

# *Cornerstone*

information systems



Schedule  
Contract GS-33F-0008W

**Cornerstone Information Systems**

304 Kirkwood Avenue

Suite 4

Bloomington, IN 47404-5130

[www.ciswired.com](http://www.ciswired.com)

Schedule Title: **Travel Services Solutions**

FSC Group: **599**

Service Code **V999**

Contract Number: **GS-33F-0008W**

Contract Effective: November 24, 2009 – November 23, 2014; with two (2) five year renewal option periods.

Contractor: **Cornerstone Information Systems**

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Business Size: **Small Business**

Prices Shown Herein at Net (Discount Deducted)

### Prices Under SIN 599-1 (inclusive of IFF)

Rate	Labor Category	Annual Escalation Factor
\$120.91/hour	Professional Consulting Services— Consultant (five years experience)	Professional Services Employment Cost Index
\$151.13/hour	Professional Consulting Services—Senior Consultant (eight years experience)	Professional Services Employment Cost Index

### Labor Category Descriptions

All services provided under SIN 599-1 are performed by personnel fulfilling the following general qualifications and with the specific expertise and responsibilities identified below:

#### Professional Consulting Services

Each Cornerstone professional consulting staff member has relevant experience and expertise meeting or exceeding the following specification:

- Five(4) years experience (consultant) or eight (8) years experience (senior consultant) in a specialized technical area relevant to products or services proposed under this solicitation, or equivalent educational or technical expertise, in one or more specialized areas:
  - Data Analysis
  - Data Reporting
  - Business Consulting
  - Strategic Sourcing
  - Data Modeling
  - Supplier Negotiations
  - Travel Program Analysis
  - Travel Program Management

### Company Expertise

Cornerstone Information Systems, Inc. (CIS) is a global technology company specializing in information systems and consulting for the travel industry. Our mission is to fully understand our customers' technology needs so that we may deliver an integrated answer, using both Cornerstone's and other industry-leading applications, to meet all the complete range of information-management needs.

Cornerstone's applications address the most complex travel management issues in a customized way and add value and lower costs to all facets of travel reservation processing and management. With an extensive combined experience base, Cornerstone offers superior client expertise and travel management best practices and

business intelligence insight that we are pleased to offer to the Federal community in support of Travel Services Solutions (TSS) initiatives and other projects that may be undertaken by the Government in areas where our expertise is applicable.

In addition to consulting services, Cornerstone offers a variety of application-specific travel management and business intelligence tools specific to the travel industry:

- **Audit** An information management application designed to lower GDS costs, provide better insight into a Travel Management Company (TMC)'s distribution network and measure the impact of internal procedures.
- **Auto Ticket** An application that automates all aspects of the ticketing process, including basic ticketing, service fee and split-ticket documentation, refund and exchange processing, and preparing reservations for document delivery.
- **Easy Fee** A hosted credit card processing service that delivers faster access to funds and more oversight over fee transactions.
- **iBank** A web-based travel data consolidation and reporting tool, designed to address the needs of travel management companies that spend considerable time and effort managing their own operations as well as their customers' travel programs.
- **iBank Analytics** Combines the power of Cornerstone's iBank Travel Data Warehouse with an intuitive analytics engine. This easy-to-use tool transforms data into insight.
- **iQCX** A web-based application that automates the process of creating and completing a reservation. iQCX enables creation of customized routines that validate the accuracy of each reservation, verify adherence to policies and preferences, prepare documents for delivery (i.e., itineraries and invoices), and process ticketing.
- **Res Mail** An application that enables the easy creation and delivery of customized itineraries and invoices to travelers by email or fax.
- **Res Marker** An interactive point-of-sale application that allows the easy creation and modification of highlighted, electronic notes that appear on a booking agent's GDS screen.

Cornerstone is best known for its leadership, innovation, and service within the travel industry. Regardless of size, very few companies have had the impact of Cornerstone. We have successfully worked with many of the largest and most sophisticated travel purchasers worldwide to reduce the cost and complexity of travel. This has led to millions of dollars in savings as a specific result of our involvement in the procurement, operation, and overall management of our clients' travel programs. We have repeatedly demonstrated the success of our methods, assisting clients to upgrade travel purchasing practice, and contractual relationships, while enhancing the quality of services they receive.

Our unparalleled experience, coupled with forward thinking approaches to the constantly changing environment makes us uniquely qualified to provide practical and comprehensive advice in all areas of travel management.

