



# INTRODUCTION

# **GOTADI B2B**

LATEST VERSION

11/2021

“

*I believe that Vietnamese can master the technology and create revolutionary products, making the lives of Vietnamese people better. Especially, they are also products of national pride.*

”



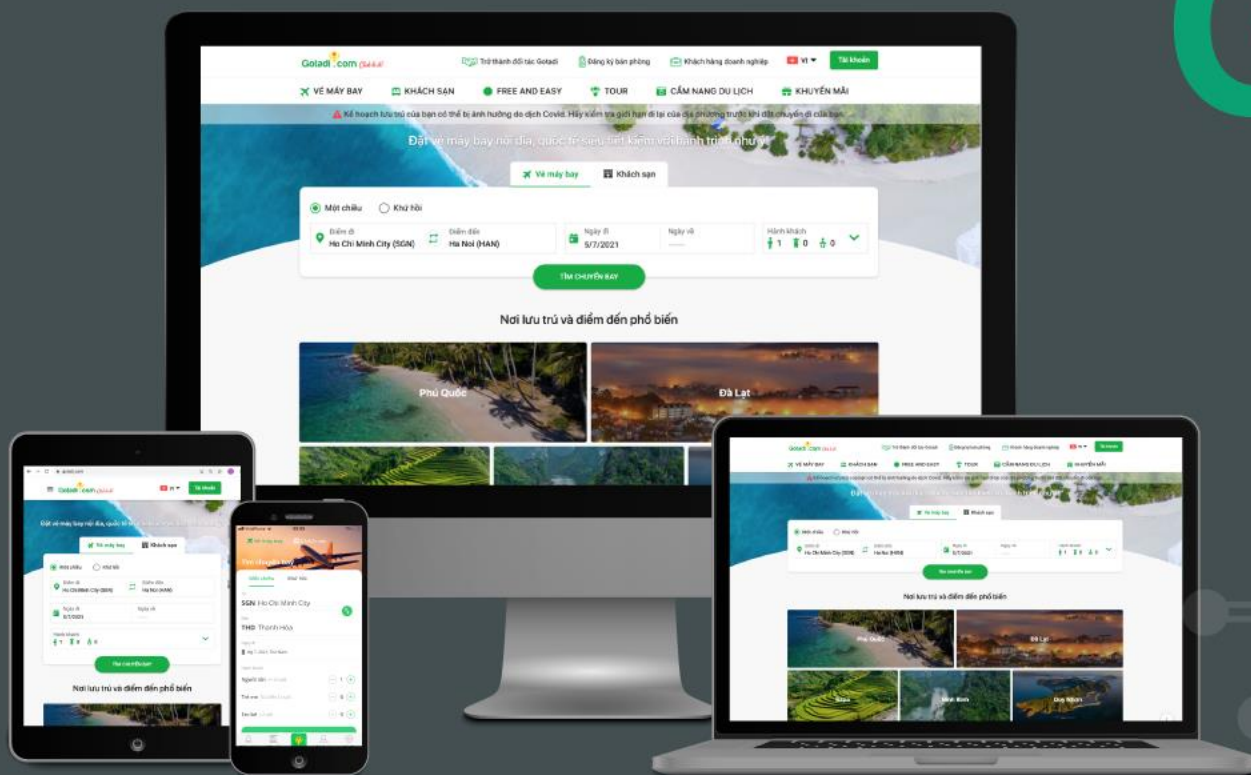
**NGÔ MINH ĐỨC**  
Founder/CEO Gotadi



# ABOUT US

# Gotadi

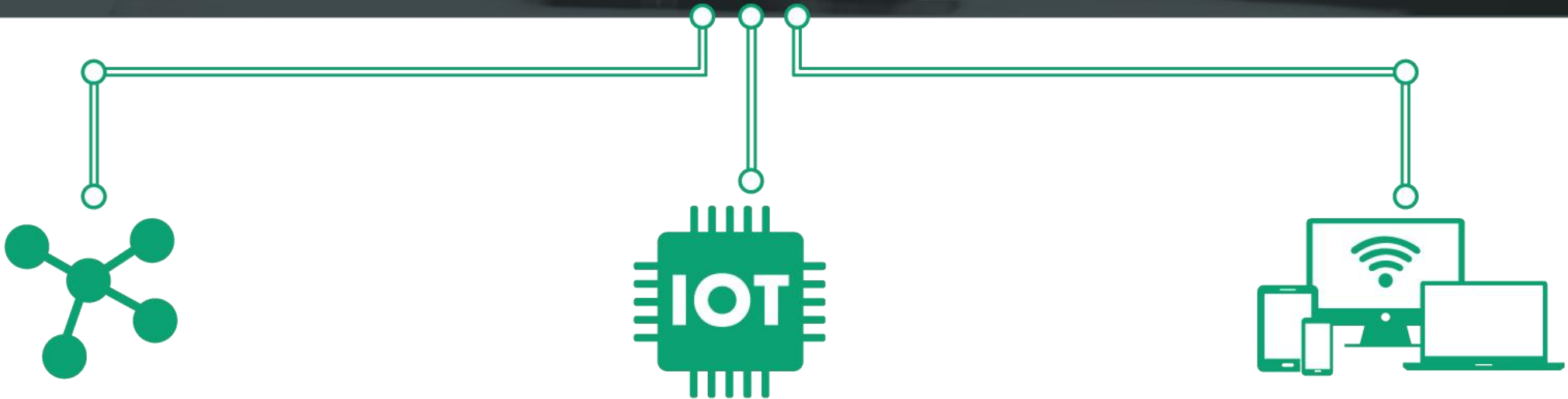
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# WHO WE ARE

Together with the development of life, demand for travel and tourism is increasing. That's the reason why Gotadi - the first OTA in Vietnam was established in 2014. Gotadi carries with it the mission of providing comprehensive air ticket and hotel booking services, and other tourism services on its website and mobile application platforms.

Gotadi always strives constantly to create quality products and improve customer experience:



**DIRECT API INTEGRATION  
WITH AIRLINES**

**100% AUTOMATION  
SEARCH - BOOK - PAY - TICKETING**

**OMNI-CHANNEL**

# Gotadi

GOTADI is a member of **HG Holdings** - Its tourism ecosystem provides all travel-related services in Southeast Asia.



# CORE PRODUCTS & SERVICES



## FLIGHT TICKETS

Direct API integration with

**05**

Domestic Airlines

**54**

International Airlines

**900**

Airlines for SOTO tickets



## HOTELS

**6.000**

Domestic Hotels

**400.000**

International Hotels



## TOURS

**DOMESTIC TOURS**  
(Inbound)

**INTERNATIONAL TOURS**  
(Outbound)

**FLIGHT TICKET & HOTEL  
COMBO**  
(Free and Easy)

# TECHNOLOGY PRODUCTS & DISTRIBUTION CHANNELS

**Gotadi**

Business  
(B2B)

