

aMADEUS

Your technology partner

Amadeus Airline Retailing Platform

Airlines

The new way forward



Take a retail approach to travel agency distribution

The Amadeus Airline Retailing Platform represents the new way forward. It offers so much more than a traditional GDS. It enables you to take a retail approach to travel agency distribution and proactively drive your business success.

Against increasing competition, you need to reach more customers and achieve more sales with improved control and greater brand visibility. With the Amadeus Airline Retailing Platform, you can take advantage of our innovative technology and make the move from distribution to retailing. It not only makes management of your travel agency distribution much easier and more efficient, but it also enables you to retail your content through more than 92,000 travel agencies worldwide.

Enjoy the best of both worlds

With the Amadeus Airline Retailing Platform, you can benefit from global reach, higher value sales and impressive brand differentiation, as well as enhanced control and time to market.

This is because it offers the best of both worlds – all the traditional strengths of GDS combined with all the efficiency, target marketing and brand differentiation opportunities offered by your direct channels.

Enhanced value

Reach around the world – to sell more and sell better

The Amadeus Airline Retailing Platform gives you instant access to more than 364,500 points of sale around the world. Amadeus is the leading distribution system, with a worldwide market share of 33.9%. With the Airline Retailing Platform, you can sell and market your product in more countries than any of our competitors, distributing through 217 agency markets worldwide, as well as the reservation offices of over 140 major world airlines that use Amadeus.

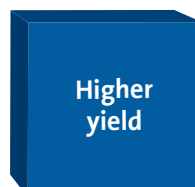


With the Amadeus Airline Retailing Platform, you can:

Reach more customers on a global level – with very little effort

Optimise your sales opportunities – to maximise revenues

The Amadeus Airline Retailing Platform gives you wide exposure to the high value travel agency channel. The average yield generated by our agents is 70% higher than the yield derived from direct online channels. And because our booking charges represent less than 2.5% of the customer revenues we generate, €1 invested returns an average of over €40 revenue – more within the TMCs segment. The Airline Retailing Platform also boosts your sales optimisation and target marketing capabilities, while enhancing control over travel agency sales.



With the Amadeus Airline Retailing Platform, you can:

Achieve higher value sales and enjoy improved return on investment



Make the move to retail

The Amadeus Airline Retailing Platform is designed to help you drive your business forward by making the move from distribution to retailing. And to do so with ease, optimal efficiency – and maximum effectiveness.

With our innovative technology, you can benefit from all the influence, flexibility and opportunity of your direct channels in your travel agency distribution activity. You will also enjoy superior value for money.

Exciting new developments

Make a real brand impact – and up-sell

You can use the Amadeus Airline Retailing Platform to make a real impact in the market – boosting the visibility of both your brand and your branded offer in the channel. You will be able to package and brand your offer and display it through the agency desktop in a highly visible way to help differentiate it, and deploy graphical prompts to facilitate up-sell. Plus, you will be able to deploy real-time and eye-catching campaigns to promote your merchandised content.



With the Amadeus Airline Retailing Platform, you can:

Maximise exposure of your branded offer through the most widely used distribution channel

Manage travel agency distribution more easily, efficiently – and effectively

The Amadeus Airline Retailing Platform offers you control and enhanced time to market, for all round efficiency. You can achieve this through direct access to one central, intuitive and fully integrated user-friendly graphical interface to the retailing platform, which allows you to work with travel agencies worldwide in a more effective way. You can manage your distribution set-up with real-time business rule management, which greatly reduces time to market.

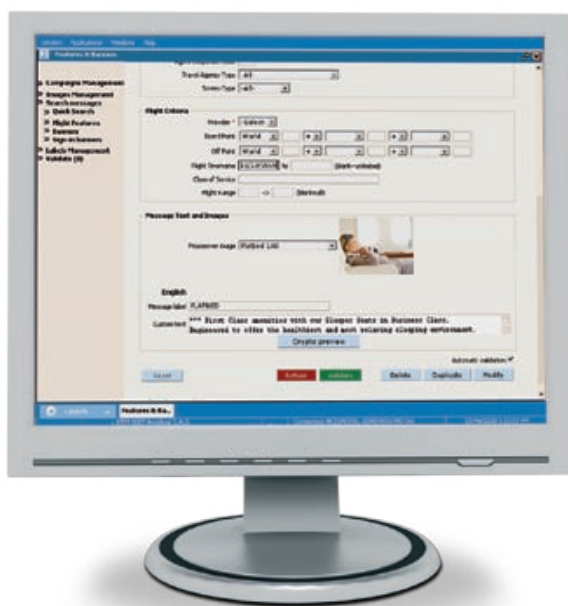


With the Amadeus Airline Retailing Platform, you can:

Optimise your operations for much easier, more efficient and more effective travel agency distribution

Take control & evolve your business today

The Amadeus Airline Retailing Platform gives you the power to manage the way your product is displayed on the travel agency desktop.



