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Customer Solutions

Amadeus
All Fares

Distribution & Content <<
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Business Management <<
Service & Consulting <<

Product Overview
November 2009

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Document control

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1 Introduction

The current document relies on All Fares as in SELL5.3 version.

1.1 Executive summary

Amadeus All Fares is fully integrated in Amadeus Selling Platform, the world's most used retailing application for travel professionals, as a chargeable product option.

Amadeus All Fares is a flexible low-fare search engine that improves productivity and customer service as a large choice of travel journeys are displayed and both GDS and non-GDS recommendations can be booked straight away and seamlessly.

Sell More and Serve Better with Amadeus All Fares

The seamless integration of Amadeus All Fares into Amadeus Selling Platform and its booking workflow speeds up the sales process.

Moreover, travel agencies can take their customer service to the next level by offering the lowest air fares available amongst public, private and non-GDS fares as well as a wide range of choice in dates, providers and routes, in order to best match traveller's preferences and constraints.

Amadeus All Fares offers powerful search criteria such as alternate airports and returns several hundred flight recommendations straight away. Recommendations can then easily be sorted according to specific criteria to quickly find the best travel solution.

Notes:

- Amadeus All Fares is available from the Practice Training environment: the non-GDS data are real data and will be considered as real searches (taken into account for the invoicing).
- Amadeus All Fares is chargeable and not part of Amadeus Selling Platform baseline. Customers who are willing to use Amadeus All Fares need to sign a separate agreement.

1.2 Product positioning

1.2.1 Amadeus All Fares: the unique graphical low fare search of Amadeus Selling Platform

Amadeus All Fares is the only graphical user interface benefiting from the features of both existing and new powerful search engines:

- GDS low fare search with optional calendar and / or alternate dates
- capability to request a complex itinerary
- optional non-GDS fares search
- unique merged display functionality
- an integrated booking workflow for GDS and non-GDS bookings

Amadeus All Fares thus allows travel agents to search, compare and book flights using powerful search criteria that are not otherwise available within Amadeus Selling Platform.

1.2.2 Amadeus All Fares Tab versus Amadeus Ticketless Access

Amadeus strategy is to provide as much content as possible via the GDS aggregation. Amadeus GDS always seeks to increase the number of participating carriers and deploys

other means to get GDS access like Amadeus Ticketless Access. Airlines available via Ticketless Access in the GDS are then made available via All Fares. This ensures that Amadeus All Fares offers as many Low Cost Carrier (LCC) airlines as possible through both GDS access and non-GDS access.

1.2.3 Amadeus All Fares versus the Traditional Fare Tab

Amadeus All Fares does not replace the traditional Fare tab currently available in Amadeus Selling Platform. The traditional Air and Fare tabs within Amadeus Selling Platform provide a schedule driven flow and a fare driven flow. Amadeus All Fares provides a complementary way of searching for availability and fares: the low fare search flow.

As a reminder, the traditional Fare tab offers the following functionality:

- Fare Display (FQD)
- Informative Pricing (FQP)
- PNR pricing (FXX/FXP)
- Best Pricer (FXA/FXB, etc.)
- TST management (TQT, TTI, etc.)

1.2.4 Amadeus All Fares Tab versus Smart Tabs

Smart Tabs are an option of Amadeus Selling Platform allowing travel offices to integrate web content into a tab of Amadeus Selling Platform. Smart Tabs give agents the ability to manage simple web sites or external web applications by exchanging information such as traveller names, payment details, etc.

Smart Tabs are used by some markets as a solution to propose non-Amadeus flights. Amadeus All Fares aims at replacing such local solutions by providing a more standard, complete and integrated solution within Amadeus Selling Platform.

2 Business Segmentation

Amadeus All Fares predominantly targets Travel Management Companies, Business Travel Agencies, Leisure Travel Agencies and Single-Site Travel Agencies.

All Fares is aimed at being deployed worldwide; market specific content may vary according to local constraints or needs but All Fares is available in the same languages as Amadeus Selling Platform.