## Product for Business Travel

Depending on the type of small & medium Enterprise (SME) or large corporation (BTM), Gotadi offers optimized 100% automated software system:

- ✓ Employees actively book and manage their business trip schedule with the approved budget automatically.
- ✓ Managers can control budget with a transparent system and manage employee schedules according to company travel.

Provide various types of tours, conferences, Team building, MICE, group activities for businesses (Corporate Tour).

**Gotadi**

Agent  
(B2BAgent)

## Product for Agents

As an online travel office, this product that helps agency customers or collaborators earn extra income through mobile applications and websites without any fee and can be provide services to customers at any time anywhere and no need Agents training certificates..

**Gotadi**

Partners  
(B2B2C)

## Product for Business Partners

Provide an intermediary connection solution to help potential partners and potential users use OTA services with the win-win model without spending too much on operating and building products.

**Gotadi**

End-user  
(B2C)

## Product for Gotadi End-users

Gotadi's strategic product is expected to bring to millions of Vietnamese users a technology product by Vietnamese people, The platform is changing the travel habits of Vietnamese people with an entire ecosystem that meets the needs of travelers from flying, staying, experiencing to a variety of other utilities.



# GOTADI FOR BUSINESS

# Comprehensive travel solution for Business

02

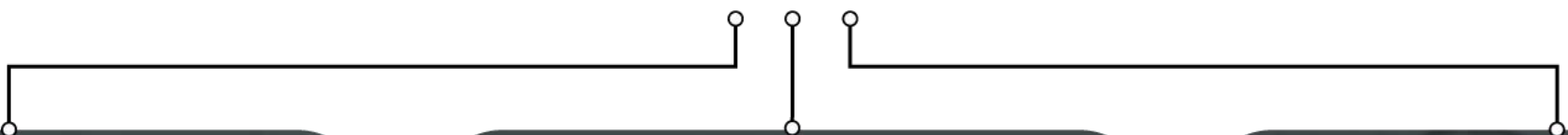




# GOTADI FOR BUSINESS OVERVIEW

Gotadi for Business (Gotadi B2B) is the optimal solution providing comprehensive travel products for corporate customers.

