



## Editorial

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Dear Friends,

Welcome to another edition of the Onliner, our quarterly update on Amadeus business travel news for corporations.

In this issue we take a look at **FareAnalyzer**, the dynamic fare-search tool that provides much greater choice and convenience for users of Amadeus e-Travel Management. We also highlight other new functionalities such as the **one-way air display** introduced in the Australian market - which allows fares of different categories to be combined in one reservation, giving travellers much greater travel planning flexibility.

Drawing on the findings of our joint study with ACTE we then analyse some of the current **challenges facing corporate travel managers** and how technology can help overcome them. We would also like to draw your attention to the Cranfield University **adoption research**, which is aimed at developing a much better understanding of corporations' adoption needs.

Hear how **BearingPoint** and **Huntsman**, two European corporations, have had great success in managing their corporate travel programmes thanks to partnerships with some of the world's leading TMCs.

Finally we invite you to join us at the upcoming **ACTE Global Education Conference** in Barcelona, during which we will be participating in several education sessions.

We hope you find this issue to be an interesting and informative read. As always, your thoughts are welcome, so please let us know your views via [onliner-corporations@amadeus.com](mailto:onliner-corporations@amadeus.com).

Yours sincerely,

Jérôme Destors  
Commercial Director  
Amadeus e-Travel



# Product News

## Greater flexibility and improved user experience with FareAnalyzer

**Increased flexibility in organising corporate trips is now available to customers of Amadeus e-Travel Management, thanks to FareAnalyzer, Amadeus' new airfare display functionality.**

FareAnalyzer allows travellers to evaluate a large number of air itinerary options based on multiple criteria. For example the traveller can quickly categorize, sort and filter flight options based on price, trip duration, departure time, company preferences, the number of connections and much more!

With FareAnalyzer travellers can now enjoy greater choice and convenience.

### Choice

While other fare matrix displays limit the traveller to far fewer comparison options FareAnalyzer lets travellers sort and filter air travel options combining over 200 different criteria! What's more, travel managers can benefit too, as they can now choose which types of fares and options are presented to the traveller, and they can also sort the results by the most preferred flights.

### Convenience

The amount of time it takes to search and book a flight is significantly reduced using FareAnalyzer as it takes travellers directly to the best in-policy options. With this new easy-to-use display corporations can achieve increased use of their online booking tools, increased travel policy compliance, and of course all the savings that follow.

"Today, corporations using Amadeus e-Travel Management can reduce ticketing and transaction costs by up to 50 percent, and reduce ticket prices by about 15 percent. With the addition of FareAnalyzer to the user interface, we are confident that businesses will bring new efficiencies to the corporate travel mix, leading to increased employee productivity and an even greater reduction in costs," said Denis Lacroix, Director of Product Development, Amadeus e-Travel.

When it comes to business travel, travellers seek an easy and flexible booking experience similar to that of their favourite leisure travel Web sites. FareAnalyzer provides an easy to use interface that gives the maximum amount of booking options, while still allowing travel managers to drive travel policy compliance.

### Denis Lacroix

Director  
Product Development  
Amadeus e-Travel

The screenshot shows the FareAnalyzer interface. On the left, there is a filter menu with a dropdown for 'Price' and a list of other filters including Airlines, Airport, Duration, Time Difference, Departure, and Arrival. Below the filters are logos for 'Multiple Airlines', 'United Airlines', and 'Other Options'. The main part of the interface is a table with columns for price ranges: USD 300+, USD 1700+, USD 2500+, USD 3200+, and USD 4000+. A 'Clear All' button is located at the top right of the table. The table contains several rows of flight options, each with a price and green checkmarks indicating policy compliance.

