

Deem T&E Test Drive FAQ (Internal Use Only)

Updated version: March 2016

Product Name	Deem Travel & Expense	
Program	Test Drive Program	
Duration	Launch: November 2, 2015 Better user experience enhancements (overlay and banners): March 2016	
T&E Positioning Statement	Deem Travel & Expense simplifies the travel booking and expense reporting process, offering a seamless end-to-end user experience that saves time, increases employee productivity and promotes higher adoption, while driving additional savings.	
Target Market	Decision makers and/or influencers	<ul style="list-style-type: none"> • CFO/Finance Team • Travel/Expense Manager • Employee/Traveler
	Company size	<ul style="list-style-type: none"> • SB • Mid-market (primary) • Enterprise
Benefits of Travel & Expense	<ul style="list-style-type: none"> • Productivity: Employees can't be fully productive when they are spending too much time trying to search and book flights, and manually inputting data into their expense reports. • Accuracy: Manual data entry is not only time consuming, but can also lead to data entry inaccuracies and wrong expense types, and will need additional man hours to be checked and double-checked. • Mobility: Employees want the ability book flights, as well as create, review and submit expense reports immediately, and while on the go. • Seamless Travel Booking Process: Users would like a simple and easy way to book flights, with the confidence that they are getting the best rates available, without the hassle of looking at difference booking tools. • Simplified Expense Reporting Process: Have the ability to capture receipts instantly, create and submit reports either by desktop or by mobile, and minimize additional processes i that can lead extra stress and delayed reimbursements. 	
Benefits of Test Drive	<ul style="list-style-type: none"> • Try Deem Travel & Expense with no commitment or credit card needed • Mobile app is included 	
Key Messages	<ul style="list-style-type: none"> • Easy travel booking process • Simplify the expense reporting process • Automate data entry • Faster reimbursements 	<ul style="list-style-type: none"> • Achieve higher adoption rates • Better visibility on total expenditures • Higher level of accuracy • Smarter travel & budget decisions

TEST DRIVE

Q: What is Deem's Test Drive?

A: Deem's Travel and Expense test drive is an opportunity for end users (decision makers and influencers) to try the product within a given period of time. Users who sign up for the test drive will receive immediate access to Deem and will be included in the nurture email series.

Q: Why are we doing a Test Drive?

A: It is primarily a lead generation effort, and a way to highlight our travel and expense integration experience. Only Deem will have a travel and expense test drive experience.

- Drive awareness for Deem Travel & Expense
- Allow decision makers and influencers to try Deem
 - Promote ease of use, seamless user experience
 - Try features and compare with their existing providers
 - Highlight travel and expense integration
 - Showcase mobile capabilities
- Get companies to easily subscribe or switch to Deem
- Help our Sales team sell T&E
- Stay competitive – our main competitors have a free trial program

Q: What products are included in the test drive?

A: Travel and Expense SMB features and capabilities.

Q: Can users do a test drive of the Deem mobile app?

A: Yes, and we encourage this because the mobile app is one of our strong selling points. Users must first sign up on the desktop site and use their login details to access the mobile site. The mobile app has no self-registration feature. But once the user logs in, he/she will have full access to the mobile site. They will have the ability to search and book travel, as well as create and submit expense reports. If they are designated approvers, they will also have the ability to approve reports.

Q: Is a credit card required to sign up for the test drive?

A: No credit card is required when a user signs up for the test drive. Trial users will not be able to purchase or complete travel transactions on the site.

Q: Are there any getting started and help resources for the end user?

