

aMADEUS

Your technology partner

Amadeus Pioneer CMS

IT services for low cost operations

Business Management



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The technology to do things differently

The value of the low cost airline model is not in question. But will your existing passenger service system (PSS) adapt and support you when it's time to do things differently in order to sustain your success?

Too often, legacy PSS and even today's stand alone low cost carrier (LCC) technologies can restrict your options and obstruct any new direction for your airline. On the other hand, open platform Customer Management Solutions, like Amadeus Pioneer CMS, will enhance your business model, no matter how it changes.

Low cost carriers: taking off or taking over?

As the low cost airline becomes established as the mainstream model for day to day air travel, so the search for flexibility in CMS technology intensifies. Get ahead of the market now with Amadeus LCC-specific platforms.

A versatile, functionality-rich customer management system must be part of the core design blueprint, allowing for flexible and fast changing strategies. You keep the main ingredients for your winning formula whether point-to-points and ticketless processes or fast turnarounds and simplified procedures, and we give you the means to adapt, scale up and cooperate with your partners as well as with other carriers.

Finding new revenues is what counts. With technology from Amadeus, you can implement new strategies to achieve that goal.

An LCC-specific platform

Amadeus Pioneer CMS is designed specifically for low cost models looking for a different way to stay ahead in today's ultra-competitive market. This means:

- > a focus on simplicity in business processes
- > keeping the final product uniform and simple
- > providing a high level of quality to drive cost down cost
- > adaptive IT to let you evolve



Customer Management Solutions vs Passenger Service Systems?

Amadeus has invested heavily, re-thinking and re-designing the 20-30 year old Passenger Service Systems that form the IT platforms for many carriers of all sizes. Legacy technologies are a thing of the past. They are expensive to programme, to update, to maintain and ultimately they are expensive for your future. Our new generation open platform Customer Management Solutions are designed to free-up your technology and to direct your energies towards making sure that passengers become loyal, profitable customers.

When to consider Amadeus Pioneer CMS

Scale up: more functionality

- > you recognise the value of building a business traveller offer and the need to add some specific features such as more flexible fares, seating, alternative cabin configuration or full travel agency distribution reach
- > you may go international or expand your borders and need to handle multiple currencies, local language options and new immigration requirements
- > you see the potential of new revenue streams in selling other services, either yourself or those of your partners

Scale up: more volume

- > as you add more routes and increase volumes, then streamlined and automated process such as re-accommodation, check-in, time initiated actions, alert messages, schedule publication, integrated call centre for example, become more critical.

Integrate

- > you see different opportunities to grow, particularly through codeshare or other forms of cooperation, and your existing technology is unable to meet the changes to functionality required

In all cases this is the solution if your chief concern is to expand into **new markets** and **attract new travellers**.

If one of these profiles fits you, read on.

Is Amadeus Pioneer CMS right for you?

The best way of knowing how right Amadeus Pioneer is for you, is to measure our solution against your priorities. That means knowing exactly what issues you have today when looking at longer term plans and deciding if your current technology can help realise those plans.

We are sure Amadeus can tackle your issues cost-effectively, solve problems through in-built functionality and work in partnership to design solutions with your airline specifications and your experts... but we let you judge for yourselves:



“All vendors talk about automated code share, but in the end we sit with work arounds that are impossible to scale up”

Whether you're an operating or a marketing carrier, Amadeus Pioneer CMS offers fully automated code share:

- > block space code share
- > free-flow code share

“We are reaching some of our business passengers through our website. But if we want to reach the full potential, we need to go through the travel agencies - that's complicated and expensive.”

Amadeus Pioneer CMS makes travel agency distribution simple and cost effective for low cost carriers:

- > file fares in real time through a simple GUI
- > get the highest level of seamless access to Amadeus, right down to last seat availability
- > there is no extra system cost for travel agent bookings in Amadeus

“I know that I need Interlining, but I just don't understand how in earth that would actually work between a ticketing and a ticket-less carrier”

Amadeus Pioneer CMS supports 'Non-IATA interlining' which means it can:

- > mix FSC and LCC segments in the same PNR
- > display the connected flight on travel agent or call centre systems
- > enforce payment for the LCC part
- > support through check in for customers and bags

“What we are seeing is a revolution for us. Who knows where it will end? And if we don't know, how can we assure future functionality?”

