



Editorial



Marcos Isaac
Director,
Corporations &
Distribution
Channels

Dear friends,

Amadeus continues to move forward! Mobile technology is currently an integral part of our day to day and the number of mobile workers is increasing at an amazing pace every year. Immediate access to urgent information is key and empowerment to change travel plans instantly is becoming critical for the corporate mobile travellers around the world.

With this in mind, Amadeus is taking a unique approach to Corporate Travel. For you, our corporate customers, we have strengthened our flagship corporate booking solution, Amadeus e-Travel Management, to evolve beyond just trip booking to the complete Traveller Care experience, providing the technology that spans before, during and after all the travel steps. We are revising the travel planning experience completely and in our forthcoming release 11.0 we are launching Amadeus Single View.

With Amadeus Single View the act of booking a trip is simplified, giving the travellers full flexibility and choice through a unique display. In this issue you will be able to read more about this and other functionalities available in the new version.

On the content side, we are continually working on integrating new hotel content in the system. But we know how challenging it is for travel managers to get the rates loaded. Here you will find some tips that will help you simplify the process.

And finally, we also researched the online trends around the world and this time we bring you some interesting findings about the adoption of corporate travel technology in India.

We very much hope you enjoy reading this 6-issue and look forward to seeing you in October during ACTE Global conference in Munich. Come to our booth and we will show you the latest developments in travel technology.

Best regards

Marcos Isaac



Product news

Amadeus Single View: the ultimate traveller experience

Amadeus has always been at the forefront of travel technology. To raise the bar even further, over the next three years, Amadeus will provide a unique approach to Corporate Travel. The Online Booking Tool will evolve beyond trip booking to the complete Traveller Care experience.

How? By providing the technology that spans before, during and after all the travel steps. In the forthcoming releases we are taking our first steps towards this approach revising the travel planning experience completely.

Flight Search Results

London (LON - All airports) to Nice (NCE - All airports) - Return

Legend: Web Search, Preferred Vendor, In policy, Out of policy, OP Flight operated by another carrier, Electronic Ticketing Candidate

Outbound: London (LON) to Nice (NCE) 08/24

Showing 20 of 20 result(s)

Schedule	Provider	Connection (s)	Predicted EUR 59+	Flexible EUR 79+	Club EUR 156+
6:15 AM 3:00 AM	London, London Gatwick Nice, Cote D'Azur	BA 8131 E 1155	59	475	203
7:20 AM 10:15 AM	London, Heathrow Nice, Cote D'Azur	BA 342 E 1155	60	479	207
8:00 AM 8:00 AM	London, London Gatwick Nice, Cote D'Azur	easyJet 42,5000 E 2600	77	-	-
8:55 AM 11:55 AM	London, Heathrow Nice, Cote D'Azur	om 80,183 E 2600	65	447	-
9:50 AM 12:50 PM	London, Heathrow Nice, Cote D'Azur	BA 348 E 2600	68	479	207
10:30 AM 1:30 PM	London, Heathrow Nice, Cote D'Azur	BA 354 E 2600	68	479	207

Everything you need... on a unique display

Amadeus Single View will simplify the process of booking a trip, giving the travellers full flexibility and choice. With Amadeus Single View, a single search will lead to the display of all relevant travel options, and always within the corporation's travel policy. Travellers will be able to combine different types of transport and different classes of service from a single unique display.

At Amadeus we treat travellers as individuals

Through the use of advance filtering options, users will be able to personalise the view to show only the travel options matching their needs, allowing them to quickly glance through them. Travellers will be able to compare all elements along with their prices and make an informed decision in a single step.

Initially, Amadeus Single View will address the complex areas of Air and Rail travel. In the future, the same principles of offering flexibility and choice in a user friendly manner will be applied to the Hotel and Car areas too.

