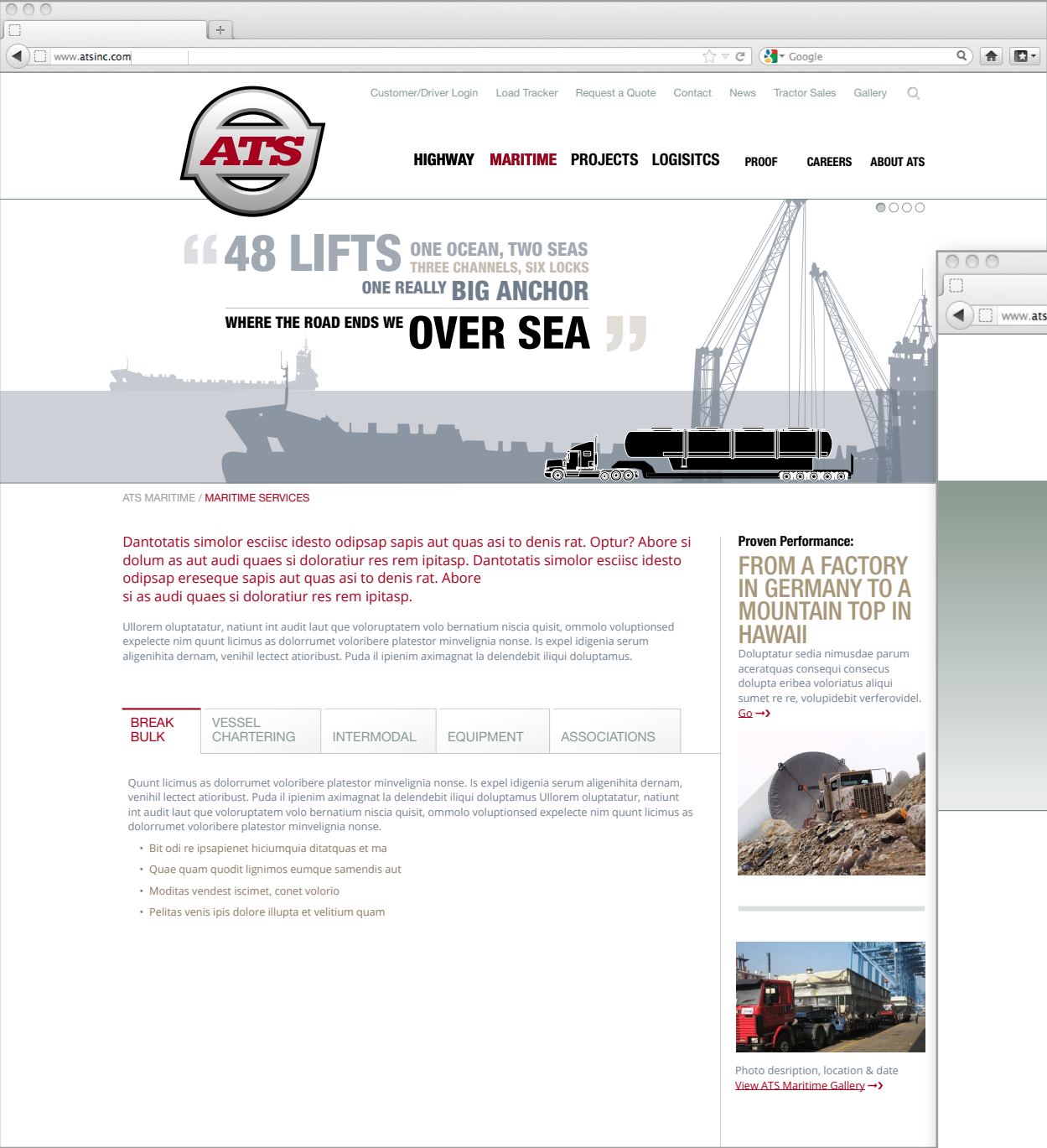
**Vans**  
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ignonsu licastartiam iam omnonum nit.

