



Editorial



Dear Friends,

In an ever changing business environment where companies worldwide are searching for effective ways to meet new challenges, Amadeus continues to move forward. Over the last year we have achieved much progress and, in particular, passed a significant milestone in our history.

Last year's Leveraged Buy Out (LBO), while transparent to our customers, was an important vote of confidence in our strategy to become the world's leading travel technology provider. In addition, the LBO provided the perfect moment to review how we can continue delivering the right technology solutions, at the right moment to our customers over the coming years. The result was ever more focus on our customers and the articles in this edition of The Onliner highlight this.

For you, we have strengthened our flagship corporate booking solution, Amadeus e-Travel Management, primarily through listening to and acting on your comments and requirements. The stories related to content describe the positive benefits of this approach to you. We very much hope you enjoy the read and the fact that The Onliner is back with more news on the industry and Amadeus. As always, your thoughts are welcome, so please let us know your views through onliner-corporations

Yours sincerely

Jérôme Destors
Commercial Director
Amadeus e-Travel

Product News

Content, the key driver for success online travel management

Following a recent analysis of the trends impacting Amadeus' worldwide client base, the key factor determining a successful online travel management solution is having the right content such as low-cost carriers, web-fares, car rental companies, hotels and rail providers.

Marcos Isaac, Director, Corporate & Distribution Channels, comments "As low-cost carrier and rail travel options become more popular, corporations need to know they have easy access to the right content for their needs via their online booking solution. However, savvy travel managers are increasingly recognising that taking the cheapest deal at a specific point in time, is not always the most cost-effective option".

The travel industry is incredibly dynamic and it's no longer good enough to have a one-size-fits-all solution when it comes to online travel management. Different countries have different needs and what works in North America doesn't necessarily work in Asia Pacific, which is why Amadeus has invested so much time in developing the right solutions and the right partnerships to meet local needs.

Worldwide, the analysis highlights the following local and regional trends in terms of content as being key to successfully implementing an online booking solution:

Low Cost carriers

The rise of low-cost carriers has generated increasing demand from business travellers for low-cost carrier fares

The rise of low-cost carriers especially in Asia-Pacific, Europe and Latin America has generated increasing demand from business travellers for low-cost carrier fares alongside traditional carriers. According to a recent travel survey of UK business travellers by Barclaycard, the popularity of low cost air travel has increased, with nearly three quarters (71%) of business travellers using it in the past year. Low-cost carrier content has to be incorporated into a corporate online booking solution and integrated into the corporation's back-office systems. Taking note of this trend, Amadeus offers access to more than 75 low cost carriers through Amadeus e-Travel Management.

Hotels

Greater hotel content is another 'must have'

Most North American hotels targeting business travellers belong to chains and are therefore easily integrated into online booking solutions. In Europe, Asia and Latin America however, it is often more difficult for companies to manage their travel spend effectively considering the many independent properties in these markets. Having added more than 9,000 hotels over the last year Amadeus offers access to 61,000 hotel properties, thus making it easy to choose from hotel chains as well as independents.

Other non air content

Aggregation of general non-air content into online travel management solutions is a growing area, especially where local provider content is crucial to a corporation.

For some years now, Amadeus e-Travel Management has provided access to car, hotel and rail providers in addition to air in order to make the most relevant content available for each market and company. As a result, the number of rail bookings made through Amadeus e-Travel Management grew by a massive 170% in the French, German and Swedish markets in the 12 months previous to March 2006.

Local needs drive developments in Amadeus e-Travel Management

Intuitive user interfaces, together with more relevant content accessed from just one screen, make for an even easier booking experience.

Companies are increasingly clear about their expectations of their online travel management solutions. The continual dialogue between Amadeus, its corporate customers and TMC partners has resulted in the rapid development and delivery of new enhancements to Amadeus e-Travel Management giving travel managers more control while providing travellers more flexibility when making their travel arrangements.

Answering local needs

Critical among these enhancements are those developed to answer individual market content needs. For example, in Scandinavia it is now possible to benefit from **multifly.e card*** and **Malmö Aviation e-Pass**** in addition to existing support for Air France Subscriber as well as **SAS Travelpass***** cards. In Spain, the business-critical Madrid-Barcelona Puente Aéreo air shuttles can now be purchased together with hotel or car reservations. These developments complement existing functionalities such as direct access to local rail providers like SNCF, Deutsche Bahn, Swedish Rail and Eurostar, as well as to car providers like Avis and Europcar.