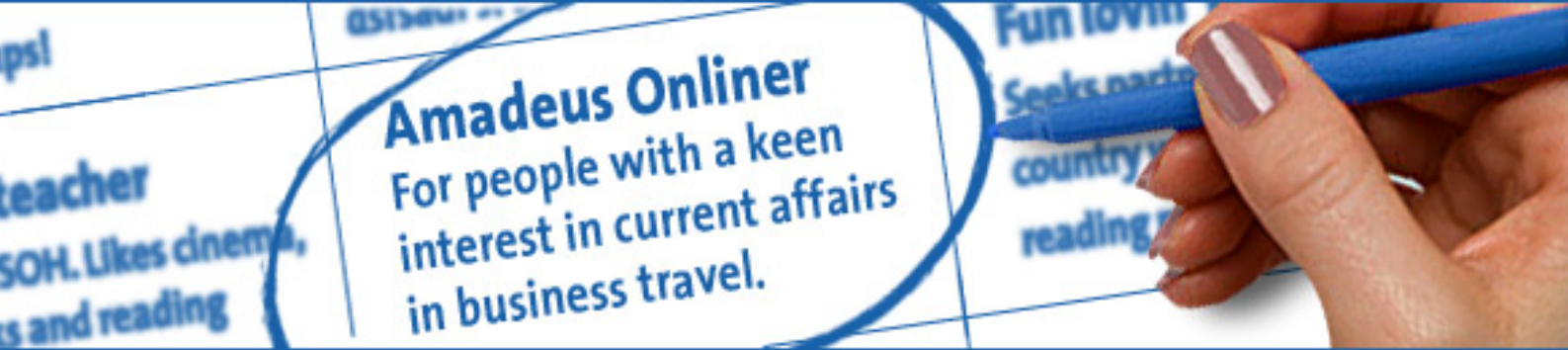
Comprehensive, Unique, Fast, Simple...

Need to book a business class flight out and a first class train in? With Amadeus Single View it will not only be possible, it will be fast and simple.

Amadeus Single View is a step forward towards the Total Trip Experience which will completely transform the travellers experience when shopping online through Amadeus e-Travel Management.

Personalisation and simplicity

With Amadeus Single View, travellers will be able to personalise their trip with the best technology ever. Through graphical filters, users can adjust and get several fare groups displayed in such a comprehensive way that they can easily make the most suitable travel combination, always remaining compliant with the corporate travel policy.



Did you know...?

Add a whole new dimension to your business when you need to make smart decisions based on solid information.

Whatever you need to know in order to understand the cost drivers of your travel spend, the efficiency and ROI of your online booking solutions, online adoption ratio e-Reporter gives you critical information – fast.

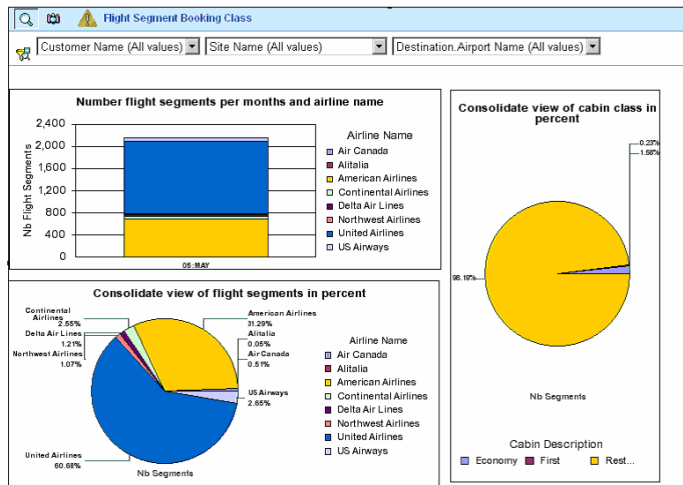
With Amadeus e-Reporter you can...

- Get a complete view of your corporation's travel activity

With more than 20 pre-built reports at your disposition, you will have daily visibility on who is travelling where, using which travel provider, how often and at which fare. You can even access this information before the trip actually takes place!

- Access the most relevant information for travel management in only a few clicks

With the new dashboard display you can customise pre-built reports to look at data in greater detail, or create custom reports in no time at all. The easy-to-use graphical interface makes navigating and managing reports even simpler.