2.1 Travel Management Companies & Business Travel Agencies

The Internet has changed the buying behaviour of corporations and corporate travellers. Web fares and low cost carrier fares are now part of corporation travel policies at least as a basis to compare their own negotiated fares. If savings are significant and justify the loss of flexibility associated to these types of fares, corporations are ready to ask their employees to fly with low cost carriers.

Taking this economic driver into consideration, Travel Management Companies and Business Travel Agencies must offer a way for corporate travellers to compare the offer and choose the best compromise between the price and the flexibility abiding by the company policy.

Furthermore, Travel Management Companies and Business Travel Agencies are also focused on operational efficiencies via standardized platforms and processes and want to strengthen their customer relationship through a standardized booking experience whatever the sales channel is.

To these travel agencies, Amadeus All Fares offers:

- A greater range of air content including non-GDS (low cost carriers, web fares...) in a productive merged display
- An integrated booking flow to seamlessly book GDS and non-GDS flights without having to exit Amadeus Selling Platform
- A complete integration within Amadeus Selling Platform and the back-office system.

2.2 Leisure & Single Site Travel Agencies

The Internet has also changed the buying behaviour of leisure travellers. Travellers use the Internet to compare different web sites and last-minute deals. They challenge travel agents and ask them to find and match prices found on the Internet.

Taking this economic driver into consideration, they must be able to compete with web sites' content and provide additional value to price sensitive travellers to propose different travel solution that still meet their needs.

Furthermore, Leisure and Single Site Travel Agencies need to ensure that their productivity costs are down to a minimum to protect their revenues.

To these travel agencies, Amadeus All Fares offers:

- Integration of web fare and low cost carrier content in their daily booking tool, Amadeus Selling Platform.
- Advanced search capabilities such as alternate dates and alternate airports, highly valuable in a leisure environment.
- A single workflow for travel agents to search, compare and book GDS and non-GDS flights

3 Features & Benefits

3.1 Have the content to propose the best deal to the traveller

Today, leisure travel agencies are competing with the Internet and the many different sources of content available to a public that is increasingly technologically aware.

Business travel agencies need to align with new corporation policies that include the possibility to book on Low Cost Carriers.

Features

Amadeus All Fares proposes content available in Amadeus as a GDS:

- Public, private and corporate fares
- LCCs already integrated as ticketless carriers, Ticketless Access carriers or Participating Carrier Agreement (PCA) carriers.

Amadeus All Fares also offers content from outside of the GDS:

- LCCs only available over the Internet like Ryanair,
- Web fares from airlines that have not made available their full content to Amadeus as a GDS,
- Business websites of airlines that have a deal with the travel agencies through this means.

From these sources of content, Amadeus All Fares proposes up to 230 flight recommendations per search. In addition, Amadeus All Fares relies on an efficient flight connection engine enabling to build more and better routes for the requested itinerary.

Amadeus All Fares is indeed based on an open platform that eases integration of additional content and that is compliant with the content offered through Amadeus e-Travel Management or Amadeus e-Retail.

For additional content request, please refer to the Services chapter below.

Benefits

Travel agents save time as they do not need to compare fares on several web sites or systems.

They have all the content they need to propose the best deals to the travellers available in a single application: customers have the guarantee of a standard experience when interacting with the different channels.

For example, Corporations using Amadeus e-Travel Management can ask their Travel Office to use Amadeus All Fares: travel agents or counsellors will have access with Amadeus All Fares to the same functionality and the same content as the employees at their desk using Amadeus e-Travel Management.

Should some markets or customers need to add specific content such as charter flights, air consolidators or private fare databases, the content will be available in a seamless and integrated way.

For additional content request, please refer to the Services chapter below.

3.2 Offer the best deals to the customer and be a travel consultant

Having content available is half the need of travel agencies. Their goal is to differentiate themselves from Internet websites offering similar content and enhancing their customer service.

Features

Amadeus All Fares offers many different options to take into account for the search of the best fares.

