Quelle marge d’innovation dans le service?

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The connected world

"Always on" life

More things connected than ever

Thermostats

Cars

Safety/security systems

Appliances

Televisions

Wearable technology

Proximity alerts

Prediction: **18 billion** connected objects by **2018**, **30-50 billion** by **2020**

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The personalized world

Using data to understand

What I want and need

Make suggestions

When I want it…

Remember my preferences…

Where I am…

Changes over time

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Venture capital money keeps increasing in the travel industry

Online travel companies

Publicly disclosed funding

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Source: PhoCusWright, Crunchbase, CBInsights

Remark: Includes Airbnb, Uber, Lyft, Didi Dache, GrabTaxi

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Newcomers are creating new options faster than ever

ON THE GO

TRAXO
headout
ALICE
GOODSERVICE
tripcase
GUESTU
PROXCE
CheckMate
GUESTDRIVEN
BNB SITTER
roadmap
Magic FLIO

TRAVEL PROGRAM OPTIMIZATION

AirHelp
FAIRFLY
30K
tripBAM
Fluo
VATBOX
ita Software
yapta
Rocketrip
OLSET

VIRTUAL ASSISTANCE

Pana
SEAMLESS PLANET

MEETINGS & EVENTS

EVENTUP
groupize
BIRD OFFICE
Appli dget
travefy
Venuemob
SPLACER
breather

LODGING

tripping
airbnb
WIMDU
9flats.com
Homestay.com
onefinestay

GROUND TRANSPORTATION

HAIL
mozio
lyft
UBER
TURO
快

EXPENSES & PAYMENT SOLUTIONS

PayByGroup
Expensify
chorus

SEARCHING & BOOKING

Hotel Urbano
Viajar é possível
hipmunk
Hotel Tonight
tripchamp
CONCUR
NexTravel
skyscanner
HelloGbye
CINCH

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Source: CWT Corp-i, Crunchbase

Inspired by CB Insights

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The connected traveler

On the go, but still connected

Expects immediate information

Wants GPS location-based services

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Personalized and relevant

Consumer-like traveler expectations

Information tailored to their needs

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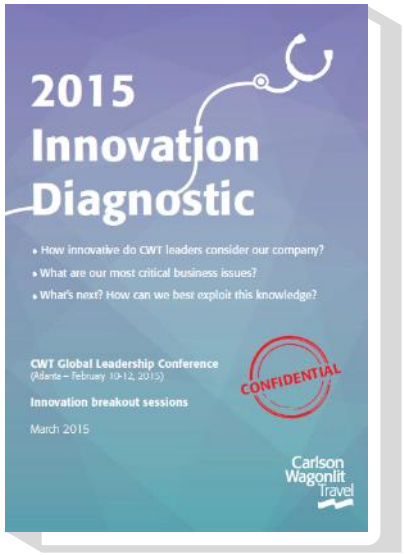
Our innovation strategy relies on 4 pillars

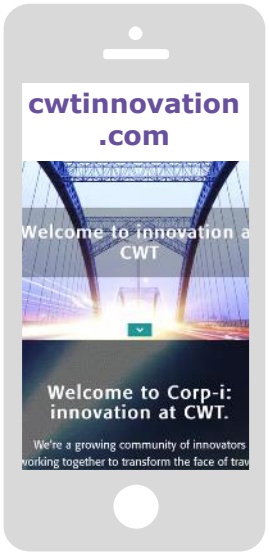
Process *enabler*

Pilot *controller*

Promote *champion*

Partner *accelerator*





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A closer focus on our internal innovation process

3,843 active users

487 ideas

23,471 views

5,196 votes

2,465 comments

31,619 interactions

CWT Spark!

SPIGIT

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got Talent

We’re working towards a full end-to-end open innovation approach…

Partner accelerator

Find and venture **new-to-the-world services and business models** that enable CWT to reach its transformational objectives.

Detect, curate and engage with early-stage partners focusing on problems relevant to the travel ecosystem.