Unique graphical management interface

Your single interface to manage your distribution through Amadeus travel agents worldwide

It helps you to:

- > automate distribution-related processes and tasks
- > set up your business rules in real time
- > deploy your business policies instantaneously
- > and have them reflected in real time on travel agency displays

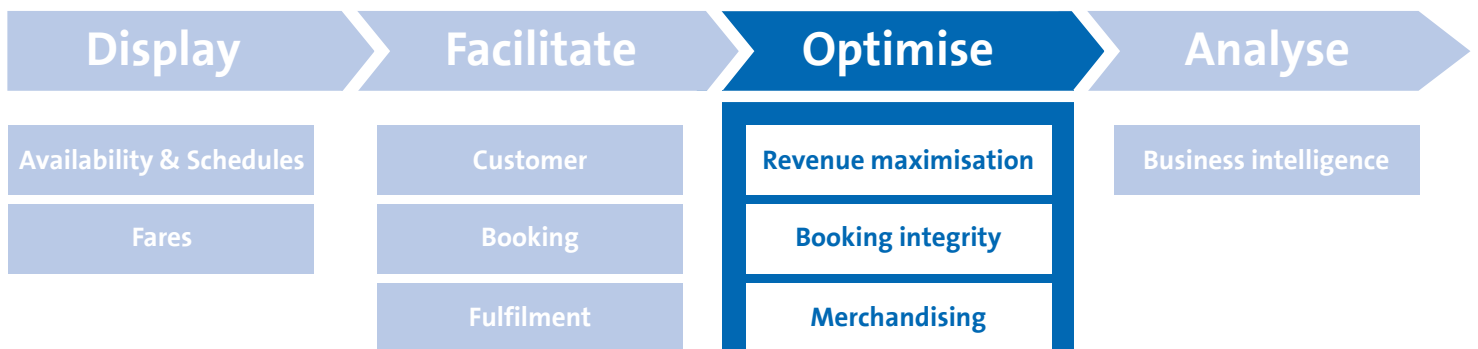
It is web-based and requires no specific deployment on your side.



Amadeus Airline Retailing Platform portfolios

The Amadeus Airline Retailing Platform offers a comprehensive range of products and services, all of which are carefully designed to meet your specific needs.

The Amadeus Airline Retailing Platform is designed to tackle the entire process of your travel agency distribution – from product display and sales facilitation to sales optimisation and post-sales business analysis. Our specialist portfolios contain a range of distribution components to enable and enhance each of these steps.



Our **Availability** portfolio helps you to ensure that your product is available and accurately reflected on the agency desktop.

The **Fares** portfolio is designed to enable you to get the right fares to the right agents.

The **Customer** portfolio helps you to make sure that your top-tier customers receive differentiated service, and also to prevent errors and data misuse.

Our **Booking** portfolio is used to inform agents of your booking policies. It lets them book your inventory and request related services with ease and efficiency. It also enables you to service agency bookings and perform quality checks.

The **Fulfilment** portfolio facilitates automated ticketing and fulfilment by agents, including fee collection.

Our **Revenue maximisation** portfolio is designed to boost your sales optimisation and target marketing capabilities.

The **Booking integrity** portfolio enhances your control over travel agency sales.

The **Merchandising** portfolio will help you to make a real brand impact and up-sell your product offer.

The **Business intelligence** portfolio facilitates informed decision making in the areas of sales, marketing, network planning, scheduling, pricing and yield management to optimise revenues and identify the potential for cost-cutting.

The core of our offer lies in the area of sales optimisation, where three key portfolios are specifically designed to help boost your revenues. Most of our current and future development effort is focused in this area and new components will be added as the Amadeus Airline Retailing Platform evolves.



Our commitment to evolution

Amadeus is dedicated to providing future proof and scalable open technology solutions that will lead the way for years to come, helping to reinvent and modernise the airline industry.

Our customer-led, community developments make use of pioneering technology and cutting edge IT capabilities to address the latest trends and needs. The ever-present and strong involvement of airline customers in the development and evolution of our solutions ensures that every one of our products fully meets your expectations and continues to address your evolving distribution needs.

Every year, we invest heavily in IT and expertise – to guarantee both your future and ours. So when you work with Amadeus, you can expect to benefit from a long-term collaborative partnership based on proven results.

The end-to-end technology solutions offered within the Amadeus Airline Retailing Platform are designed to meet airlines' needs at every stage of their travel agency distribution processes.

These innovative solutions are backed up by expert business consultancy from a world-class IT partner with 20 years' experience of developing leading technology designed to help you develop and differentiate your business.

CLICK
HERE

For more information about how the Amadeus Airline Retailing Platform can help you evolve your business, contact your account manager or visit www.amadeus.com/airlines today