The standard ones are of course available such as requested cabin, non-stop flights or time range of departure or arrival. But more specific ones are also offered to cater for Corporations' needs such as the exclusion of taxes or surcharges and currency conversion.

The Calendar View shows the lowest fares per combination of dates within a range of +/- 1 day from your original search date. The central cell displays the fares for the dates you requested. For each date, you can compare the lowest GDS fare with the best non-GDS fare.

SELLING PLATFORM

Window Config Help

Search Calendar view Flights Pricing Booking Confirmation

Lowest recommendations summary from DUS to BCN on Sat 22Mar08 , return on Thu 27Mar08
Prices are in EUR, for all passengers, including taxes, without CC charges

P = Public fares U = Private fares N = Non-GDS / Business website fares

	Outbound		Inbound	
	Fri 21Mar08	Sat 22Mar08	Fri 21Mar08	Sat 22Mar08
Wed 26Mar08	U LH 168.43 EUR N U2 252.98 EUR	U LH 168.43 EUR N FR 171.54 EUR	P IB 241.17 EUR N U2 223.98 EUR	
Thu 27Mar08	U LH 168.43 EUR N U2 252.98 EUR	U LH 168.43 EUR N FR 191.54 EUR	P AB 256.57 EUR N U2 223.98 EUR	
Fri 28Mar08	U LH 201.18 EUR N U2 281.98 EUR	U LH 201.18 EUR N FR 221.54 EUR	P AB 295.43 EUR N U2 252.98 EUR	

Select preferred flight by clicking on it (one click = select, double click = display) [Back] [Display]

PNR

Office: NCE1A0950

The 'Alternate airports' allows you to include in your search any city or airport within a flying distance of 300km in the same country as the specified city or airport of origin and destination.

Many different Passenger Type Codes (PTCs) are available for selection: Military, Government agents, Seniors, etc. These PTCs can be used to the maximum of 6 on the 9 passengers (maximum) for which All Fares can search the lowest fares.

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Specific airlines, both from the GDS and the non-GDS source, can be included or excluded per segment to find the best fare on a given airline and trip.

On top of the filtering at search time, the travel agent is able to sort the results in many different ways such as by price, by fare type, by departure or arrival time, by flight duration or even ticketing fee.

Finally, more services are available at booking time to help satisfy the traveller.

Benefits

Travel agents can propose more to the travellers than only the itinerary requested:

- Alternate dates to travellers who may be flexible
- Alternate routes with more interesting fares to travellers who may be able to fly from another airport than the initial one.

On the other hand, they can also ensure to meet very specific requests in terms of time or passenger type and discounts.

3.3 Have the possibility to search differently

With the changing economy, every penny counts. Thus, ways of travelling evolve and business travellers book more complex business trips to benefit from a single travel to do more than one action. Leisure travellers want to ensure that they have the most for their money and want to compare every possible itinerary and price.

Features

Amadeus All Fares offers to search for complex itineraries: from 1 to 6 segments can be requested at once and the best fare for all segments returned in a single click.

Directly forbidden.

The screenshot shows the Amadeus All Fares search interface. The main window is titled 'SELLING PLATFORM' and has a menu bar with 'Window', 'Config', and 'Help'. Below the menu bar is a toolbar with various icons. The main area is divided into tabs: 'Search', 'Flights', 'Pricing', 'Booking', and 'Confirmation'. The 'Search' tab is active, showing a search form with the following details:

- Search type: Multi segment
- From: NCE, To: LON, Date: 18NOV2009
- From: LON, To: PAR, Date: 22NOV2009
- From: PAR, To: MAD, Date: 26NOV2009
- From: MAD, To: MUC, Date: 30NOV2009
- From: MUC, To: ROM, Date: 04DEC2009
- From: ROM, To: NCE, Date: 08DEC2009

Below the search form, there are options for 'Passengers' (1 ADT, 0 INF, 0 CHD, 0 YTH), 'Cabin' (Economy (Y)), 'Fare types' (Public, Private, Corporate), and 'Options for airlines' (GDS, Non-GDS). The 'PSR' is set to 'NO.FEE'.