More control means more effective travel programmes for all

A flexible, customisable platform allows the corporate travel administrator to benefit from improved control over travel policy and cost management, while the traveller has more relevant information at his fingertips and can book travel easily - anywhere, any time. For example, the travel manager can now allow mixed combinations of economy and business class on the same trip, fine tune the approval process by enforcing approval for specific routes, or propose the lowest multiple negotiated fares. In addition, with e-Direct Connect for cars (see article on page X), the travel manager can easily configure direct connections to car providers, making the reservation transparent to the traveller.

Jérôme Destors, Commercial Director, Amadeus e-Travel comments, "These enhancements are clear evidence that our ongoing dialogue with corporate customers and TMC partners is speedily translated into action. At the same time we are ensuring that Amadeus e-Travel Management is flexible and easily tailored to specific market requirements. It is far from a 'one size fits all' solution."

Benefits of the new functionalities

- **For the Traveller:**
 - ***Flexibility for the traveller leads to greater adoption***

For travellers, Amadeus e-Travel Management makes looking and booking easy, while granting the maximum flexibility allowed by the travel policy. Experience proves that a user-friendly solution leads to higher adoption rates. For example, a new patent-pending feature – FareAnalyzer - allows travellers to easily search and compare hundreds of flight options in a simple and fast dynamic display. Back-up carriers can now be promoted in case of no availability from preferred carriers, thus avoiding a frustrating booking experience for the traveller and costly calls to their travel consultant.
 - ***Get the cheapest, practical fare with Fare Search***

Flights may be filtered from the fare search display according to either duration or maximum number of connections, eliminating time wasted by travellers having to compare complex and sometimes irrelevant itineraries. When comparing flights and train trips, travellers can also request to see direct trips only.
- **For the travel manager**
 - ***Better communication with travellers through targeted messaging***

The travel manager can now target messages and (without inundating travellers with irrelevant information) address selected employees - for example only employees travelling to specific destinations - to inform them about particular security restrictions or administrative requirements, to promote local services or to explain corporate travel policies.
 - ***Easier approval process***

A new section on the approver's home page displays at a glance the most urgent trips still awaiting approval. This functionality lets approvers see immediately when their approval is required as well as reducing the number of steps normally needed.

***multifly.e card** is offered by Finnair to companies for ticketless travel on all Finnair e-ticket routes within Europe. The service makes travel administration and reporting easier, while booking and changing of reservation is faster. At the same time, multifly.e saves the corporation money.

****Malmö Aviation ePass** is a truly ticketless product and extremely flexible when compared with traditional ticketing and e-ticketing, in both terms of support for corporate agreements and dynamic price/rules structures.

*****SAS Travelpass** provides ticketless travel on either a pay-after-you-fly or prepaid basis. Travel Pass Corporate is a special product for corporations, charging for all trips after they have been completed.

Did you know...?

With Amadeus e-Travel Management you can:

- Choose your favourite seat while you make your booking!

Before confirming the booking, a new pop-up window on the 'trip summary screen will show you a seat-map of the plane with all the available seats and you can decide which one you like best. Your request for that seat will be sent to the airline and confirmed on your trip summary.

- Share your booking with colleagues who take the same trip

No need to re-invent the wheel every time. Save your colleagues and your company time by sending your itinerary to those who'll be travelling with you. Users who receive your itinerary can even use it as a template for future trips.

- Share your travel itinerary with family and friends

Let your loved ones know where they can reach you. Click on the 'e-mail' icon on the 'trip summary screen, and a pop-up window will appear that lets you share your travel details with whom you want.



Direct links from Amadeus e-Travel Management to car rental providers

Enhanced content in Amadeus e-Travel Management with car rental direct links that integrate fully with corporation and travel management company's back offices.

Avis and Europcar have reached an agreement with Amadeus to enhance the content offer of Amadeus e-Travel Management through a new functionality called **e-Direct Connect for Cars***. "With this functionality corporations retain access to the full range of content and pricing and the booking continues to be integrated into the TMC's back office," explains Jérôme Destors, Commercial Director, e-Travel, the e-commerce division of Amadeus.

With this new solution, corporations having direct contracts with car rental providers may book directly with them through Amadeus e-Travel Management. Corporations can benefit from seamless access to car rental inventory and direct contract rates, while at the same time maintain the full control of their travel policy via Amadeus e-Travel Management. End users do not need to use a separate systems and can book car rental services along with flight, hotel and rail services in the same trip.

Corporations signing up to "e-Direct Connect for cars" benefit from the following features:

- integrated shopping basket, including direct car reservations along with flight, hotel and rail services
- seamless connectivity to the inventory and rates of the car rental provider of their choice
- multiple parallel direct links search
- access to airport and non-airport car office locations
- direct invoicing via unique billing reference number
- PNR integration on a range of travel distribution systems

With the direct access through Amadeus e-Travel Management Avis and Europcar, leaders in the car rental industry, make the booking process for business travellers even faster and simpler. At the same time TMCs will still be able to view the bookings made by their customers.