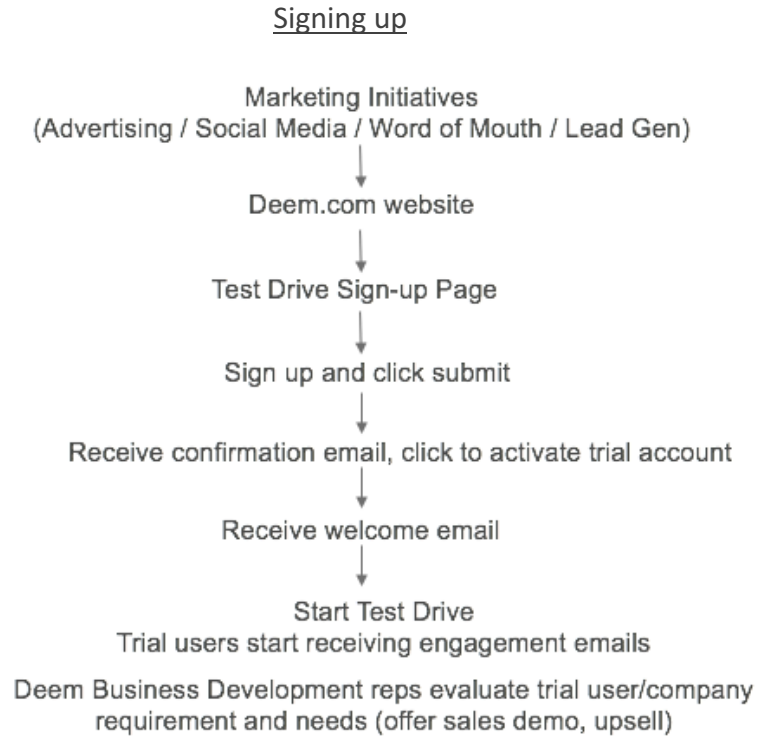
A: Users who sign up will receive a set of confirmation and welcome emails. These emails will include: link to Test Drive url, Getting Started video, link to download mobile app, access to help resources. The user will be subscribed to a series of nurture emails.

Q: What if customers have questions about the Test Drive?

A: They can email testdrive@deem.com for any questions.

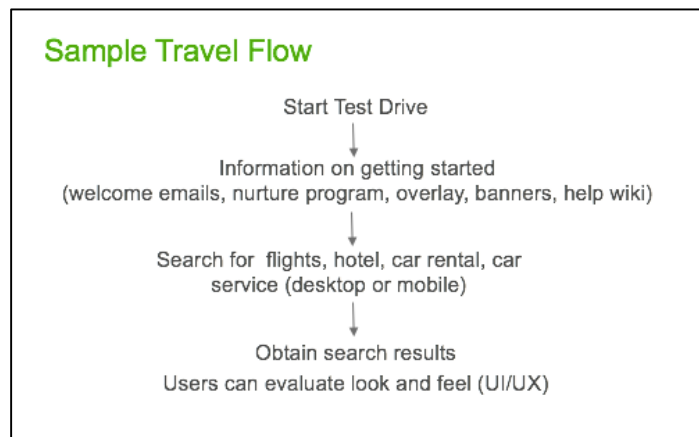
Q: How does the Test Drive work from an end user perspective?

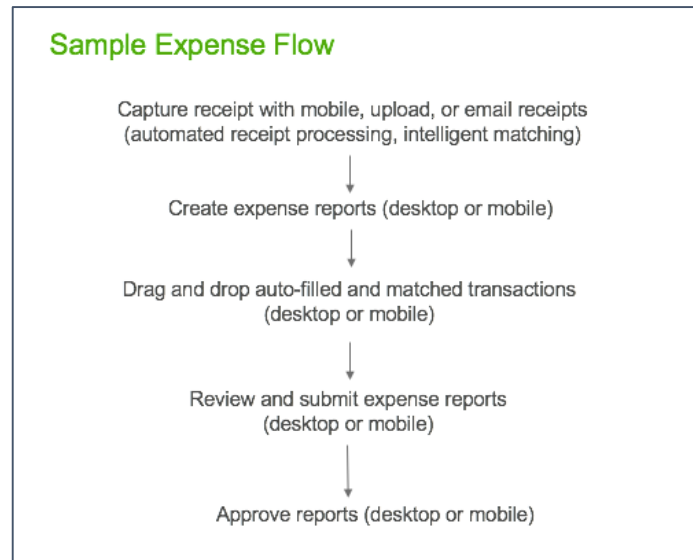
A: Users can sign up by clicking the Test Drive button



Q: What would be a sample flow for an end users?

A: Travel and Expense sample flows





Q: What are the travel functionalities available on the test drive?

