

Amadeus PNR Data Feed improves the quality of the business information and analysis on which your key strategic decisions are made. By selecting and delivering the most up-to-date and detailed PNR information direct to your data warehouse or CRM system, Amadeus PNR Data Feed offers a customised and fine-tuned information source. Whether you require real time or batched feed, you can make your data management and processing more efficient with Amadeus PNR Data Feed.



Amadeus PNR Data Feed enhances your ability to perform accurate analyses based on the most up-to-date and relevant information.

Improve the quality of information

For airlines using the Amadeus Altéa Reservation or Amadeus Altéa Inventory platform, there is great potential to leverage the value of the data stored in Amadeus.

The Amadeus PNR is an unrivalled source of passenger data. The data feed can extract and filter from this comprehensive and up-to-date information source the relevant data needed by your business. This can be done each time a PNR is modified, created or cancelled by your own staff or a travel agent, so that you receive only relevant changes. At a time when the quantity of data flow into your data warehouse is growing rapidly, this level of selectivity offers significant quality and efficiency benefits.

Target data to your business objectives

Amadeus PNR Data Feed is specifically designed to be user friendly and to provide you with maximum control and flexibility. You establish the business rules, pre-selecting the data you require from the PNR, thereby creating a customized “view”. This view is then sent to your specified location or department, whether that is your central data warehouse, CRM or revenue system. If you choose more than one feed option, then data from the same PNR can be fed into different locations. For example, frequent flyer numbers can be sent to one system, while booking office and ticketing information is fed elsewhere. You can change the PNR elements governing the data feed twice per year, making sure it informs business-critical decisions on booking processes, pricing and marketing, customer loyalty programmes, agent relationships or any other aspect of your business strategy.

Flexible feed to suit your operation

Amadeus PNR Data Feed will provide the information you need without overburdening your system. You choose how you wish the data to be provided: on a real time online basis, or batched at off-peak hours.

Online feed can be used to produce reports as required by different departments, to manage Group requirements or for other operational purposes. For example, ticket coupons received from an accounting system can be compared with the actual booking to align sales activity with real business activity. Batch feed is generally used to update data warehouses regularly with a standard set of data for detailed and strategic analysis.

The feed can be provided in an EDIFACT or XML format. The EDIFACT messaging format is used throughout the airline industry wide, however some third party systems which belong to the airline may find it easier to read XML. By offering both solutions, Amadeus makes it easier for customers to connect and use the feed in the most cost effective manner.

With Amadeus PNR Data Feed, you can:

- > Ensure your data warehouse contains only up-to-date and strategically important information
- > Get a clearer understanding of customer needs and behaviour
- > Make faster business decisions and reduce time to market
- > Receive structured data, on a need-to-know basis
- > Feed customer information direct into CRM system
- > Customise the PNR information to streamline data processing
- > Choose 'batch feed' for convenience
- > Choose 'online feed' for real time data
- > Easily change business rules to suit changing strategy
- > Eliminate unnecessary and excessive data flow
- > Benchmark / verify other data sources

Features	Ideal for airlines that
Batch feed <ul style="list-style-type: none"> > Stores your selected data in a folder > Adds updates to the folder as they occur > Transmits the folder of data at a specified time > Sends only the last 'image' of the PNR 	<ul style="list-style-type: none"> > Wish to have a pre-defined data feed
Online feed <ul style="list-style-type: none"> > Transmits data every time a PNR element is added, modified or cancelled and end-transacted. 	<ul style="list-style-type: none"> > Wish to feed their operational applications in real time

Information overload

For an airline with an overstocked and unstructured data warehouse, the solution was to manage information at the point of delivery.

This large regional carrier outsources sales and reservations to the Amadeus Altéa Reservation (Sell) platform, and uses data warehouses for information storage and mining. It was proving difficult to extract the data required for specific tasks and to compare data from different sources. With Amadeus PNR Data Feed, we helped our customer separate out operationally essential data such as SSRs, Ticket Time Limit checks, Internet and SMS check-in specifics, airport staff and crew information. This is now delivered using online feed, enabling real time reports to be created at any time. Meanwhile, batch feed is used to update the data warehouse with information for more detailed analysis, for revenue control, agent management and customer management purposes. The result is a definitive, up to date and streamlined data flow.

Technical Requirements

You must be able to receive and process large volumes of PNR data in EDIFACT or XML format.

Since PNR information cannot be sent on the public network, either the existing VPN link will be used or an additional link would be needed.

To extract more value from your data more easily, call your Amadeus consultant and ask about PNR Data Feed now.