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Grasp Inks Preferred Supplier Deal with Advantage Travel Partnership

Partnership Extends Grasp's Products and Services as Preferred Solutions to Advantage Members Throughout the UK and Europe

SAN DIEGO, Calif. (January 28, 2020) – [Grasp Technologies](#), the leader in data management, consolidation, payment integration and data visualization for the travel industry announced today its latest partnership with the Advantage Travel Partnership in the United Kingdom. In addition to being a preferred supplier for Advantage and its members, Grasp will offer its products and solutions at discounted rates to members.

Advantage is the UK's largest independent travel agent membership representing the vast majority of the top UK's 50 TMCs, with a combined turnover of £4.5 billion in sales and extends Grasp Technologies' existing WIN Global Travel Network partnership.

Jane Worrow, Sales Director at Grasp Technologies, UK & Europe said this about the partnership, "We are extremely proud to be supporting Advantage members with innovative Data, Virtual Payment and Professional Service solutions to help them to grow and drive continuous improvement to their businesses."

"Having accurate, agnostic and reliable data intelligence is vital and more valuable than ever to support business initiatives today and in the future. Our partnership will ensure that Advantage members have solutions to differentiate their services which evolve along with them and their businesses. We look forward to an active and successful relationship with Advantage and its members."

Simon Bennett, Head of Business Travel Commercial and Innovation, at Advantage commented: "We are delighted to add Grasp to the portfolio of leading technology providers available to our membership. With over 20 years' experience in helping TMC's with a wide range of data challenges and improving and enhancing existing processes to help them be more effective in their business and with their clients, Grasp was a natural fit. We look forward to working with the team at Grasp and further helping our members with their solutions"

For more information, visit www.grasptech.com.

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About Grasp Technologies

Founded in 1996, Grasp Technologies works extensively in the travel industry a worldwide providing data management, consolidation, payment integration and data visualization for the travel industry and other industries. Grasp differentiates itself by helping clients navigate changing business environments by providing the custom combinations of reporting and predictive analysis. Grasp Technologies has offices in San Diego, California and Columbus, Ohio. For more information, please contact Peter Sebio at Peter@grasptech.com.

About Advantage Travel Partnership

Advantage Travel Partnership is the UK's largest independent travel agent and travel management company partnership. Advantage Business Travel TMC's are each independently owned, but as a collective they produce over £3.85bn of business travel sales each year, making members experts in every aspect of the travel industry.