A: Users will have access to Travel SMB capabilities including:

Travel Features included:

- Multi-traveler
- Can have agency negotiated rates
- Profile fields
- SDA (Southwest Direct Connect)
- Automated ticket exchange (ATE)
- Amtrak/rail capabilities

Travel Features not included:

- Preferred vendors
- Per diems by location
- Site cards
- Grouping
- Pre-trip Approval (PTA)
- Dynamic site messaging
- Customer defined custom fields
- Reference points
- Private rate hotels
- Meetings integration
- Travelfusion (ancillary services)
- Corporate flight/hotel/car discounts
- Airport parking or car service negotiated rates
- Customization

Q: What are the expense functionalities available on the test drive?

A: Users will have access to Expense capabilities including:

Expense Features included:

- Capturing receipts
- Automated receipt processing
- Intelligent matching
- Digital Wallet (receipts, personal card, travel transactions)
- Cost allocation
- Custom fields
- Allocation approvers
- Customizable expense types
- Full expense report functionality (create, view, modify, delete, submit, approve)
- Assign approvers at the admin level
- Approve reports

Expense Features not included:

- Multi-level approval workflow
- Post approver
- Corporate card
- Grouping
- ACH

TIMING AND IMPLEMENTATION

Q: Can anybody with an email address sign up for the Test Drive?

A: Yes. the product will not differentiate between a gmail account or a work email address.

Q: What is the end date for the Test Drive?

A: This functionality was addressed in January, limiting users to a 30-day trial period. Sales representatives can assess whether or not they would like to extend a prospective customer's access to the test drive, and we will be able to extend their access beyond 30 days.

PRICING

Q: Are there any fees associated with the Test Drive?

A: Signing up for the Test Drive is free, and once they have provided their contact details on the form, they will receive a confirmation email. After clicking on the confirmation link, they can access Deem and look around.

COMPETITIVE LANDSCAPE

Q: What is Deem Expense’s competitive differentiator?

A: Only Deem will be offering both Travel AND Expense as part of our test drive program.

Q: Which of our main competitors offer a Test Drive or Free Trial?

A: Main competitors in the travel & expense and expense management space include:

- Concur (expense only)
- Expensify (expense only)
- Certify (expense only)
- Nexonia (expense only)
- Tallie (expense only)

KDS (travel & expense) does not offer a free trial on their website.

	Deem	Expensify	Certify	Concur	Nexonia
Test Drive	Free sign up, available immediately	Free sign up, option to upgrade	Quick start, 14-day free trial	Test drive	Free trial available
Mobile access	Yes, Travel & Expense	Yes, Expense	Yes, Expense	Yes, Expense	Yes, Expense
Desktop and/or mobile free trial limitations	SMB Travel features, all Expense features	Free account functionality	Can’t approve reports on desktop or mobile, always need to sync mobile with desktop	Expense features only	Can’t add expense items
Getting started	http://programs.deem.com/testdrive-gettingstarted.html	http://help.expensify.com/getting-started/	https://www.certify.com/QuickStart.aspx		https://www.nexonia.com/products/our-products/expense-products/expense-summary
Video or demo	https://www.youtube.com/watch?v=nnMsaizQaTM	https://www.youtube.com/watch?v=E0dhGkFagG0	https://www.certify.com/VideoDememos.aspx	https://www.concur.com/en-us/resources/get-started https://www.concur.com/en-us/resources/integrated-travel-expense-overview	https://youtu.be/xwpyyWvnCVc

IMPORTANT LINKS

- Getting Started Video - <http://programs.deem.com/testdrive-gettingstarted.html>
- Test Drive Help Page - <https://deemhelp.atlassian.net/wiki/display/dwehelp/Deem+Travel+and+Expense+Test+Drive>

COMMUNICATION TO CUSTOMERS/PARTNERS

Below is a template you can share with customers and partners about the Deem Test Drive:

Try Deem and discover how easy it is to book travel and get reimbursed. Deem helps you manage business travel and expense by providing an end-to-end solution that saves you time and money, minimizing out of policy spend and increasing employee adoption rates. Visit deem.com and start your Test Drive today.

How it works: Go to deem.com and click the Test Drive button. You will be directed to a sign-up page. Fill up the form and click submit, and then that's it. You're ready to try Deem.