## Gotadi B2B provides the following products



The software system supports booking (air tickets, hotel rooms, cars) and managing business trips suitable to the size of each business (SME, BTM).

Organize and provide other services for businesses such as M.I.C.E tour, team building, resort tour.

Visa-related services for businesses.



# BOOKING & TRIP MANAGEMENT SYSTEM FOR BUSINESS (SME & BTM)

“ *You focus on your business, we handle your trip!* ”

The demand for business travel of employees is increasing, but businesses still book and manage it manually. Gotadi found that this method has many limitations such as time consuming, manpower shortage, and budget controlling, especially easy to make errors and not optimizing efficiency for business trips.



Owning the latest technology platform, Booking & Trip Management System for Business will bring businesses a new improved way of booking and managing business trips with FULL AUTOMATION.

# VISION MISSION



**Gotadi SME & BTM** are expected to be a crucial booking and business trip management system for any business in the future thanks to its most advanced technology. Moreover, Gotadi SME & BTM also bring initiative, transparency, effective human resource management and cost optimization for businesses.



**Gotadi SME & BTM** will create a revolution in applying digital transformation to business travel management. Gotadi SME & BTM are an indispensable piece, contributing to completing the big picture of any business digital transformation on the journey to global integration.

“ *Stay focused on your work, let Gotadi care for your trip!* ”



# WHAT IS GOTADI SME?

Gotadi Small and Medium Enterprise (SME) is a software system for booking and managing business trips for small and medium-sized businesses. SMEs have from 10 to 300 employees with business needs from 1 to 50 trips per month.

## BENEFITS

01

### Quality Products

Owning a nationwide product network with modern technology, the search engine allows businesses to have a wide choice of air tickets/hotels by price and time, especially ensuring the right price compared to booking via other agents.

02

### Effective management

Real-time management and spending for business trips.

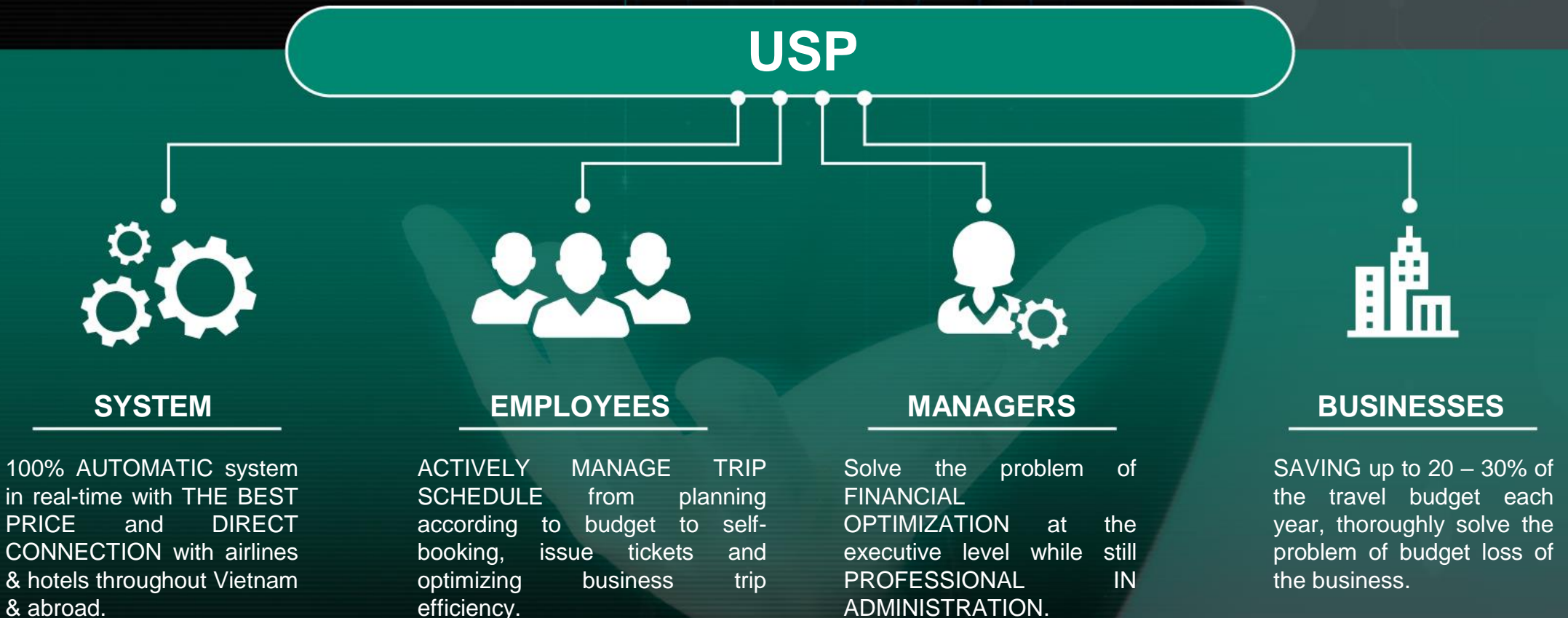
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### Careful support