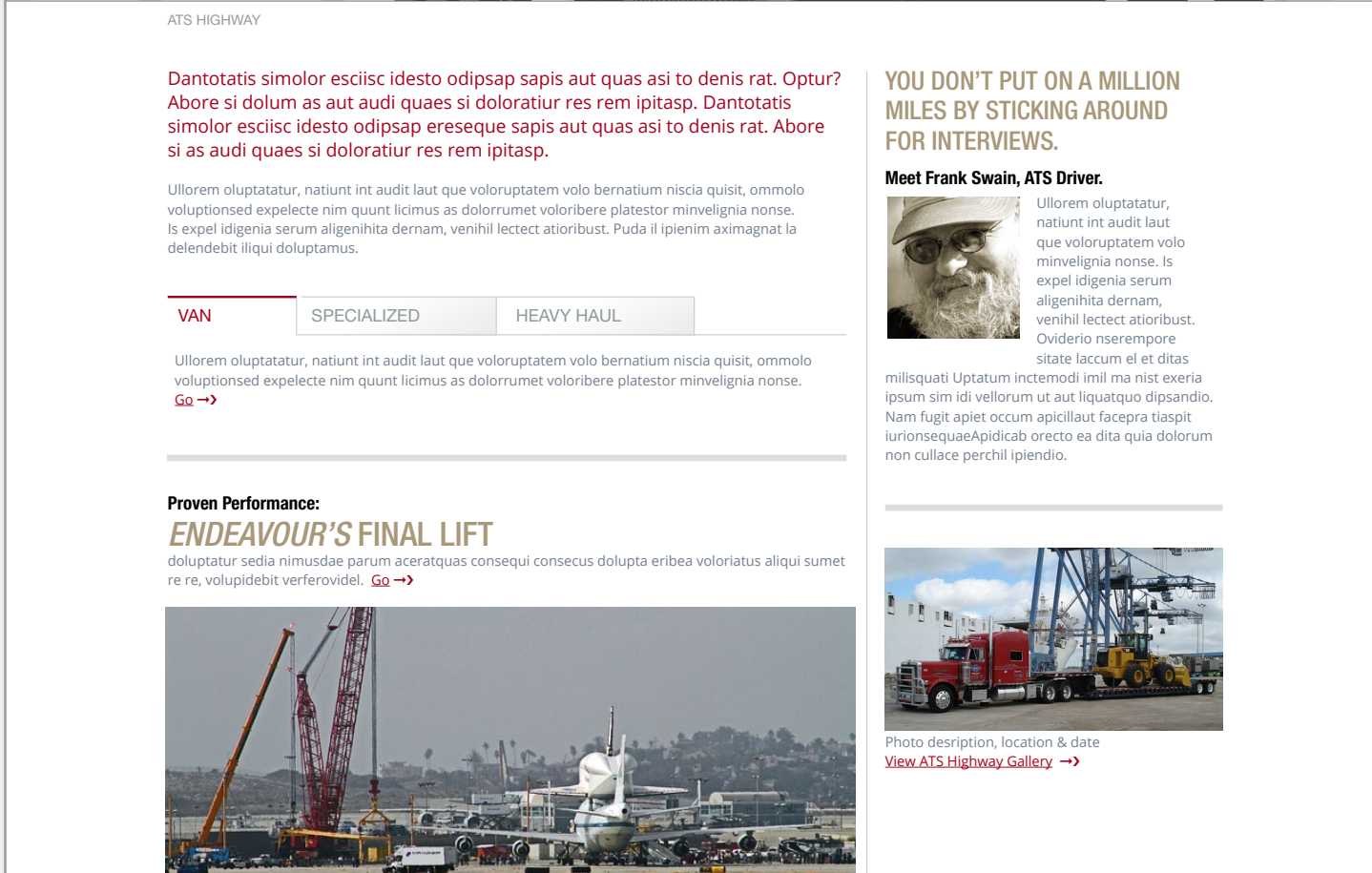
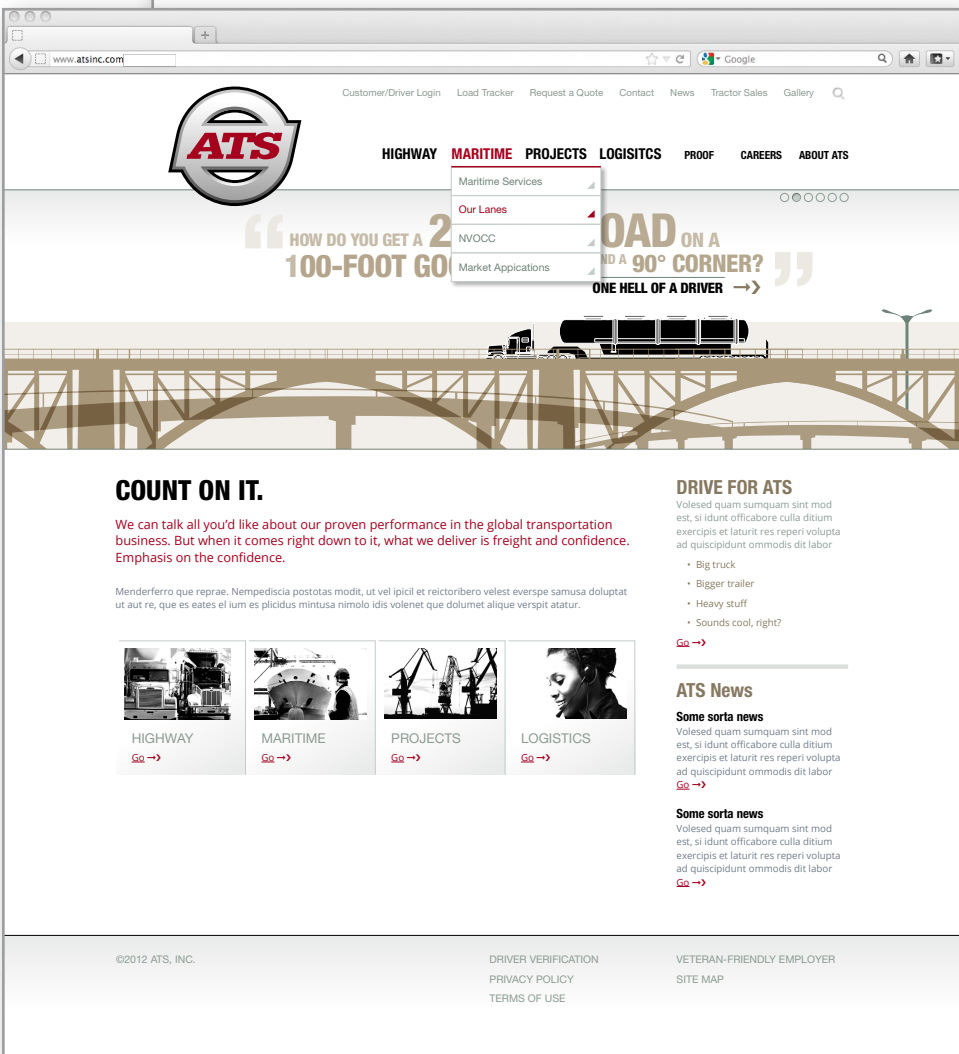
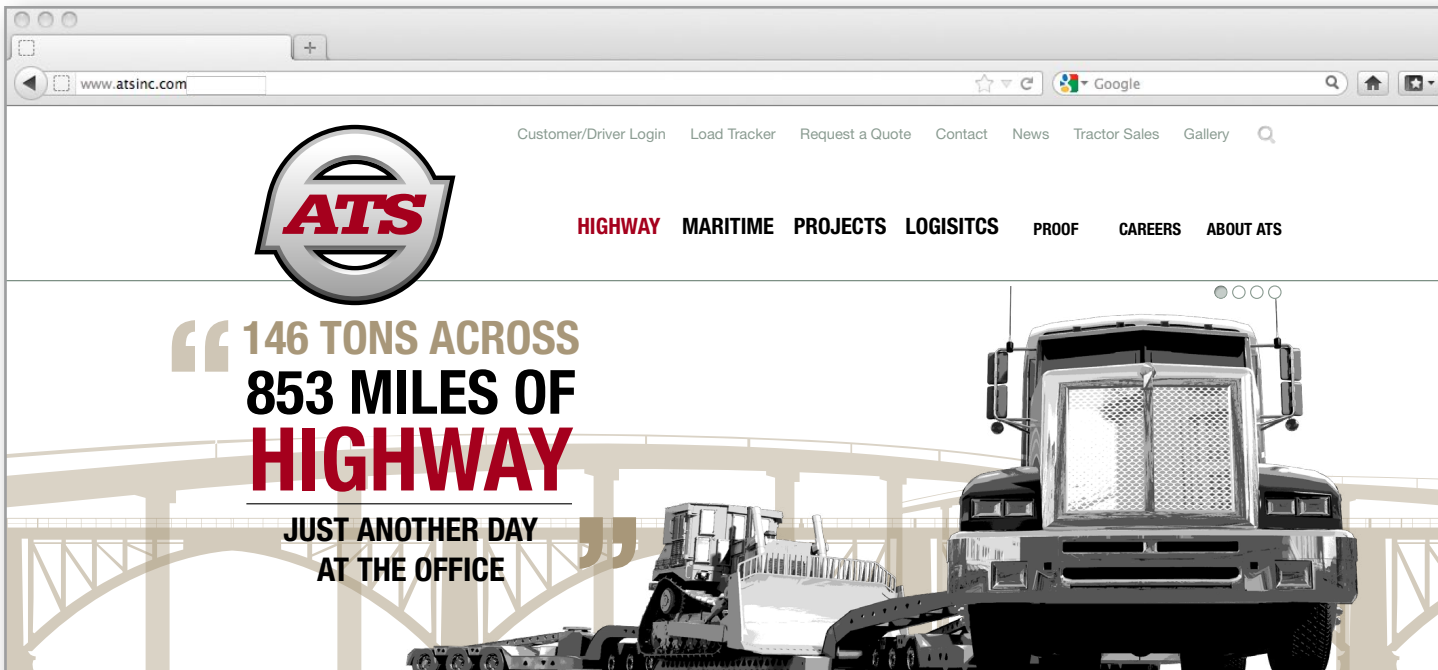
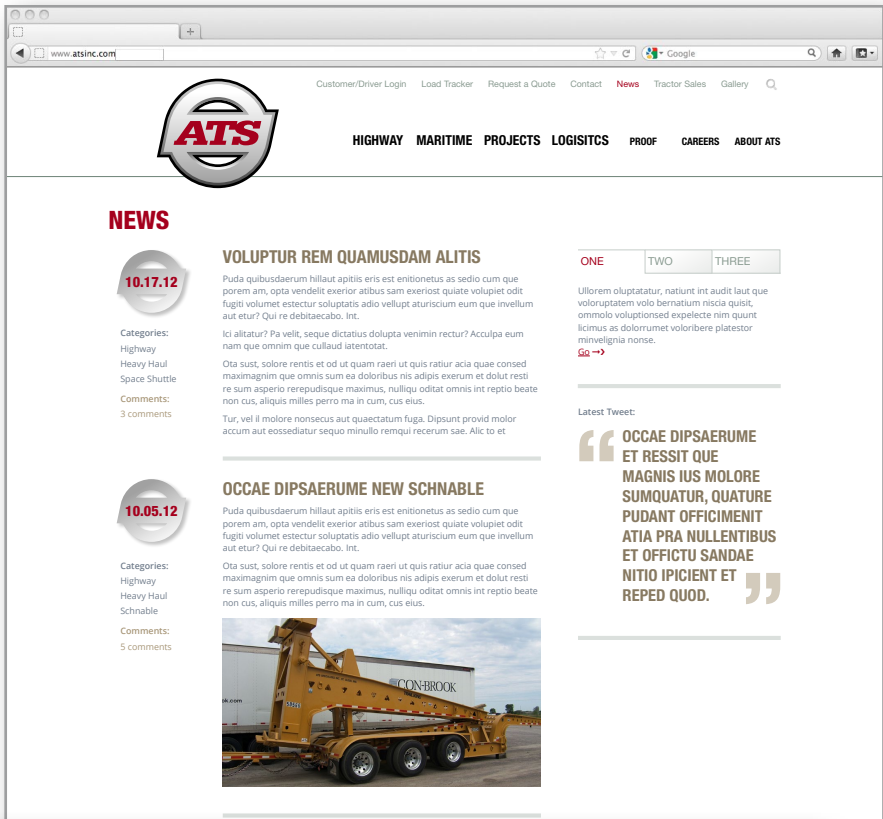