	USD 300+	USD 1700+	USD 2500+	USD 3200+	USD 4000+
Price	353.90+	--	--	--	--
Duration (BOS->SFO)	✓✓✓	--	--	--	--
Duration (SFO->BOS)	✓✓	1830.20 ✓✓	--	--	--
Duration (Total)	✓✓	2234.40+ ✓✓	--	3609.70 ✓✓	--
Time Difference (BOS->SFO)	✓	--	2638.60+ ✓	--	4013.90 ✓
Time Difference (SFO->BOS)	--	--	--	--	--
Time Difference (Total)	--	--	--	--	--
Departure (BOS->SFO)	403.90+	--	--	--	--
Arrival (BOS->SFO)	--	--	--	--	--

† Patent Pending

## Balancing corporate travellers' global and local needs

### New functionalities with latest version of Amadeus e-Travel Management

#### Guest traveller functionality

The guest traveller functionality, available to corporations around the world, allows companies to arrange travel for clients, consultants and job applicants without completing a full, permanent profile. This saves time and makes it easier for corporate travel departments to accommodate the growing reliance on temporary employees.

“Our corporate customers tell us they are increasingly reliant on consultants and contractors who need to travel but don't need a full profile in the corporate booking tool, so we implemented the 'guest traveller' functionality,” explains Marcos Isaac, Director of Corporate & Distribution Channels, Amadeus e-Travel. “This constant dialogue and involvement of our customers in our development process underlines Amadeus' claim to be the technology partner for the travel industry.”

Meeting the evolving needs of our customers is an essential part of being a technology partner. This latest release is testament to our continued dedication to provide flexibility and localised content to our corporate customers across the world, ensuring that the solution is readily-tailored to specific market requirements.

**Marcos Isaac**  
Director  
Corporate & Distribution Channels  
Amadeus e-Travel

#### Hotel booking back-up rules

Travel managers can now prioritise elements of the corporate travel policy for hotels. Travel managers can now set “back-up” rules for hotel bookings in addition to the existing standard rule, so that now, the solution will first search for availability based on the high priority rules. If none is found, the lower priority rules will be applied.

#### One-way combinable fares for Australian market

The key to offering a truly global solution is local understanding. Corporate travel managers in Australia were looking for flexible one-way combinable fares from a corporate booking solution. Amadeus e-Travel Management has now delivered on this key local market need by incorporating a one-way air display with combinable fares for the Australian market (illustrated below). With this enhancement more fare options are displayed per flight, including a greater number of fare options for web search. The traveller is able to combine all fare types (flexible/inflexible) from different carrier types (full-service/low-cost) for the outbound and inbound legs of their trip on the same reservation. This clearly gives a higher degree of flexibility and choice when booking their flights.

The one-way air display will become a standard functionality of the e-Travel Management solution and will be available globally in 2007.

#### Flight Search Results

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Sydney (SYD) to Melbourne (MEL) - Prices are displayed in AUD.

**Legend:**  Level of Preference **OP** Flight operated by another carrier **E** Electronic Ticketing Candidate

**Departing flight:** Sydney (SYD) to Melbourne (MEL)  
**Departing Date:** Monday, October 30, 2006

From	To	Flight	Duration	Restricted	Semi Flexible	Fully Flexible	Business
06:00 Sydney	07:30 Melbourne	 Jetstar 301	1h30min	<input type="radio"/> 91.00 <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/>	Not available	<input type="radio"/> 211.00	Not available
06:00 Sydney	07:30 Melbourne	 Qantas Airways 401 E	1h30min	<input type="radio"/> 162.00 <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/>	<input type="radio"/> 274.60	<input type="radio"/> 393.87	<input type="radio"/> 432.37
06:15 Sydney	07:45 Melbourne	 VirginBlue 802	1h30min	<input type="radio"/> 149.00 <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/>	<input type="radio"/> 219.00	<input type="radio"/> 320.00	Not available
06:30 Sydney	08:00 Melbourne	 Qantas Airways 405 E	1h30min	<input type="radio"/> 162.00 <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/>	<input type="radio"/> 274.60	<input type="radio"/> 393.87	<input type="radio"/> 432.37