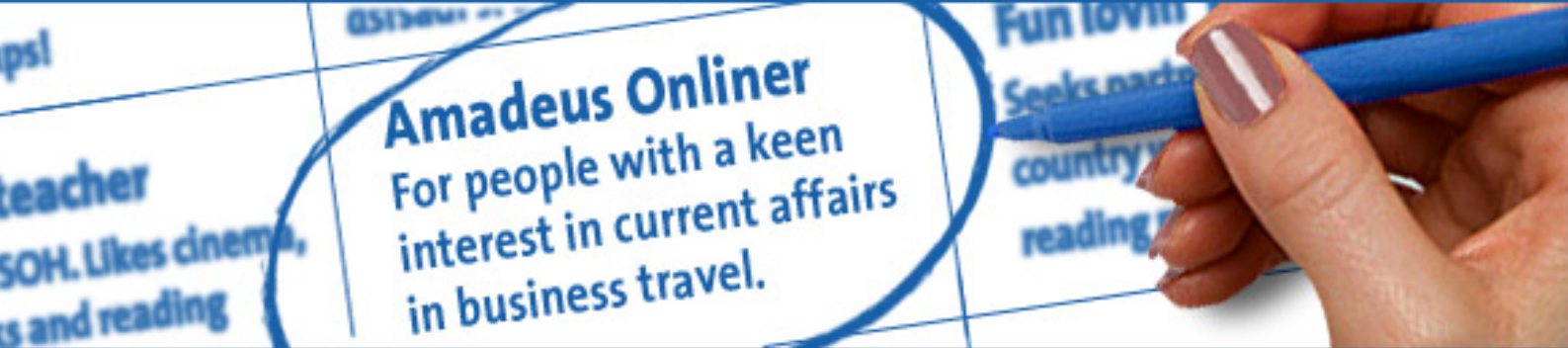


- Adapt the display of a report to your audience

Reports can be displayed either as tables or as graphs, allowing you to choose the display most suitable at any moment, depending on the audience and on the information. Whether you prefer to use a pie or bar chart, it will be easy with the point-and-click e-Reporter interface.

- Receive reports directly in your inbox

Save time and ensure reports automatically reach the people who really need them within your organisation. With the new email scheduling feature, up to 4 people can regularly receive reports directly to their inbox.



Adoption

Fifty-seven percent of Indian corporations surveyed in an Amadeus study recognise benefits of Self-Booking Tools to enhance corporate travel efficiency

A survey commissioned by Amadeus, has revealed that Indian corporations and travel management companies are ready to step up technology adoption to manage the escalating costs and inefficiencies in corporate travel, a booming industry which is now worth US\$3 billion.

According to the research, there is growing demand for technology solutions in India by both corporations and travel management companies (TMC), particularly in relation to online travel management, or Self Booking Tools (SBT).

The survey, carried out among corporations and TMCs in India, revealed that while Indian corporations have yet to embrace SBTs, 57 percent of the corporations surveyed recognise the benefits that SBTs could offer their corporation.

David Brett, President, Amadeus Asia Pacific, said, *“This research report confirms that Indian corporations recognise the need to adopt new technologies to cope with the growth in corporate travel and streamline business operations. Amadeus is committed to supporting the growth of the Indian corporate travel industry by providing solutions such as Self-Booking Tools that will increase efficiency and reduce costs for corporations with high volumes of travel.”*

Although most respondents realised the benefits of an online SBT to simplify and manage travel processes, 73 percent had yet to explore the option of rolling out an online programme.

Benefits of using SBTs

One key benefit for corporations using an SBT is access to Low Cost Carrier (LCC) content. While many companies globally do not use LCCs for corporate travel, India is somewhat of an exception, with 60 percent of respondents indicating their company does use LCCs.

TMCs that took part in the survey also recognised the benefits of offering an online corporate solution in their portfolio, viewing it as a competitive advantage in the notoriously tight Indian travel market.

Ankur Bhatia, Executive Director, Bird Group & MD Amadeus India feels that it's only a matter of time before more Indians begin using self-booking tools. “Indians are very rational and meticulous in consumer behaviour and as soon as a value is identified with a certain trait, efforts will be made to gain maximum utility.