Professional team always support 24/7.

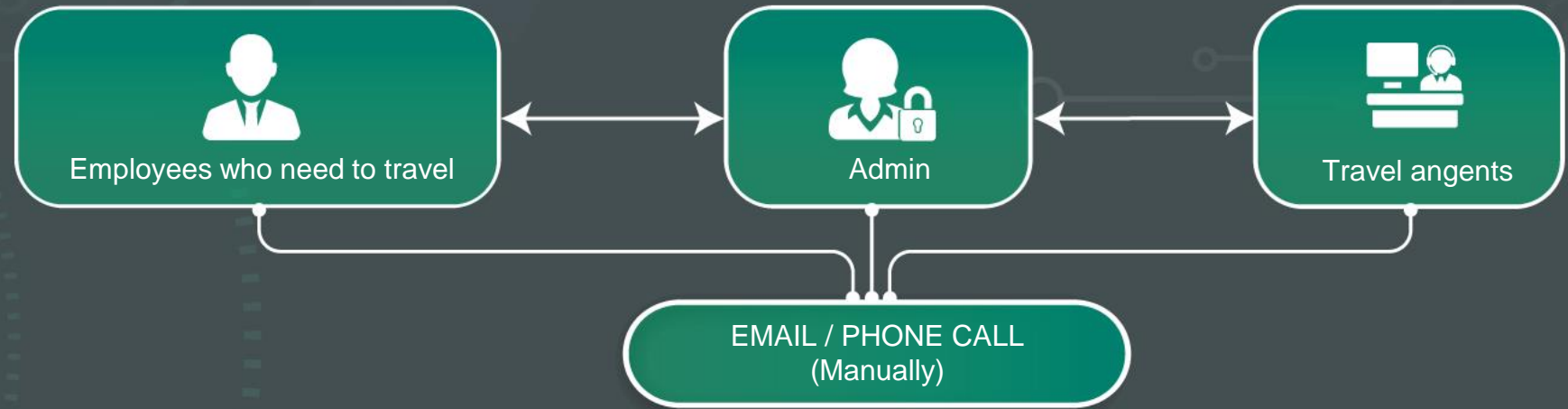
# WHAT IS GOTADI BTM?

Gotadi Business Travel Management (BTM) is a software system that applies new technology SAAS Travel Platform (Software as a Services) that allows large-scale enterprises to manage employees in booking and using services such as: transportation and accommodation for business trips.