## Did you know...?

### With Amadeus e-Travel Management...

#### Confusion over airport name abbreviations is over!

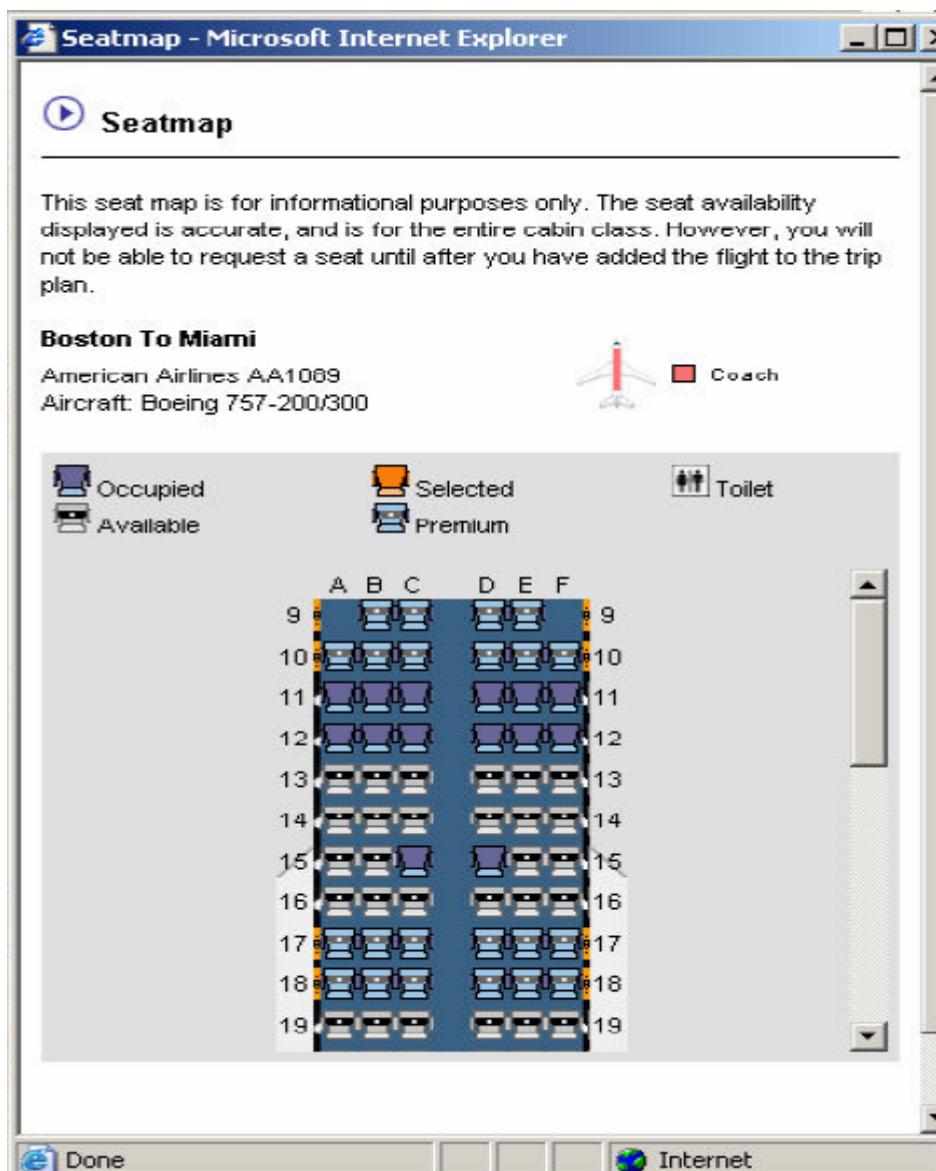
Full airport names are now displayed on all main results screens in Amadeus e-Travel Management, replacing those three-letter airport name abbreviations that are often confusing! As a result Amadeus e-Travel Management is now more user friendly than ever.

#### All guest travellers are welcome!

It is now much easier to handle reservations for temporary travellers, such as job applicants or consultants. Travel arrangers can now create a generic 'guest traveller' template in Amadeus e-Travel Management, which requires only the most basic traveller details to be filled in when making a booking. You no longer need to create a full profile for every single traveller and fewer travel requests need to be diverted to a travel agency.

#### You can see your seat before you book!

Travellers can now view specific seat availability for flights while still in the first stages of a booking! A new pop-up window (illustrated below) displays the remaining available seats, providing users of Amadeus e-Travel Management with even more information with which to compare their different travel options. What's more, after deciding upon the most appealing flight, travellers can then request their chosen available seat, which will then be passed on to the airline and confirmed on their trip summary.