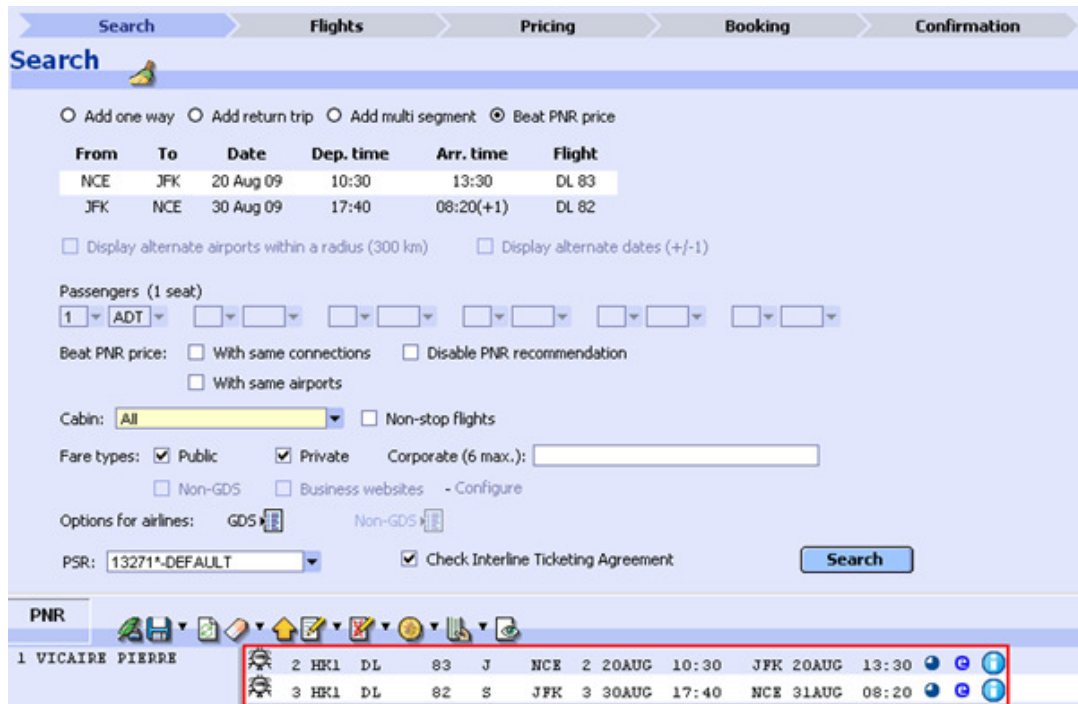
The 'Flights' tab is also visible, showing a list of flight recommendations. The first recommendation is highlighted in yellow:

Price	Condition	Fare type	Flight	Cabin	From	To	Dep. Date	Departure	Arrival	Dur.
3155.66	LTD;APM	U	BA 347	M	NCE	LHR	18 Nov 09	14:00	15:00	02:00
		U	BA 324	M	LHR	CDG	22 Nov 09	18:35	20:50	01:15
		U	IB 3401	M	ORY	MAD	26 Nov 09	06:45	08:40	01:55
		P	IB 3534	M	MAD	MUC	30 Nov 09	08:55	11:20	02:25
		P	AZ 437	M	MUC	FCO	04 Dec 09	11:50	13:25	01:35
		P	AZ 348	M	FCO	NCE	08 Dec 09	09:05	10:20	01:15

At the bottom of the flight recommendations window, there are buttons for 'Back', 'Select', and 'New search'.

Amadeus All Fares also proposes to search for a lower price for the same itinerary as booked and priced initially. This is achieved via the "Beat PNR Price" search option.

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Benefits

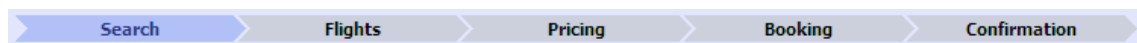
Travel agents can really bring benefit to the customers by using the different means of search available. Corporation policies can be easily fulfilled by ensuring the lowest fare is selected in a quick and easy way, while keeping the traveller preferences into account.