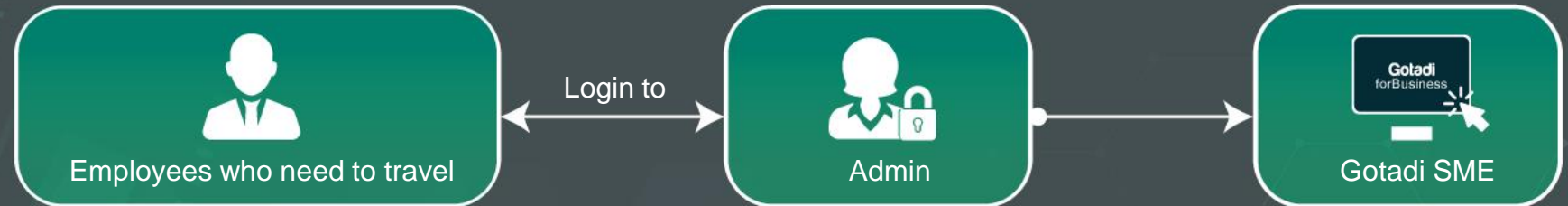


# COMPARISON OF OPERATION MODELS

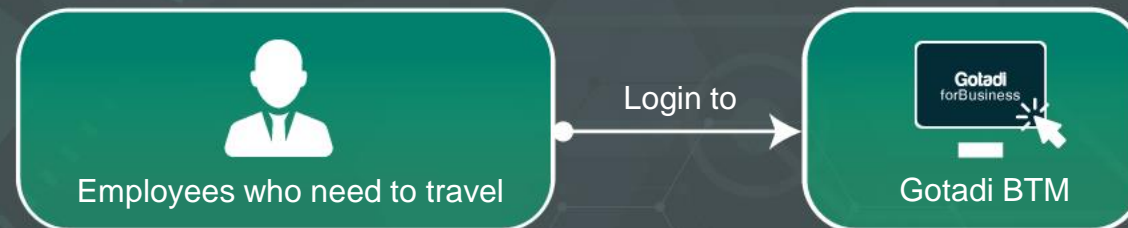
## TRADITIONAL AGENTS



## GOTDI SME



## GOTADI BTM



# WHAT DOES GOTADI BTM SOLVE FOR BUSINESSES?

## EMPLOYEES

- Inactive, dependent on admin and booking agencies.
- May not have options for business trip.
- Have difficulty in managing invoices and claiming travel expenses.

- ✔ Actively apply for approval and self-book, quickly and easily issue tickets/hotel vouchers.
- ✔ Can select the appropriate flight/hotel.
- ✔ Easily claim travel expenses, convenient when listing invoice reporting.

## MANAGERS

- Unable to control the employee's trip schedule.
- Manual & non-standard process takes time for planning, schedule approval.
- Worry about the security of business information.

- ✔ Easily control & decide employee travel expenses.
- ✔ Save costs & resources when applying a single trip management system.
- ✔ Enterprise data is secured on the AWS platform.

## BUSINESSES

- Difficult to manage & control the travel cost by each department/component.
- Difficult to control costs & payment cash flow.
- Loss of cost & time for too many stages such as booking fee, price difference, incorrect price...

- ✔ Easily manage and control the cost of each department on a single system.
- ✔ Easily cash flow control. Reconciliation and payment after 45 days with unlimited debt limit.
- ✔ Optimize and save travel budget 20-30%.

### CURRENT SITUATION

### SOLUTION



# GOTADI BTM FUNCTIONS

01



## BUDGET ALLOCATION

Allocate travel budget quotas for each project, department or individual.

Create a variety of travel policy management sets according to the specific regulations of the business.

02



## HR MANAGEMENT

Manage staff traveling by project, department, position and rank.

Automatically save employee information such as travel documents, customer cards when making service reservations.

Configure staff profile according to specific travel policies.

03



## TRIP MANAGEMENT

Trip plan

Trip approval (if necessary)