Cornerstone has specialized in creating innovative applications that automate many of the most complex and time-intensive aspects of the reservation management process since 1992. We work closely with travel management companies to minimize costs without ever compromising service.

Corporate travel departments use our applications to capture and consolidate travel-spending data and use it to objectively measure the performance of their travel program. This, in turn, allows them to reduce costs, while focusing on delivering excellent traveler care.

Airlines have been using our applications and services for more than a decade to implement business process changes that improve their bottom lines.

Cornerstone has helped hundreds of companies with an array of industry-leading services designed to integrate new and existing technology in ways that better address their particular reservation and information management needs.

We provide quality services and systems through a disciplined program management approach and are able to apply proven best practices in support of the Government's travel management and business intelligence goals. Our employees have the highest level of technical training and experience, which has enabled Cornerstone to advance many industry trend-setting initiatives. Our best practices are fundamentally consistent

with recognized industry standards and supported by unparalleled real-world experience and project management expertise.

### Consulting Expertise

The travel industry has, over a period of many years, developed unique processes, procedures, standards, tools, and commercial business practices. Understanding and effectively adapting to these real-world conditions is an essential component to any successful travel industry procurement or implementation initiative. In addition, recognizing and applying appropriate business practices, analysis, operational techniques, and technology found throughout industry to travel-specific situations allows best commercial practices and available systems to be introduced into a travel setting.

Throughout its history, Cornerstone has successfully advanced travel management and procurement practices on behalf of its clients and, through its involvement in industry-wide educational and standards definition efforts, across the travel industry as a whole.

Our specific areas of expertise and competency closely parallel those envisioned by the Government under the Travel Services Solutions proposal:

### Analysis

In connection with its commercial engagements, Cornerstone has performed detailed analysis on travel purchasing practices, service usage, purchasing patterns, service delivery, and efficiency and as a result has developed detailed reports, econometric models, and databases that have been applied to measure and enhance travel purchasing practices, techniques, and systems. We have a detailed understanding of all aspects of these processes, including vendor programs and negotiations, travel operations, and related technology tools.

This analysis has been employed as part of comprehensive travel management programs to deliver significant, measurable cost savings and superior customer service to our clients.

### Assessment

Because Cornerstone employs consultants with broad and substantial industry expertise, we are uniquely positioned in the industry to provide assessments on industry trends and developments, programs, and overall strategy. Our associates have been

decision-makers for several of the country's foremost corporate travel purchasers, in addition to travel service vendors such as travel management companies (TMCs), Global Distribution Systems (GDS), major electronic travel distribution and e-commerce efforts, and a variety of other travel suppliers.

Additionally, we have extensive expertise at a detailed operational level in TMC operations, travel-related IS, systems, and infrastructure, electronic commerce, security systems and practices, and travel reporting and accounting. We are thoroughly conversant with practices in the commercial travel, leisure travel, and government travel (civilian and military) sectors. This top-level and detailed expertise has proven invaluable to our clients as we have supported the evaluation, implementation, and assessment of travel management programs, technologies, and practices.

### **Auditing**

Cornerstone has successfully performed many travel-related audits for its clients, including program efficiency audits, compliance and best practices audits, price and performance audits, and fraud identification audits.

### **Benchmarking**

Evaluation of travel program effectiveness and the introduction of appropriate management and structural changes as a result on analysis performed on such programs, is an essential part of effective travel procurement. Cornerstone is a recognized industry leader in creation of travel benchmarking techniques, reporting methodologies, and interpretation. We routinely make use of industry best practices data as a key component of recommendations, audits, and evaluations performed on behalf of our clients.

### **Change Management**

Ineffective change management is among the most serious impediments to successful program implementation or enhancement. Moreover, change management in travel is essential if optimal usage levels are to be reached and maintained. Cornerstone has repeatedly employed a variety of techniques proven effective in travel program management to support positive change, increase adoption levels, and deliver favorable financial results to our clients. Adoption levels achieved and maintained by our clients consistently exceed industry averages.

### Consulting

Our consulting expertise, focused upon the travel industry, is without peer. Cornerstone's consultants and associates have been involved in major industry developments as strategic advisors, subject matter experts, analysts, and technical advisors. Our work is presently reflected in the successful programs of multiple major corporations and travel industry suppliers. A few of our major travel consulting projects include work for MTS Travel, Omega Travel, Lincoln Financial Group and Ultramar Travel.