3.4 A simple and unique flow

To ensure travel agents cover all the possible sources of content available to them, many different applications are needed and it can quickly lead to an information overload and an issue for its analysis. The access to multiple sources also increases the connection costs and decreases the productivity of the travel agents.

Features

Amadeus All Fares offers a simple navigation through a fully graphical interface and the Navigation Bar helps the user know at all times where he stands within the flow.



This flow is common to both bookings made on GDS content and non-GDS content, allowing the search to be made via a single click.

The results of the search combine both availability and fare in-flight recommendations. Displayed recommendations can be booked right away. They are presented in a merged display of GDS and non-GDS content for an easy comparison. It is possible to compare for instance, public, private and low-cost carrier fares on the same page. The merged display is available in the calendar view and in the detailed recommendation page.

Benefits

Travel agents can work faster by having every answer available in a single search request, both flight availabilities and fares, both GDS and non-GDS content: there are fewer steps to take and internet browsing is not necessary anymore, which saves much time.

A single flow also ensures a very fast learning curve and a higher productivity for the travel agency.

The possibility to book in a few clicks and to easily go back to a previous step emphasizes this productivity.

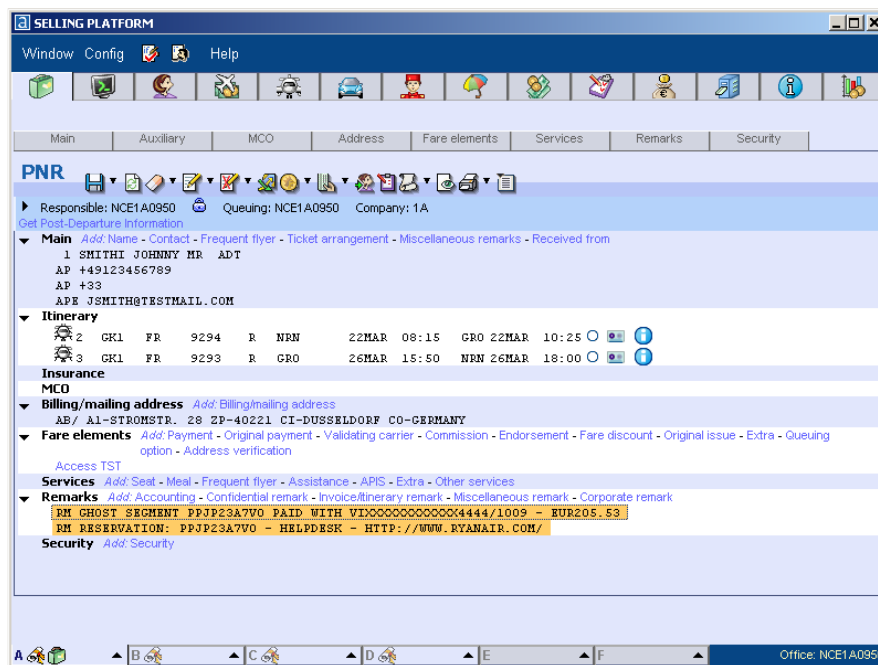
3.5 An integrated flow

Any new application or any new product in large travel agencies needs to be integrated smoothly within the existing system. This will ensure that no disruption is encountered in the travel agent workflow and that the change to the new application is eased.

Features

Amadeus All Fares takes benefit of any information already available in the active PNR to pre-populate fields: the passengers taken into account at the search step, the form of payment, phone information and address information at the booking step.

Amadeus All Fares also adds information to the PNR once the booking is done: ghost segment for non-GDS itinerary and linked remarks with additional information like website confirmation number and price, TST, GDS segment, etc.



Furthermore, a TST is automatically created for Amadeus and non-GDS bookings which facilitates the agent's life in retrieving itinerary and fare information.

Benefits

Travel agents using All Fares will improve their efficiency and reduce their errors as no manual re-entry is needed for the available data from the PNR.