Amadeus Pioneer CMS is a multi-tier platform using a component-based service-orientated architecture: we can add and change functionality in an efficient way as market needs dictate. In short our solution...

- > is extremely rich in functionality
- > allows new functionality to be added
- > enables smooth integration with other airlines
- > allows you to have full control of your business model

“It's time consuming for me having to check each flight manually every day in order to understand what's going on.”

Amadeus Pioneer CMS provides a powerful inventory management and notification system, you define business rules to be applied automatically to selected flights, which trigger notification messages such as:

- > review dates
- > upper and lower thresholds for each class and subclass
- > SSR counters levels and more.

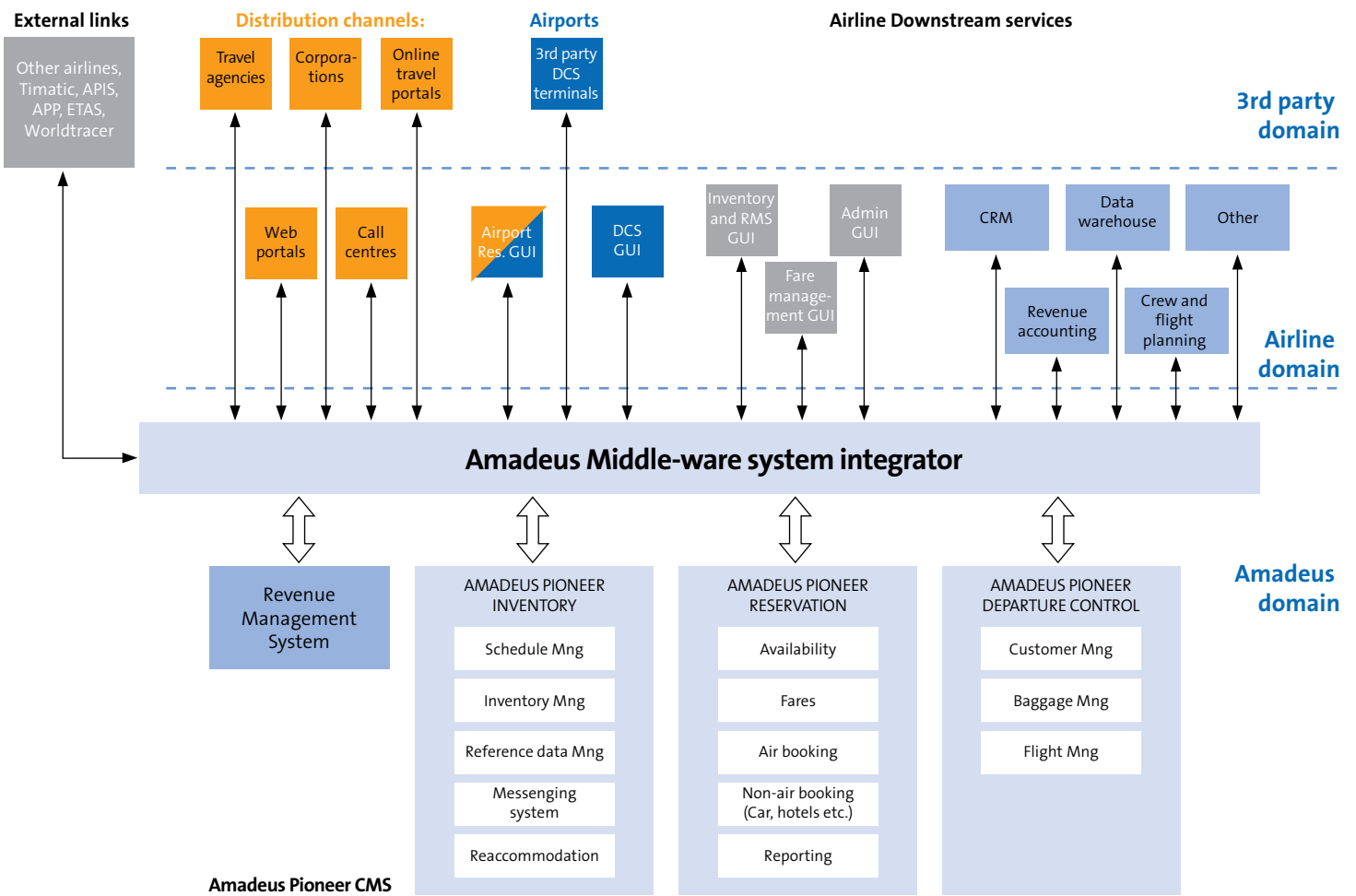
“We are now moving into international operations, and dealing with yet more work arounds but with unsophisticated solutions.”

