

Amadeus Carrier Preferred Display Management allows you to reinforce your product offer in order to maximise revenue. This powerful, industry-unique tool gives you the opportunity to influence the selling behaviour of Amadeus travel agents, by creating and managing your own biased displays to support your business requirements and customer and market segmentation objectives.



We operate a large network which is further supplemented with partner flights and it is important to have the means to promote it effectively with agents

**Ian Crowe**  
Manager Schedule Distribution, Qantas

### Reinforce your offer in line with your network policies

With Amadeus Carrier Preferred Display Management you get amazing flexibility to tailor the content of your displays using a wide range of customisation parameters. This allows you to manage distribution of your connecting traffic in the most profitable way.

The level of customisation goes far beyond a simple specification of which flights or connections should be shown on which displays and in which order. Using itinerary-based display content rules, you can promote specific flight connections in order to free up space on other high load factor flights that could be used for more profitable traffic. Similarly, you can promote flights connecting through a particular hub in order to divert traffic away from other hubs and so create room for higher revenue traffic. You can also promote flight connections that would not normally appear on GDS neutral displays due to GDS connection build restrictions, and much more.

### Support your airline partnership agreements

You can define what flights and connections to promote on your displays, whether these are your own flights or those of your partners. This gives you the ability to promote specific flights in connection with those of carriers with whom you have a more profitable interline partnership, maximising revenue and strengthening partnership agreements.

### Encourage travel agents to sell what you want them to sell

In general airlines have very little or no control over the content offered to travel agents through GDS neutral displays. Nor do they usually have any influence over how that content is sold. Amadeus Carrier Preferred Display Management offers an intelligent, cost-effective way to address this.

A carrier preferred display can become your airline's 'shop window' for Amadeus travel agents and you will have complete control over the content of that 'window'. Now you can influence travel agents' booking behaviour, and ensure they sell in the way you want them to.

## Target your offer based on the value of the point-of-sale, market or channel

With Amadeus Carrier Preferred Display Management it is possible to differentiate your offer more clearly in order to maximise sales and revenue. Your displays can be customised according to the identity of the requestor, whether that is a specific agent, market or distribution channel.

### With Amadeus Carrier Preferred Display Management you can:

- > Create and manage biased displays via a user-friendly graphical interface
- > Tailor content of your displays based on the itinerary and a point-of-sale
- > Define your own rules based on your own market and customer segment specifications
- > Define airline families, select and rank flights within displays, insert special promotional messages and so forth
- > Access a wide variety of customisation parameters that make it suitable for literally any type of display content scenario, from the most basic to the most advanced
- > Simulate the impact of each rule before final deployment
- > Instantly deploy new or edit existing rules in line with market requirements

### Technical requirements

Workstation: Pentium II, 350 megahertz, 128 MB RAM, connection to the Internet using port 2002

## Qantas & Amadeus

Qantas has been using Amadeus Carrier Preferred Display Management actively for several years now to manage content of their biased displays for travel agents.

“We operate a large network which is further supplemented with partner flights and it is important to have the means to promote it effectively with agents. Using this tool, we have divided the world into different ‘markets’ and created rules governing display content of each market pair (‘East Coast Australia/Northern Territory’ to ‘USA West’). We bias our displays in various ways, to highlight a few: on routes with high frequency, for instance, we promote lower load factor flights, making them appear right on top of agency displays. For flights to Europe, we route connecting traffic via different hubs, as required. For international flights originating in northern Australia, we promote the best connection possibilities with Qantas and its partners without the need for passengers to transfer in Sydney, our main hub. We also create displays for specific points-of-sale: for instance, to travel agents in Benelux we show flight connections between Europe and Australia connecting via our Frankfurt hub, which is in line with routing requirements of fares we apply for that market.”

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To make every display work harder for your airline,  
call your account manager today or go to

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