# Current challenges facing travel managers

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## Should IT departments be more involved in travel technology procurement?

**A recent survey commissioned by Amadeus and ACTE has shown that IT Departments are not getting sufficiently involved in companies' corporate travel technology needs.**

The research, which surveyed corporate travel executives, highlighted that getting the IT departments' support on travel technology purchasing is a continuing challenge for many travel managers.

"When it comes to purchasing online travel management solutions, the IT department seems to be involved less in the pre-purchase process and more after the package has been bought," commented Jérôme Destors, Commercial Director, Amadeus e-Travel. "IT departments seem to be a little late to the game. Add to this the potential cost savings companies are missing out on through not utilising the buying power of IT departments, and, it becomes obvious that something needs to change."

The survey also highlighted that as a consequence of the often little involvement by the IT department in the travel technology decision making process, travel managers often have the final say when it comes to deciding what solution to use. A far better solution, it would seem, would be for far more mutual decision making between travel managers and their IT departments.

What is interesting, however, is that when IT departments are involved in the procurement and ongoing support of travel technology solutions, travel managers do find their input useful. Over a third of respondents said that the IT and travel departments have good working relationships and that technological support is on hand if needed. However, only 16% of respondents felt that travel gets the same attention as other non-core functions (e.g. HR and Accounting), even though travel expenditure is known to be the third largest expense for many companies, behind employee wages and rent costs.

"With a lack of support for travel managers coming from their internal departments, it is not surprising that travel managers are turning more towards travel technology companies for advice. In an ideal situation, both external consultants and internal IT departments should work closely together to find a solution that best meets the specific travel and technology needs of the company, as this is most likely to ensure cost savings and a more effective travel management process in the long-term," added Destors.

If IT departments are not involved in travel technology issues, travel managers may lack adequate support to gauge the impact of key technology decisions. To avoid this, we offer consultancy services to help travel managers assess all aspects of the various technology options open to them.

**Jérôme Destors**  
Commercial Director  
Amadeus e-Travel



## Do travel managers feel threatened by technology?

**Managers do not perceive a threat to their future role from increased software use and strategic sourcing, according to findings from the joint study carried out by Amadeus and ACTE.**

The overwhelming percentage of those polled believe the strategic benefits of an experienced travel professional are the perfect complement to technical efficiencies, with the corporate travel manager best placed to oversee the IT capabilities in conjunction with the needs of their company.

The research, which surveyed corporate travel executives also highlighted that more than 9 out of 10 respondents thought that increased use of technology will allow them to devote more time to travel strategy development.

“As technology replaces previously non-automated travel processes, it’s easy to assume there would be less need for the role of the travel manager,” explained one European travel manager, “However, transactions are really only a small part of our role. The increased use of technology has unlocked the potential for corporate travel managers to contribute even more.

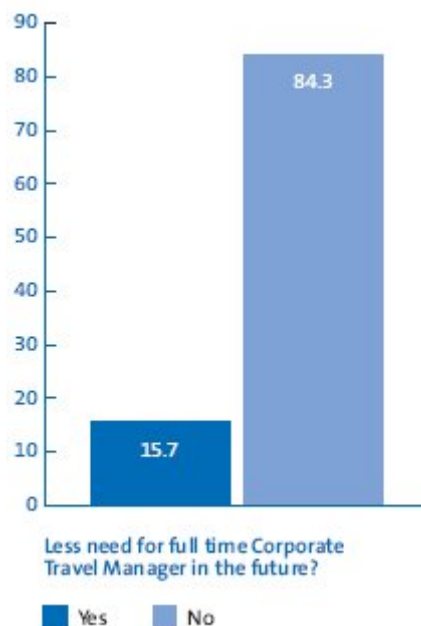
“A corporate travel manager can provide much more value by focusing on the areas such as travel policy compliance, the management process and the safety of their travellers, rather than on the logistical elements of making a booking, which are easily managed by a self-booking solution.”

The huge growth in the cost of business travel has already led many companies to automate and streamline their travel management process, with many elements of the traditional role of a corporate travel manager now being made easier by technology.