Moreover, All Fares ensures that the travel agents increase their productivity as they do not need to exit the application to complete a non-GDS booking.

3.6 An integrated product

Any travel agency wishes to increase its revenue by selling more, but also by selling better: spending less time and increasing fees for each customer.

Features

Amadeus All Fares is integrated with Amadeus Service Fee Manager in a simple way. When agencies have subscribed to both products, the following functionality is enabled:

- Selection of the Price Scheme Reference (PSR) to use from the All Fares search screen
- The ticketing fees are displayed directly in the calendar view and in the detailed flight recommendation page

The screenshot shows the Amadeus All Fares search interface. The search criteria are: From NCE, To LON, Date 18NOV2009, Return trip. The search results are displayed in a table under the heading "Flights - recommendations". The table has columns for Price, Incl. Tkt Fee, Condition, Fare type, Flight, and Cabin. The first two columns are highlighted with a red box. The PSR field is set to "5892*-TKT_FEE".

Price	Incl. Tkt Fee	Condition	Fare type	Flight	Cabin	Front
133.74	13.44	PEN;LTD	P	BD 132	M	D
133.74	13.44	PEN;LTD	P	BD 129	M	L
136.57	17.00	See details	N	EI 236	M	D
140.12	17.00	See details	N	EI 156	M	D
140.12	17.00	See details	N	EI 155	M	L
140.12	17.00	See details	N	EI 157	M	L

Please check the Amadeus All Fares User Guide for more details about the customisation of the ticketing fee display.

Amadeus All Fares can easily be integrated with any mid-back office using the Amadeus Interface Records (A.I.R./I.M.R.) as data is automatically transferred into the AIR message, even in the case of a non-GDS booking (an I.M.R. is generated in this case).

Benefits

Travel agents can select at a glance the best fit for both their customers and the agency: lowest fare and highest fee.

No additional step is required to integrate and analyse Amadeus All Fares data into your back-office system compared to Amadeus Selling Platform.

4 Advantages and Key Value

Please check the All Fares Value Proposition Available on [Opera](#).

4.1 What if Amadeus could provide you with a tool to ensure you can propose the best fares to your customer?

Amadeus All Fares enables the travel agents to propose a wider sales offer by accessing non-GDS fares and compare them with other fares directly in your Amadeus Selling Platform:

- Corporate, public and private, negotiated fares alongside web fares
- Automatic log-in to business websites
- 500 GDS airlines and 40 web-only airlines
- Selection of airlines
- Flexible search criteria

The Amadeus 'private fares' package is fully integrated in Amadeus All Fares to offer the cheapest available fares.

4.2 What if Amadeus could save you time and money by entering a single application?

Amadeus All Fares ensures the travel agents can work faster and smarter:

- Seamless booking for GDS/ non GDS flights
- Navigation bar (Key Selling Point)
- Automated PNR update
- Access more services at booking time
- Booking confirmation sent to provider website
- Integration with MBO through the A.I.R. / I.M.R.
- Same product available worldwide with the same content(KSP)
- Easy to use graphical user interface (KSP)
- Service Fee Management Integration (KSP)

Amadeus All Fares merged display feature integrates all the returned fares in a single screen.

Service fees are directly displayed on Amadeus All Fares flight recommendations (when integrated with Amadeus Service Fee Manager).

4.3 What if Amadeus could help serve better your corporate customers?

Amadeus All Fares provides a means to view all the information at a glance:

- Merged display
- 230 recommendations (KSP)
- Complex itineraries search options (Unique Selling Point))
- Up to 9 passengers in a single search (USP)
- 3-day Calendar View (USP)
- Real-time availability
- Powerful filter criteria (KSP)

Using the most powerful search engine on the market: Amadeus All Fares offers many various and user-friendly options, such as numerous search and filter criteria to customise the search according to the traveller preferences and constraints. Amadeus All Fares also relies on an efficient flight connection engine enabling to build more and better routes for the requested itinerary.