Amadeus Pioneer CMS offers fully automated functionality to support international operations, including:

- > multiple currencies
- > up to 23 languages
- > taxes
- > immigration requirements
- > through check in of customers and bags

General system overview

System architecture



System operation and support

The structure of Amadeus Pioneer CMS combines service-based modules and components for which the essential coding is done, requiring only minor reconfiguration and adaptation to individual business needs such as ticketless operations.

The shared platform approach allows you to enjoy peace-of-mind and rely on our

- > Scalable and secure infrastructure
- > Recognised best practice and experience in the operation of business critical systems
- > Continuous investment in technology and IT skills

Inside Amadeus Pioneer CMS

Amadeus Pioneer Reservations

Amadeus Pioneer CMS is a fully GUI-based reservations platform built around the ticketless concept.

The booking record is stored in a central database used for all applications which allows easy, real-time access and eliminates data re-loading.

Fares are filed in real-time through the GUI and are immediately available for LCC web users, LCC call centres and Amadeus travel agencies. They can be filed in the currency of the country of origin and converted into the currency of sales (i.e. standard IATA Rates of Exchanges rules).

Amadeus Pioneer Call Centre Desktop

Amadeus Pioneer Call Centre Desktop allows you to customise your reservations workflow and includes an integrated sales platform for non-air content. By setting event-driven rules for the call centre you can enforce up-sell of, for example, travel insurance as well as secure quality.

Amadeus Pioneer Web

Amadeus Pioneer Web benefits from the world's most widely adopted e-commerce booking engine solution. Because the web front end is the most important sales channel for LCCs, you are given control over the site look & feel through the modification of style sheets, and you can add your own content in custom panels.

Amadeus Pioneer Web is able to provide selected flights in connection. Your end customer can change the time and date of their booking and even select their own seating, and if required, LCCs can charge a fee for this service.

Use Amadeus Pioneer Web to promote special offers on your website, and then link those deals to the matching availability and booking transactions in the Amadeus System. Anyone who selects a special offer is taken directly to the appropriate pricing page in the booking engine.

Through Pioneer Web you get access to an extremely powerful calendar function where the cheapest alternative as well as more expensive options are displayed. The LCC can also define fare family groups with fares sharing the same characteristics to promote a service level (non-flexible vs. fully flexible). This feature improves your customer's feeling of control and supports up-selling.

Amadeus has demonstrated Pioneer CMS to be an advanced, robust platform with a high degree of adaptability that will provide Norwegian Air Shuttle with a clear upgrade and development path to meet future needs.

Hans-Petter Aanby
CIO, Norwegian Air Shuttle



Amadeus Pioneer Inventory

A GUI-based inventory built to minimise costs and simplify business processes and has direct access to Amadeus Pioneer Reservations, for fast, real-time processes.

Amadeus Pioneer Inventory allows you to define certain business rules on schedules, re-accommodation, seating or inventory. These rules are then applied globally, by flight number & range, date & date range, frequency, aircraft type departure time and more. This feature delivers tremendous time-savings and eliminates errors.

Amadeus Pioneer Inventory offers a guided customer re-accommodation process. The process is either triggered automatically following schedule changes or manually by the user. The guided process allows your experts to manually choose re-accommodation options to minimise disruption to passengers.

Other valuable features include SSR counters and the Notifications messages.

Amadeus Pioneer Departure Control (DCS)

Amadeus Pioneer Departure Control is a comprehensive and powerful system supporting the processing of customers and flight departures including check-in, boarding and load control. The system is in wide use today, handling more than 100 airlines at over 300 airports worldwide.

Pioneer DCS enables easy and quick check-in by supporting self service kiosks and internet check-in as well as a 'smart' agent GUI. Customer identification options such as bar-code reading, card swipe and optical character recognition are all supported to simplify the check-in process.

Through Pioneer Customer Management Functions, all aspect of the airport process are taken care of, such as automatic flight creation, processing of passenger name list (PNL), customer watchlist validation, flight closeout & onload, boarding control, post departure processing etc.