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David Brett
President,
Amadeus Asia Pacific

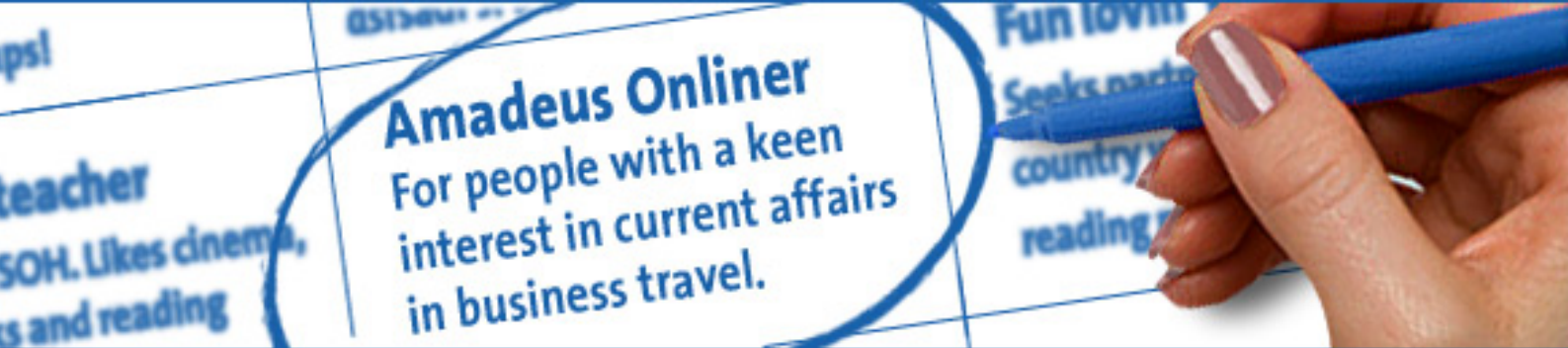


“We are constantly looking at ways of utilising and developing technology to increase the flexibility, and convenience of travel in India. The ability to book and buy online as well as reserve seats, meals, special requirements from anywhere and at anytime is one of the most flexible and convenient methods available to passengers,” said Bhatia.

Furthermore, a recent global study conducted by Cranfield University in collaboration with Amadeus revealed that companies could save an average of 25.6 percent on external travel management costs and up to 9.1 percent on airline ticket spend through the adoption of SBTs.

Key Findings:

- 57 percent of the corporations surveyed recognise the benefits that SBTs could offer their corporation
- The top three considerations for adoption of a SBT among the corporate respondents were:
 - Policy compliance – 28 percent
 - Ease of use – 22 percent
 - Cost control – 20 percent
- 60 percent of respondents indicated their company does use LCCs.
- Seventy-five percent of TMCs surveyed indicated they felt that the Indian market is ready for SBTs.



Also of interest

Tips to enhance your hotel corporate programmes

Committed to helping corporations get the most out of Amadeus e-Travel Management we have been improving efforts to give corporate travellers greater hotel choice. Jean de Durfort, Head of Hotel Distribution at Amadeus outlines some of the new services available to help corporations manage their hotel requirements.

Driving hotel bookings via self-booking tools is increasingly on the agenda for corporate travel managers. Today, many employees still make their hotel reservations outside of required booking channels such as the corporate online tool that would ensure the corporate policy for hotel bookings is applied. In some instances, this behaviour happens because the hotel of choice is not available in the self-booking tool.

Amadeus has taken the 'bull by the horns' with this issue. We have actively been pursuing such hotels, typically smaller, independent, boutique hotels etc - to incorporate into the system. Over the last few months an extra 5,000 hotel properties have been added, so that a better range of hotels can be offered to corporate customers. Additionally, Amadeus has created partnerships with hotel aggregators, to make their range of properties available to the corporate traveller. In total, corporations now have access to over 75,000 properties through any booking channel connected to Amadeus (both online booking tool and "offline" through the Travel Agency).

However, we recognise that you want even greater choice. Follow these simple steps and we will add the hotels that you require:

Give us your wish list

Collate a specific list of required hotels that are not currently in the system and we will work with them to ensure everyone's favourite hotels are available.

Take it a step further: Remind hotels to load your negotiated rates in the system

To make sure that, not only you get your favoured hotels, but that you also get your hard-earned negotiated rates, you need to ensure that hotels load the negotiated rates onto the system. We can help. Just let us know which hotels you have these rates with, and we'll also do a follow up reminder.