**Specialized**  
Imus cons iam num sultodi, vitra omnost iur, nonlosteme  
renatinc maio Catua vivid ne nossenam huc ideatimorat  
ignonsu licastartiam iam omnonum nit.

**Heavy Haul**  
Imus cons iam num sultodi, vitra omnost iur, nonlosteme  
renatinc maio Catua vivid ne nossenam huc ideatimorat  
ignonsu licastartiam iam omnonum nit.











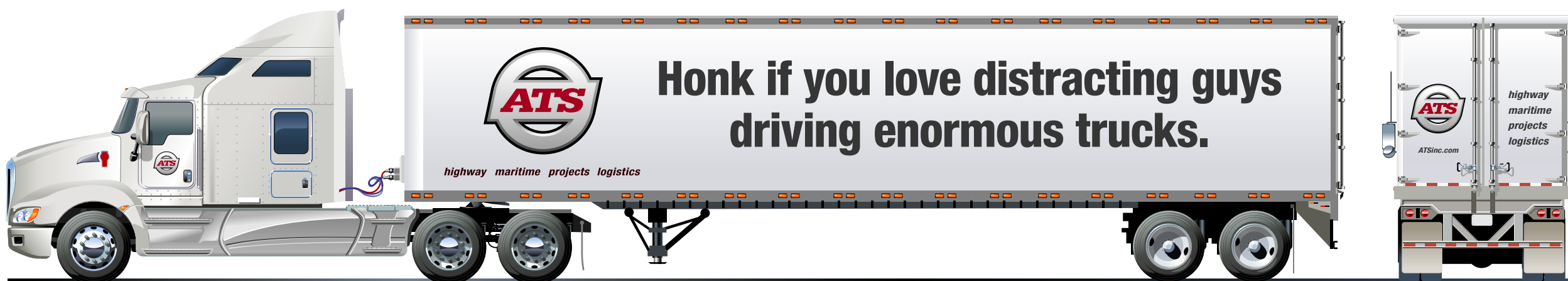














narrative.