Pioneer DCS is highly integrated with our reservations and inventory platform enabling important features such as single sign-on, inventory synchronisation, event driven PNL/ADL transfers and automated post-flight departure updates of inventory and PNR.

Built to reach the business passengers

For low cost carriers who wish to distribute through travel agencies, Amadeus Pioneer CMS offers a feature asked for especially by corporate clients - real-time connectivity and last seat availability with Amadeus GDS. The system also allows travel agencies to mix a Pioneer segment with other airlines in the same PNR, while still applying the rule that no Pioneer booking is allowed without prior payment transaction.

Using Amadeus Pioneer CMS will allow you to leverage Amadeus's in-depth experience of both travel agency processes and end customer behaviour.

Non-air revenues

Amadeus Pioneer CMS recognises your desire to diversify and increase revenues from non-air products, from specific service fees to a comprehensive non-air booking engine. Save costs and increase your productivity, through a consistent sales process on air, hotel, car rental and insurance. Our non-air booking engine provides access to 55.000 hotels worldwide, 45 car rental companies not to mention 18 cruise lines and ferry companies worldwide with links to detailed descriptions, photos, maps and more, including functionality-rich search functions (by price, address, free text...) and multimedia content.

Amadeus Pioneer CMS at a glance

Amadeus Pioneer Reservations	<ul style="list-style-type: none"> > Ticketless process > Pay as you book > Distribution and service fees > Profiles management > Queues management > Flight information > Amadeus Information Service > Last seat availability > Advanced seat reservation > Real time fares filing > Direct access to LCC fares > Fare Family concept for up-sell > Multiple form of payments > Amadeus travel agency distribution
Amadeus Pioneer Web	<ul style="list-style-type: none"> > Web-based booking engine > Calendar display of the cheapest fare (up to +/- 7 days) > Rebooking > Non-air content (booking of hotels and cars) > Multi-language support (up to 23 languages)
Amadeus Call Centre Desktop	<ul style="list-style-type: none"> > Full PNR management within GUI > Group booking > Customised workflow > Integration of LCC web portal
Amadeus travel agency distribution	<ul style="list-style-type: none"> > Payment enforcement > Restricted PNR management > Mixed PNR
Amadeus Pioneer Inventory	<ul style="list-style-type: none"> > GUI platform > Business rules > Centralized messaging system > Inventory gating > Free nesting logic (parallel, serial, hybrid) > Online schedule update > Automated publication to Amadeus Pioneer Reservation > User guided re-accommodation process
Amadeus Pioneer DCS	<ul style="list-style-type: none"> > GUI > Airport and Flight management (Weight and Balance) > Pre-flight and Post-Departure activities > Self-Service, Online, Barcode Check-In / Boarding > Seating > Baggage management > Time Initiated Actions
Interfaces	<ul style="list-style-type: none"> > Interface with Revenue Management systems (Pros, Rembrandt, Aviator) > PNR feed to LCC data warehouse > Feed to LCC revenue accounting system > Automated schedule publication to 3rd party systems > Links to external systems: GDSs, airlines, Timatic, APIS, ETAS, Worldtracer...

Amadeus for airlines

Today, over 215 network, regional and low cost airlines rely on Amadeus to deliver and support mission-critical applications.

Amadeus is a leading IT solutions provider to the airline industry. 150 airlines use Amadeus' Altéa Reservations system in their offices including Air France, British Airways, Iberia, Finnair, dba, Lufthansa and Qantas, and 33 low cost carriers already distribute their seats through our distribution system.

These carriers use Amadeus solutions to provide customers with superior and seamless service at optimal cost. This enables them to share information and reservations codes with all Amadeus powered travel agencies, allowing a greater

level of seamless servicing of travel agency bookings, eliminating the fare or class availability discrepancy that sometimes occurs, and crucially reducing distribution costs.

Our global support structure spans over 215 markets, with 6,000 employees worldwide. Close to 1,000 are specialist airline technology developers, based in Nice, London and Sydney. Our data centre in Germany manages more than 230 million transactions a day and processes up to 2 million net bookings per day.



Amadeus Pioneer CMS: easy direct access from the inventory screen to real time reports.

Contact us

Thanks for taking the time to read this overview.

If you would like more information or would like to investigate in more depth how Amadeus Pioneer CMS can help you do things differently, please don't hesitate to email us.

airline.marketing@amadeus.com

www.amadeus.com