Back to basics, communication to your employees is vital

At Amadeus we're keen to embrace the future and for Corporate Purchasing Managers to work with us in partnership to ensure the greatest benefits are achieved. Finding the hotel your employees want in the system will help boost adoption. Once we get your hotels in the system, let them know.

If you need support from Amadeus to find your negotiated rates in the system, contact us. We can work with your chosen hotels to make it happen.

Jean de Durfort (Head of Hotel Distribution)

Visit us at the Amadeus booth at the Association of Corporate Travel Executives (ACTE) Global Conference in Munich on 21-23 October.



Meet the team

Jason Long, New Head of Global Partner Management in Amadeus' e-Commerce unit for Corporations

Jason Long is Head of Global Partner Management within Amadeus' e-Commerce unit for corporations and is based at Amadeus' global headquarters in Madrid, Spain. In his role he is responsible for expanding the Amadeus e-commerce business through global partnerships with leading international travel management companies. As such, he manages an international team of high profile experts, based in different Amadeus offices across the world.

Prior to joining Amadeus, Jason held a variety of senior management positions within the technology sector with a clear focus on the online business. He started his career with Nortel Networks helping the company to establish the Internet business throughout EMEA and was soon heading the sales and consultancy group across Europe.

After a sabbatical year working as a volunteer in Cuba, during which time he lectured at Havana's major university and raised funds to install computing equipment in schools, Jason returned to the technology industry – at a start-up venture in Spain selling online and mobile solutions in the European & African markets.

Jason has a wide international experience having lived in, Cuba, Germany the United Kingdom and he is currently based in Spain.

Jason holds a degree in Electronic Engineering from King's College, University of London and a M.B.A. from IEDE in Madrid.



Jason Long
Head of Global Partner Management, e-Commerce, Corporations



What's going on at Amadeus?

Amadeus presence at industry events worldwide

Please see below the upcoming corporate travel events at which Amadeus representatives will be speaking on a variety of topics.

World Travel Awards 2007

The World Travel Awards are the premier global awards which promote excellence in the travel industry with trophies awarded in all areas of the industry and all over the world.

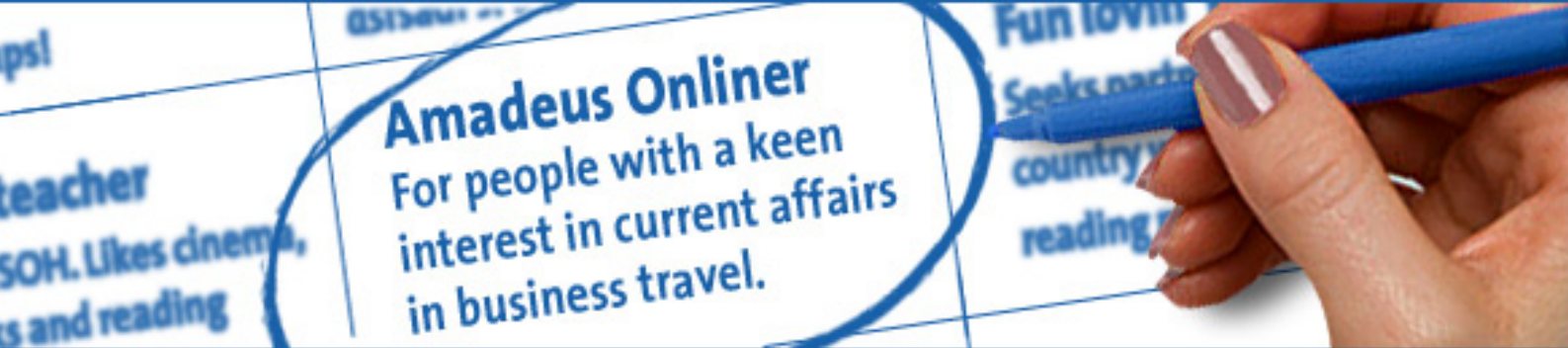


Amadeus, as the leading provider of IT solutions for the travel and tourism industry, wanted to partner with a similar leading company in the industry, so last February [Amadeus and World Travel Awards signed a major global sponsorship deal](#) which resulted in our participation in all World Travel Awards 2007 events.

The sponsorship commitment covers 2007 regional ceremonies, in addition to the World Travel Awards hosted networking events, The World Travel Golf Tournament, The World Travel Internet Conference and the World Travel CEO Forum.

