

iZento Services Comparison			
	iZento Professional	iZento QC Service for Res Cards	iZento Journal Service for Res Cards
Product Description	<i>Agents create highly customized itineraries</i> iZento Professional is an online subscription service for agents to create personalized, branded itineraries clients can take with them, either virtually or printed. Agents can also market their services in unique ways. Every journal has agent's name, logo and contact information embedded in the trip.	<i>Understand, then control your data integrity</i> iZento QC Service is the only solution on the market that empowers agencies to analyze errors or missing information within ClientBase Res Cards to better manage their data and their agency – not only preventing problems or mishaps while the client is traveling but also delivering the best data for tailor-targeted future marketing.	<i>Effortless, automatically produced travel itineraries</i> ClientBase Converter takes ClientBase ResCard data and automatically turns it into comprehensive, interactive professional itineraries and travel documents. iZento's Trip Optimizer technology creates a unique itinerary that includes travel documents, robust city guides and maps, calendar, recommended activities and more.
Target Market	<u>Travel Agents & Agencies</u> Travel Agents & Travel Agencies Consortia/Hosted Agents Agencies who don't use ClientBase Agents who sell Group, FIT, Wedding Travel	<u>Travel Providers who use ClientBase</u> Travel Agents & Travel Agencies Host Agencies Agents who sell Group, FIT, Wedding Travel	<u>Travel Providers who use ClientBase</u> Travel Agents & Travel Agencies Host Agencies Agents who sell Group, FIT, Wedding Travel
Key Features	Agents create journals via online trip planner Ability to edit completed journals TripOptimizer organizes trip info; adds maps, calendar Recommend feature for excursions and insurance Sharable - Printable - Viewable On/Offline Customizable branding options Clone itinerary & create unique journals (for Groups) 600+ ready-to-use starter trips (Trip Templates) 150K+ attractions for most popular destinations Collaboration for agent <-->client editing	Excellent starter for ClientBase adoption or improvement Silently tracks and reports ResCard data quality Agency success is measured and reported Monitors agent compliance to Res Card Best Practices iZento Team mentors agency managers to reach goals Runs in background; no mandatory agent involvement No journals; optional Agent Assist emails EZ Upgrade to iZento Journal Service	Automatically generated journals from ResCard data PDF editing via 3rd party PDF editing applications TripOptimizer organizes trip info; adds maps, calendar Recommend feature for excursions and insurance Sharable - Printable - Viewable On/Offline Branding options support ICs and agency programs Interactive Agency Advertising pages Agency can customize journal front covers and images Agents can modify journal content incl front covers
Key Benefits	Ultimate flexibility and itinerary customization Consolidates travel information Multi purpose solution: quote -> book -> travel docs WOW FACTOR - Competitive Advantage Demonstrates agent value add Online Collaboration engages DIY clients 30 day free trial Free training	Quality Control insurance for the client, the agent and the agency Agency controls QC process Reports contain actionable info to drive improvements Agency knows where errors are and what's missing iZento supports agency; and agents when requested All data resides on the Res Cards under agency control QC Tool: Drives compliance and ResCard quality Free training	Effortless - no agent interaction to create journals Consolidates travel information Multi purpose solution: quote -> book -> travel docs WOW FACTOR - Competitive Advantage Demonstrates agent value add Advertising pages drive revenue/offset cost QC Tool: Drives compliance and ResCard quality Free training
Trip Retention	No limit	N/A - No journals produced with this service	30 days after end of travel
Price	\$15/mo/agent subscription; unlimited itineraries	Setup fee + Monthly Subscription/agency	Setup fee + Monthly Subscription (Vol. based)/agency; less than \$1/itinerary