Book & issue tickets

Trip management

04



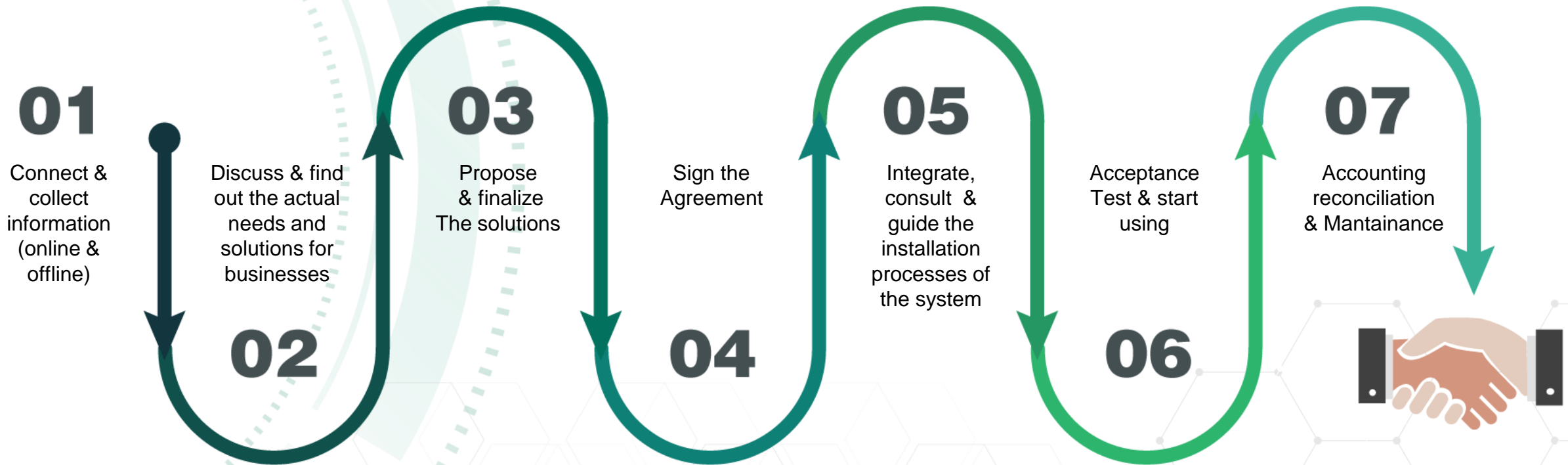
## REPORTS

Reports are available in real time.

Detailed cost reports by department/project.

Cost report on each item of the business trip.

# PROCEDURE FOR INTEGRATING AND USING PRODUCTS



“

*Automating the system, optimizing trip management process and saving the budget up to **30%** for businesses are our biggest expectations.*

”

Gotadi SME & BTM Product Development Team

# TRAVEL DESK

Travel Desk supports all services for businesses with the NET price of the provider and the monthly package service cost. Acting as a professional booking agency, Travel Desk handles booking/ticketing and other services through a dedicated department dedicated to business travel needs.

## Services provided by Travel Desk



Flight Tickets



Hotels



Domestic &  
international tours



Visa services



Other additional  
services



# CORPORATE TOUR

Corporate Tour is a travel program designed by Gotadi according to the requirements of each business. As a highly specific product, Corporate Tour not only helps businesses save time and optimize costs, but also brings the most suitable travel experience. Depending on the requirements of the business, the product will be designed according to the theme, scale, participants, purpose of the trip...

## COPORATE TOUR PROVIDES THE FOLLOWING PRODUCTS

PRODUCT	BENEFITS	HOW IT WORKS
TOUR INBOUND/ OUTBOUND	The tour is professionally organized domestic & abroad, meeting all customer requirements and bringing absolute satisfaction.	1. Customers send requirements and necessary information to the product design/operation department.
TEAM BUILDING/ EVENT	The staff has many years of experience in organizing creative events, programs and games suitable for each size of business.	2. Gotadi proposes options of products, quotes... to customers
M.I.C.E TOUR	The advantage of our M.I.C.E service is the network of hotel partners throughout Vietnam and professional staffs who always know how to coordinate in any case.	1. Finalize suitable products and sign contracts.

# OUR CUSTOMERS & CONTACT INFORMATION

03



## OUR CUSTOMERS



viettel

TIKI



AEON  
MALL



# WHAT OUR CUSTOMERS SAY ABOUT GOTADI BTM



## VIETNAM INTERNATIONAL BANK

*"We highly appreciate Gotadi's services, so we have a certain confidence in the newly born Gotadi BTM System. Our employees can easily Sign-in to Gotadi BTM System to create and manage their business trips anytime with the most suitable schedule options, especially urgent business trips request"*

(Mr. **Tran Nhat Minh** - Deputy General Director of VIB)



## CÔNG TY CỔ PHẦN VĂN HÓA SÁCH SÀI GÒN

*"After using Gotadi BTM, our staff found that this system is a more reliable and easier to use platform than others. It's a 100% real time automated system with direct connection with airlines & hotels. Gotadi also provide professional customer service team to support whenever needed. Moreover, the direct integration of employee information from corporate/customer cards is a great advantage that we have not found in other platforms."*

(Mr. **Nguyen Tuan Quynh** – Chairman of Saigon Books)



# CONTACT INFORMATION



[www.biz.gotadi.com](http://www.biz.gotadi.com)



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**THANK YOU**