### Data Collection and Analysis

A frequent prerequisite to the detailed analysis and benchmarking projects undertaken by Cornerstone is the design, validation, and operation of data collection and sampling methodologies. Our associates have produced and operated several of the industry's most effective and widely quoted travel data collection tools and econometric models, specifically those employed by American Express and Morgan Stanley in addition to proprietary techniques and systems used in support of specific client projects.

### e-Commerce

Cornerstone's associates have participated in major travel industry e-commerce initiatives respecting strategic planning, functional design, technological specification and construction, testing and validation, operations, sales and marketing, and support. A few of our major projects in this arena include work with companies like Galileo, Rosenbluth and Expedia.

### Marketing

Our associates have developed and implemented a variety of successful marketing programs for major travel industry suppliers, TMCs, and other vendors. These involved not only the generation of new business but the promotion of new programs and services to internal client audiences. This also includes a comprehensive course on how to leverage the Cornerstone brand and application in customer marketing and sales initiatives.

### Market Research

In preparation for new business development initiatives, product design efforts, technology reviews, and other related consulting endeavors, Cornerstone and its associates have initiated and performed detailed market research and analysis, and synthesized and interpreted the results of such research into detailed operational plans. This work involved all phases of the market research process and a variety of research techniques, including data analysis, surveys, focus groups, interviews, competitive analyses, and strategic assessments. A few applications where this work played a prominent role include iBank and iBank Analytics.

### Operational Overviews

Cornerstone and its associates are proud to say that we have performed detailed operational overviews at most of the country's major travel agencies and many important travel industry suppliers. These overviews were used as the basis for a variety of process improvement, financial evaluation and assessment, and reengineering projects undertaken by our clients, in connection with the implementation and adoption of Cornerstone's proprietary technology tools and related operational techniques. A few such clients include Vegas.com and Chambers Travel Management.

### Outsourcing

We are intimately familiar with current outsourcing techniques and our associates have administered multiple major outsourcing contracts, evaluated outsourcing opportunities as both client and vendor, and analyzed the effectiveness of outsourcing relationships. This expertise encompasses both the travel industry and mainstream corporate projects. Project where this work has been performed include the development of a comprehensive XML mapping application that allows us to receive or distribute information to an unlimited number of sources as well as the continuing development of pure data management application iBank and iBank analytics

### Policy Development/Review

An integral part of successfully implementing Cornerstone's analysis tools and processes involves the review and adaptation of travel management programs at major travel purchasers is a comprehensive review, analysis, and design of travel policies and practices. Such analysis is then used to frame potential policy revisions in support of

financial or operational goals and to design effective workflows and operational practices. We are recognized industry leaders in this field, a few of our clients for such services including The Church of Jesus Christ of Latter-day Saints and ConocoPhillips

### **Preferred Supplier Programs**

Our associates have unparalleled experience in developing, maintaining, and assessing preferred supplier programs. This effort is integral to the comprehensive analysis of effective travel management programs and the related development of reporting techniques and data analysis that we perform for many clients. Additionally, our associated have designed and administered several of the industry's most effective supplier programs, in all product areas, for such companies as FCm, Uniglobe and Radius.

### **Development/Assessment**

On a technical level, our associates have developed, managed, and participated in several of the most important technology development projects undertaken in the travel industry over the past 15 years. These include such projects as real-time transaction processing systems, auditing systems, databases and reporting tools, data warehousing systems and processes, archival systems, accounting support tools and systems, and a variety of other communications, e-commerce, programming, and analysis tools.

### **Product Evaluations**

As our corporate customers seek to expand and enhance their travel management programs, they frequently call on us to undertake or support the analysis of proposed tools, systems, processes, or other products. Cornerstone is proud to be among the industry's most experience consultants in the evaluation area. Our analyses and reports have been widely published and distributed and form the basis for many functional baselines now accepted in the industry.

### **Risk Assessment**

Cornerstone's associates have a comprehensive background in many areas of risk assessment and management. These include personal and corporate security programs, financial risk and fraud analysis, technology support, and comprehensive program risk. A hallmark of our consulting services has always been to identify and

quantify major risk categories, while proposing effective risk management strategies that our clients can reasonably be expected to embrace. Our wide experience uniquely positions us in the travel industry to provide a broad view of potential business, financial, performance, and program risks.