The unique Calendar view of Amadeus All Fares allows travel agencies to offer the lowest fares to their customers amongst different date combinations.

4.4 Competitive Information

Competitive Advantage	Proof Point
Amadeus All Fares is available globally	Galileo Custom Fares and WorldSpan RateRunner are only available in Europe, the Middle East and Africa. Sabre Net Check is only available in the Canada, US, Australia and New Zealand. Galileo Low Cost Air is only available in Australia and New Zealand.
Search Engine: More options on how to sort the search results than Galileo Custom Fares, Sabre NetCheck and Galileo Low Cost Air.	With Amadeus All Fares you can sort the search results according to Price, Fare type, Time, Flight duration, Cabin Type. Galileo Custom Fares can sort the results according to Price or Time. Sabre Net Check does not offer any sorting criteria for the search results, making it harder for the travel agent to find relevant results. Galileo Low Cost Carrier does not offer any sorting criteria for the search results, making it harder for the travel agent to find relevant results.
Returns more search results than WorldSpan Rate Runner or Galileo Custom Fares and Low Cost Carrier.	Amadeus All Fares returns 230 results in the merged display. WorldSpan Rate Runner only returns 100 results compared, 150 results for Galileo Custom Fares or Galileo Low Cost Carrier .
Alternates Dates (calendar view) and Alternate Airports.	Galileo Low Cost Carrier does not offer the Calendar View and Alternate Airports features of Amadeus All Fares that significantly increase the choice and flexibility. Mercado Air is the only competitive solution to offer a similar Calendar View feature but as it is a 3rd party provider solution, you cannot integrate it with your GDS front-office solution.
Lower running costs	WorldSpan Rate Runner will incur much higher running costs for the agencies with a \$35 monthly fee in addition to \$5 fee for each PNR created through Rate Runner. Sabre Net Check charges 2,40€ (\$3.75) per booking a monthly subscription of \$13 on top.

For more information on All Fares Competition, please check the [Opera pages](#).

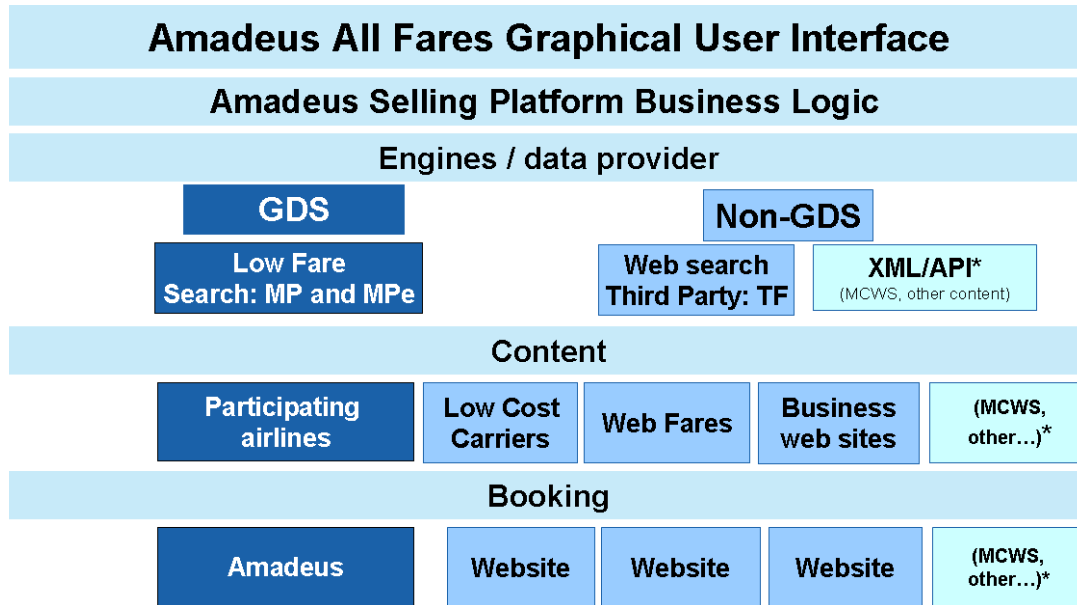
4.5 New Enhancements

New in All Fares 5.3 since All Fares 4.3:

- All Fares is now the unique GUI low fare search application of Amadeus benefiting from the features of both existing and new powerful search engines:
 - complex itineraries,
 - Beat PNR price,
 - Master Pricer Expert,
 - withhold taxes/surcharges.
- This will help Value Pricer users to slowly migrate towards All Fares.
- All Fares now supports all passenger type codes (PTC): military, government, handicapped etc.