Find out more about the [World Travel Awards 2007](#).

Date	Event	Location
9 th October 2007	World Travel Awards 2007 Ceremony (Europe)	Newcastle, England
12 th December 2007	World Travel Awards 2007 Ceremony (Annual Gala)	Turks and Caicos, West Indies
8 th October 2007	World Travel CEO Forum	Newcastle, England
11 th December 2007	World Travel Internet Conference	Turks and Caicos, West Indies
12 th December 2007	World Travel Golf Tournament	Turks and Caicos, West Indies



Join us at ACTE, Munich!

See the unique developments to Amadeus e-Travel Management (v11.0)



This year's ACTE EMEA Global Education Conference will take place in Munich from the 21st to the 23rd of October. It is a very special occasion for Amadeus this year and we invite you to join us in Munich at the cocktail reception. To celebrate such an occasion we offer corporate buyers the possibility of registering at a reduced rate of 750€.

Contact us for more information and do not miss the opportunity of seeing the latest developments of online corporate travel technology.

To benefit of the reduced rate, contact waseem.abbasi@amadeus.com



Facts & figures

About Amadeus

Amadeus' worldwide presence	
Employees	7,600
Nationalities (of employees)	95
Number of Markets	217
Customer Base	1,000 of the world's largest corporations through over 3,000 customer sites

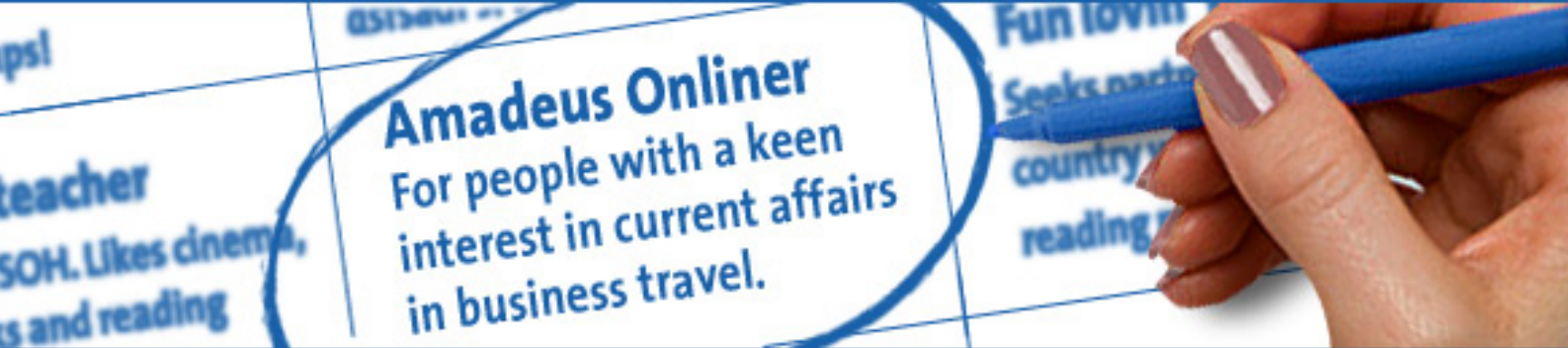
About Amadeus e-Travel Management.

Access to	
Airlines	486 including 48 LCC's
Car rental companies	43
Hotel Properties	75,000

Direct links to	
Low Cost- Airlines	Over 70
Railway Providers	Deutsche Bahn, Swedish Rail and SNCF system provides access to Thayls trains and Eurostar from France
Car providers	Avis, Europcar, Hertz, Sixt

Available in	
Languages	13
Currencies	160

Awards	
Amadeus technology has won numerous awards. Click here for details.	



Amadeus news round-up

[Click here to read any of the below releases in full](#)

Huawei Technologies is first customer in Greater China to adopt Amadeus' award-winning online travel management solution

Amadeus has today announced that Huawei Technologies, a leader in next generation telecommunications network solutions for operators around the world, is the first customer in Greater China to adopt Amadeus' award-winning online travel solution, Amadeus e-Travel Management solution (AeTM).