### Security

Among Cornerstone's current areas of emphasis is analysis and management of travel program and technology security compliance and application design. Our associates have current experience in the design, provisioning, and distribution of current generation security devices and the processes that support them. In the travel arena, we provide assessments of compliance levels achieved by vendors, as measured by government standards, and suggest appropriate compliance strategies and documentation methodologies.

### Training

Cornerstone has current expertise in the design, operation, and evaluation of travel-related training programs. These include management, customer service, and end-user training events. Our associates have multiple years of experience as training instructors and we have designed and implemented successful interactive and user-driven training programs. We have produced nearly 100 self guided application tutorials and proudly claim to have the most comprehensive travel technology curriculum available in the market.

### Travel Management

We have the most comprehensive travel management experience pool of any company specializing in travel consulting. Our associates have more than 200 years experience in the travel industry working for travel management companies, corporate travel departments and global distribution systems This expertise provides unique insights for our clients into industry best practices and travel operations and management techniques that can materially enhance the design and operation of their travel programs.

### Government Travel

Cornerstone has extensive experience areas relevant to U.S. Federal Government travel oversight, operations, negotiation, and evaluation. We are conversant with all aspects of practical application of Federal Travel Regulations (FTR) and related procurement specifications, affecting reservations processing, oversight and management, auditing, reporting, and evaluation, quality control and process improvement, business development, customer service management, auditing and financial control, proposals and contracting, and operations planning. We are able to support proper and appropriate integration and alignment of FTR-based programs and informational needs with systems and techniques used in the industry as a whole.

### Key Products And Services

#### iQCX

iQCX is a web-based application that allows the automation of the creation and completion of a reservation. iQCX enables customized routines that validate the accuracy of each reservation, verify adherence to policies and preferences, prepare documents for delivery (i.e., itineraries and invoices), and process ticketing.

iQCX also improves travel program cost-effectiveness by increasing top-line revenue and reducing costs. iQCX increases ticket throughput by saving time and work in creating reservations, improving operating efficiency by optimizing workflow and increasing touch less rates, reducing overhead by eliminating the cost to maintain proprietary systems, and increasing revenue by directing booking agents toward the most profitable supplier relationships.

Managing a reservation from creation through ticketing is a complex process. At each stage there is a potential for errors. By automating the most labor-intensive and mission-critical components of the reservation lifecycle, lower costs are realized and a more efficient and cost-effective service, and traveler experience are realized.

### Consulting

Cornerstone has consulted to all parties in the travel industry; vendors, suppliers, and corporations since its inception. Today, our consulting practice focuses on technology and information related issues.

Cornerstone thoroughly understands all aspects of travel distribution. Consequently, it does not have to learn at the client's expense. Based upon its extensive experience, Cornerstone brings proven know-how to any project. Areas of specialty include:

- Data acquisition and normalization
- System development and management
- Corporate strategic sourcing and data management
- Distribution best practices and operational techniques
- Travel industry-specific change management
- Alternative distribution channels

Cornerstone understands travel technology and the role of emerging systems. As a proven provider of expert systems, Cornerstone knows what works, and what does not, and how to attain optimum solutions. As a result, our customers quickly and confidently reach their goals,

Each client is different, and Cornerstone is not prescriptive. Rather, Cornerstone understands the client's objective, and works to meet their outcomes.

Clients often find that a Business Process Analysis (BPA) consulting engagement is an effective way to identify aspects of a company's current business processes that could be made more efficient. This service is designed to help customers achieve maximum benefit from their investment in Cornerstone technology.

Cornerstone Professional Service Consultants, including senior and advisory staff, offer both an intensive understanding of the Cornerstone application suite and years of experience in corporate travel management, online travel fulfillment and leisure travel operations. The consulting team offers a fresh look at existing processes and systems and delivers a concrete plan for productivity improvements that will have a measurable impact on customers' bottom lines.

### *Why Undergo a Business Process Analysis?*

High employee turnover, business reorganization and downsizing can rob travel management companies of institutional knowledge. Over time, this lack of operational insight can cause many processes to become unnecessarily complex. Budget constraints, competing projects, limited resources or other priorities frequently prevent companies from focusing on their existing systems.

Through a Cornerstone BPA, companies revise their original objectives, devise a plan for corrective action and maximize the performance of their current technology environment. If companies are considering new technology, our consultants identify opportunities for improvement to realize a faster and stronger return on investment.