5 System Overview

This is a high-level view of the global system architecture implemented within All Fares:



Amadeus All Fares Graphical User Interface allows travel agents to use powerful search criteria and filters to find out the best offer for their customer. A single workflow is offered. The Amadeus Selling Platform servers manage the business logic of the application and the connectivity to the different content providers i.e. Amadeus for scheduled airlines & Web Search engine for web fares or low-cost carriers. New content providers may be added depending on customer or market needs. Please check section 8 for details.

6 Technical Requirements

Amadeus All Fares is distributed as an option of Amadeus Selling Platform. The technical requirements follow the ones associated with Amadeus Selling Platform.

7 Documentation

All the documentation is available through [All Fares Opera Page](#).

Pricing information is available on demand through your usual contact.

8 Services

8.1 Training

Built on an intuitive flow,, there are no training modules available today for Amadeus All Fares.

The User Guide with detailed functional information is available on Opera and practice on the product can be performed in the Amadeus Training environment.

8.2 Support

For difficulties in getting Amadeus All Fares to launch, please contact your Regional Services team: Nice for EMEA, Bangkok for APAC and Miami for the Americas.

Functional PTRs must be created using the template available both in Win@proach and in OneView CRM HD by searching on “All Fares”. They should primarily be assigned to first level help desk (ACO), then to second level help desk (GCS/SMC) to reproduce the problem and validate the PTR. Information such as Selling Platform version, office ID and expected input and output is mandatory in order to investigate properly.

8.3 New content request

Amadeus All Fares has been designed as an open platform that could be connected to any type of air content.

Large travel agency networks or travel management companies may operate private net fare databases. Such databases may be connected to Amadeus All Fares.

Such connectivity may require however specific custom development by Amadeus that may be charged. Please contact Amadeus Regional Services for any integration request.

Market specific content can also be requested. This needs to be done via a CP to be communicated to your BSM and associated to a business case. The request will then be prioritised before others and integrated into the plan.

9 Ordering Procedure/Deployment

9.1 Ordering process

The Amadeus All Fares ordering process is available on Opera. Access rights to Amadeus All Fares are managed by an indicator in the office profile. The request for an access is performed through a WO / Case in Win@proach / OneView CRM Help Desk. Templates are available to grant or remove the access search for 'all fares'.

The WO/Case is then approved by the Central Product Manager in Nice and the action taken within two weeks.

For more details, please refer to the Amadeus All Fares Ordering Process.

9.2 Release Distribution

On Amadeus Selling Platform

Amadeus All Fares is available since Amadeus Selling Platform 3.1P100. It is packaged in Amadeus Selling Platform as a product option. Amadeus All Fares benefits from the Amadeus Selling Platform deployment infrastructure and is distributed via Web Configurator and Automatic Update.

Markets that have access to Web Configurator are able to deploy directly Amadeus All Fares.

The All Fares deployment is handled by Amadeus Regional Services for markets that do not have access to Web Configurator.

9.3 Other Related Products

Amadeus All Fares is only available as a tab in Amadeus Selling Platform. Please check the Amadeus Selling Platform pages in Opera if you want more information about this product.

Amadeus All Fares is compatible with Amadeus Service Fee Manager. Please check the Opera pages for more information about Amadeus Service Fee Manager.

10 Contacts

Please contact your Business Solution Manager (BSM) or GCIS Account Manager. You can also contact the relevant Product Manager at sellingplatformpm@amadeus.com.