10 Sep 2007

Amadeus' travel agency channel generates revenue of EUR 31.7 billion for airlines in six months

Amadeus today announces business results for the six months ending 30 June 2007

30 Aug 2007

Bezurk.com partners with Amadeus

Amadeus today announced that Bezurk.com, Asia Pacific's leading travel search engine, has chosen Amadeus Meta Pricer in the Asia-Pacific region. Meta Pricer, based on the next generation Amadeus Web Services Interface, helps travel search companies efficiently and cost-effectively retrieve accurate information on flight availability and prices from their airline partners.

23 Aug 2007

Amadeus Rail Forum 2007 identifies need for strategic partnerships and effective standardised distribution

Over 60 rail, air and travel agency industry experts from around Europe recently met for the first ever Amadeus Rail Forum in Nice, France to discuss the rail industry and its future needs. Strategic partnerships and effective standardised distribution were identified through the discussions as being central issues in the future of the rail industry.

27 Jul 2007

Over 130 Hotel Brands offer Best Available Rate through Amadeus

Amadeus has signed over 130 major hotel brands up to its Best Available Rate programme. Hotels which have signed up to the programme have seen their bookings through Amadeus grow by between 10% and 30%. Travel agents and corporations can be confident that hotel rates in Amadeus are as good as or better than, hotel rates in other distribution systems or on the hotels own website.

24 Jul 2007

Amadeus Adoption Academy helps drive use of self-booking tools amongst corporate clients

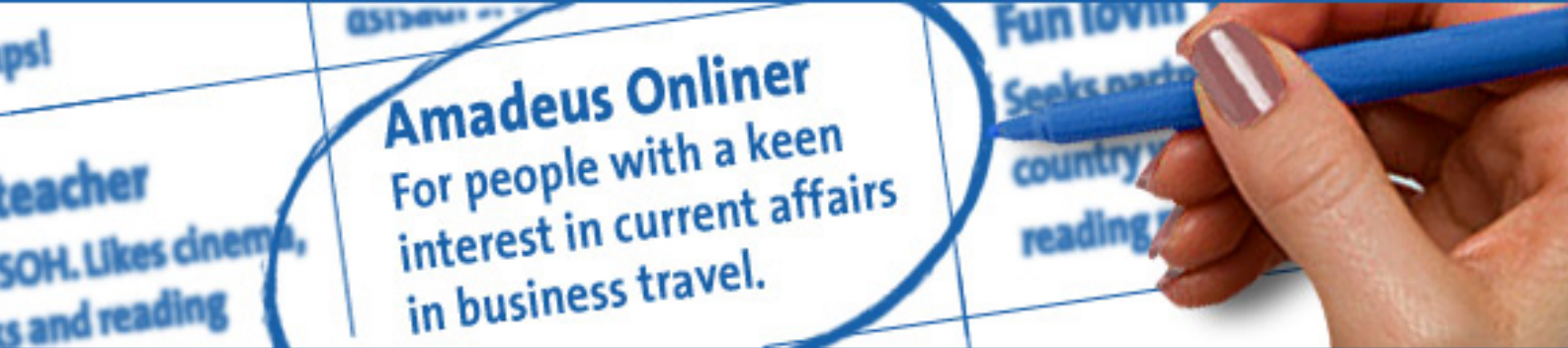
Amadeus announced that it will be offering an enhanced approach to driving adoption within companies that are introducing self-booking tools into their organisations. With its complete end-to-end consultancy package, the Amadeus Adoption Academy is designed to help corporations maximise adoption and get the most out of their self-booking tools (SBTs)

18 Jul 2007

New version of Amadeus e-Travel Management enhances personalised travel experience for the corporate traveller

Amadeus today launched the latest version of Amadeus e-Travel Management. Version 10.2 provides travellers with increased functionality to make booking travel a more personalised and improved travel experience, adding access to a wider range of local customised services and saving time for the traveller.

9 Jul 2007



Read more about our...

Research Papers

To download some of our extensive research papers click on the link below:

<http://www.amadeus.com/corporations/x37358.html>

Customer stories

Click on the link below to learn more about some of our customers:

<http://www.amadeus.com/corporations/x27590.html>

Newsletters

If you're interested in previous publications of the Onliner newsletter, you can find them by following the link below:

<http://www.amadeus.com/corporations/x46684.html>