### *What Does A Consulting Engagement Deliver?*

The BPA process can be characterized as a continuous exchange of information. Our consultants work with key staff to review existing processes in detail and discover new ways to reduce or eliminate manual work. We also identify strategies for better managing processes, improving access to information, streamlining reporting and reconciliation, and ensuring system security and reliability. The goal of a successful BPA is to maximize consistency and efficiency, build in quality assurance controls and create a standardized problem resolution procedure.

To preserve the knowledge that customers gain from a BPA engagement, we provide a comprehensive report that outlines a specific action plan to realize customers' long-term goals. Deliverables may include:

- A review of current issues, their symptoms and root causes.
- Recommended process improvements centered on:
  - Technology gaps.
  - Quality assurance processes.
  - Operational inefficiencies.
- A step-by-step roadmap for future improvements.
- Recommendations for personnel development and training.
- An outline of available outsource opportunities to support business objectives.

### **iBank**

iBank is a web-based travel data consolidation and reporting tool. It is designed to address the needs of corporations that spend considerable time and effort managing their travel programs and seek to get more out of those expenditures.

iBank consolidates travel data from various sources, including GDS and back-office accounting systems, to provide up-to-the-minute reporting without having to rely on third parties for information. Users gain insights into travel expenditures that help to objectively measure and improve travel programs.

#### *Why Use iBank?*

Managing a travel program is a complex process that encompasses everything from ensuring a positive experience for the traveler to managing some of the largest items on your financial statement. It is made even more difficult by having to manage policy compliance for trips booked with multiple international travel providers that use different GDS and accounting systems.

#### *iBank Delivers*

Regardless of how many data sources users employ, iBank provides a global view of travel spending by enabling the capture and consolidation of all trip information travelers have taken, or plan to take, throughout the world. After obtaining this information, iBank enables users to rearrange and store it in a consistent format and in a single location.

This information is then available for on-demand reporting and may be exported for use in other applications (e.g., expense reporting and business intelligence). By capturing, consolidating and storing travel information in a user-specific iBank data warehouse, users can manage travel budgets by monitoring policies and contracts, reconciling travel spending and analyzing results without relying on a third party.

#### *Specific Functionality:*

- Capture, standardize and warehouse travel information from multiple sources for a single, consolidated view of a global travel program.
- Run more than 120 standard reports and create an unlimited number of custom reports that provide up-to-the-minute travel spending details.
- Identify the location of any traveler at any given time.

- Aggressively manage vendor and supplier contracts.
- Easily comply with travel and procurement policies.
- Schedule the production and email delivery of reports, and grant direct system access to those who need the information (e.g., meeting planners, department heads and security personnel).

### **iBank Analytics**

iBank Analytics combines the power of iBank Travel Data Warehouse with an intuitive analytics engine. This easy-to-use tool transforms data into insight for by providing answers, not complexity. iBank Analytics enables insightful decisions and meaningful conclusions about travel needs through a comprehensive, multi-dimensional graphic view of travel programs. With simple point-and-click navigation, users quickly collect the information required to support their organization's strategic objectives.

#### *Why Use iBank Analytics?*

Successfully managing a travel program requires the ability to oversee multiple tasks simultaneously—from ensuring exceptional customer service to managing and enforcing policy, tracking supplier spending and complying with governmental regulations. For organizations that monitor unique performance indicators for several cost centers, iBank Analytics can quickly uncover specific patterns within a vast sea of travel data. These trends are presented with enough supporting detail to quickly indicate whether further investigation is required.

Travel managers need the ability to make smart decisions at the first sign of a downturn in performance—not after the damage has already been done. iBank Analytics makes it easy to see both the big picture and the smallest detail—plus predictive modeling to reduce business uncertainty.

#### *Specific Functionality:*

- Access multi-dimensional views of travel programs.
- Presents critical information to key stakeholders in a compelling way.
- Produces customizable key performance indicators and measure variance to goals.
- Exports information to other applications such as Excel and PowerPoint.

- Delivers data, via XML, to other critical applications (e.g., expense management and human resources management).
- Uncovers new ways to save customers money and improve profitability.
- Enhanced visibility into cost and travel patterns, providing leverage for supplier negotiations and improved compliance with preferred vendors.

### SUMMARY

We are confident that Cornerstone has the requisite experience, experience, and general capability to address a wide range of potential projects that will arise under the TSS. Cornerstone associates are thoroughly experienced and have demonstrated their commitment, professionalism, and reliability in countless client situations. We are also confident that the Program Management approach outlined here will insure delivery of consistently high-quality, high-value results to the GSA and other Federal agencies.