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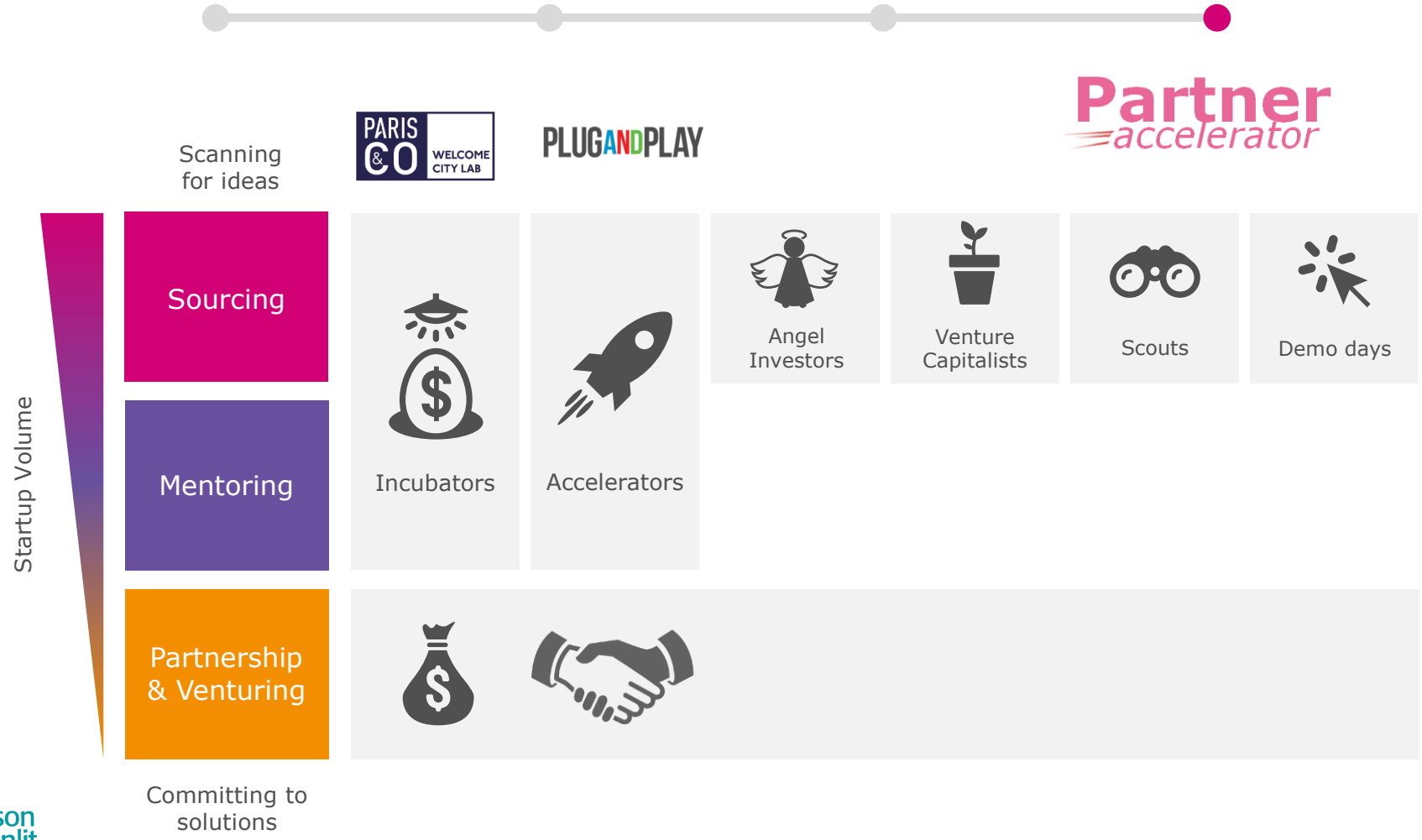

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Why do we focus on innovation?

To build products and services that meet travelers' and companies' needs

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What's in it for our clients?

GREATER VISIBILITY OF NEW TRENDS

TEST NEW CONCEPTS

COLLABORATE WITH PEERS

Integrated, personalized customer experience

Combining quality service with smart technology

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Questions?

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Thank you

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