***e-Direct Connect for Cars** is a clear step towards providing the relevant content that corporations demand, and shows that Amadeus is committed to ensuring Amadeus e-Travel Management has it.

An agreement to be the best – together



Recently, Amadeus and Carlson Wagonlit Travel announced that they have signed an agreement certifying CWT as a global reseller of Amadeus e-Travel Management, the most widely deployed online booking solution for global managed travel.

Reflecting the longstanding relationship between the two companies in servicing mutual clients, such as Nestlé and Thales, this global reseller agreement also demonstrates CWT's commitment to offer clients worldwide flexibility when selecting an online booking system. In addition, it reinforces CWT's pledge to be a leading-edge systems integrator for a range of best-in-class technology solutions. To that end, Amadeus e-Travel Management will complement CWT's proprietary online booking tool CWT Horizon, which is available in the United States and Canada.

Thanks to its quick and easy booking process, Amadeus e-Travel Management can help drive online adoption, increase program compliance and reduce total travel spend. Available in 12 languages, the global platform is easily adapted to local needs and connects to multiple global distribution systems for air, car and hotel reservations, while linking to key national railway systems and low-cost carriers. Its low fare search capabilities ensure corporate travelers have a wide choice of travel options.

CWT clients benefit from the seamless integration of Amadeus e-Travel Management with proprietary CWT applications, including the CWT Travel Portal; CWT Portrait, the company's profile management tool; and CWT Harp, CWT's centralized hotel database. By dealing directly with CWT, clients who choose Amadeus e-Travel Management will also enjoy the benefits of working with a single contact, as well as preferential pricing.

Hubert Joly, president and chief executive officer of CWT, said, "Companies can save up to 10 percent of their total travel budget by adopting online booking. Teaming up with Amadeus reflects our commitment to deliver great value to our clients by being the most effective travel management consulting company and integrator of leading-edge technology solutions. To that end, CWT's expertise in online implementation and optimization, coupled with the reliability and ease of use of an online booking tool like Amadeus e-Travel Management, allow us to drive rapid online adoption on behalf of our clients." Mr. Joly also highlighted the importance of providing complementary online and full-service capabilities. "Amadeus' global technology offering allows us to do just that," he said.

"As a leading player in the business travel world, CWT has driven the online booking trend in a most significant way," said Ian Wheeler, Vice President of Marketing for Amadeus. The benefits of online business travel management are most clearly felt when the technology is closely integrated with professional travel management services. With this new agreement, CWT can continue to offer seamless travel management programs on top of Amadeus' online booking technology."

Amadeus news round-up

Amadeus grew revenue in 2005 by 17.6% to EUR 2,418.3m

In 2005 Amadeus extended its core business and achieved key milestones in its diversification strategy. It grew revenue in 2005 by 17.6% to EUR 2,418.3m while total bookings grew by 4.2% to 473.3m of which online bookings, from all providers, grew by 34.1%.

Amadeus' new group name reflects scope of IT offer

Amadeus holding company to be known as Amadeus IT Group SA. The new name better reflects the scope and diversity of Amadeus' offer to the travel and tourism industry.

World's leading hotel brands guarantee Amadeus Best Available Rate

Thirty-seven leading hotel brands have signed up to Amadeus' Best Available Rate programme. Amadeus hotel bookings also offer more flexible cancellation policies than bookings made through hotel websites, online travel agencies or hotel wholesalers.

Logis de France hotels now available on Amadeus

Amadeus further expands hotel content with addition of France's oldest hotel brand. This strengthens Amadeus' range of a new style of hotels, "de charme", that were previously not distributed by the through distribution systems such as ours.

Amadeus Call Centre Solution to help cut costs by 30%

Amadeus Call Centre Solution allows travel companies to operate a fully automated, truly multinational call centre. The new solution helps TMCs cut costs by up to 30%.

Amadeus launches new distribution solution to revolutionise the low cost carrier market

Amadeus Ticketless Access is a breakthrough which enables up-to-the-minute fare and flight information from ticketless carriers to be displayed alongside those of full service airlines.

EgyptAir is 27th airline to select Amadeus Altéa Customer Management Solution

As part of its ongoing strategic plan of modernisation, EgyptAir has decided to replace its in-house legacy passenger service system, operational since 1982, with Altéa CMS.

For more information please visit www.amadeus.com