“The corporate travel manager is the strategic decision maker who combines a complex mix of understanding the internal dynamics of the company, proficiency in procurement techniques and handling the human aspects of travel to ensure the traveller’s comfort, safety and productivity,” commented Jérôme Destors, Commercial Director, Amadeus e-Travel.

The capabilities of IT have enabled corporate travel managers to evolve into taking a more strategic role within their organisation, to focus on the part of their job that can really bring value to their employers.

**Jérôme Destors**  
Commercial Director  
Amadeus e-Travel



Interested in more findings from the joint study? Download our whitepaper "The impact of technology on the evolving role of the corporate travel manager" from [www.amadeus.com/acte\\_tech](http://www.amadeus.com/acte_tech)

## Voice of the customer

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Read about some of our successful corporate travel programmes.

### BCD Travel & Amadeus Help Huntsman Tame Travel Costs

Huntsman is a global manufacturer and marketer of differentiated and commodity chemicals with 11,300 employees, 57 operations in 22 countries and 2005 revenues of \$13 billion. A company this vast and complex requires a considerable amount of employee travel - some \$35 million in 2005 alone.

In 2004 and with the help of BCD Travel, Huntsman identified the need to optimise its travel process. **Amadeus e-Travel Management** was selected as the solution to help them achieve this objective.

To find out how BCD Travel and Amadeus helped Huntsman tame its travel costs please download our case study. This and other case studies can be found on our website [www.amadeus.com/corporations](http://www.amadeus.com/corporations).



Without the Amadeus online booking tool, driving the changes in travel booking behaviour that have brought cost savings to our company would have been much more difficult.

**Corrado Simontacchi**  
Manager of Corporate Purchasing for Goods & Services in EMEA & APAC

### BearingPoint Achieves Real ROI with online travel management from American Express and Amadeus.

BearingPoint is a global strategic consulting company present in 60 countries and employing over 17,500 professionals who regularly need to visit clients, alliance partners and colleagues in locations around the world. Consequently business travel is one of its top 3 spending areas, approaching \$250 million a year (\$90 million of that on air travel alone).

In recent years BearingPoint has worked extensively with American Express Business Travel in order to consolidate its Travel Programme. A key stage of this process was choosing to implement **Amadeus e-Travel Management**, a solution that met all the criteria.

To find out how BearingPoint has benefited from the close partnership between American Express & Amadeus please download our case study. This and other case studies can be found on our website [www.amadeus.com/corporations](http://www.amadeus.com/corporations).

We recognised that business travel, as one of the top three spend areas for BearingPoint, represented a strategic investment for our company and we wanted to improve our Return on Investment (ROI).

**Andreas Mutschler**  
EMEA Manager,  
Meeting & Travel Services



# ACTE Global Education Conference - Barcelona

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Join us at the upcoming ACTE Global Education Conference taking place in Barcelona from the 22nd to the 24th October.

Amadeus is a Platinum sponsor of the event, and as the industry leader will be playing a key role in the following education sessions:



## Monday 23<sup>rd</sup> October:

- M102 De-mystifying End-to-End Solutions
- M107 Middle East and Gulf Region
- M203 Roundtable: Reaching Client Expectations and The Future of TMCs
- M204 Hotel Distribution in a Fragmented Market

## Tuesday 24<sup>th</sup> October:

- T106 Latin America

For more information about the event please visit [www.acte.org/events/Barcelona/](http://www.acte.org/events/Barcelona/)

## Cranfield University & Amadeus collaborate for adoption research programme

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Cranfield University's Business Travel Research Centre is working with Amadeus and the Association of Corporate Travel Executives (ACTE) in order to study corporations' attitudes towards **Self Booking Tools** (SBTs).

The research project is designed to develop an understanding of how widely used online booking tools have become. The study will also assess the conditions and corporate actions that encourage the use of Self Booking Tools and what are the main barriers to adoption.

The full results of the survey will be published later in the year as a White Paper, however a detailed breakdown of the results will be available to those that have completed the survey before ACTE's Global Education Forum which is taking place in Barcelona from the 22<sup>nd</sup> to the 24<sup>th</sup> October.

If you are interested in Self Booking Tools and adoption there is still time to take the online survey (open until September 30). More information is available on our website [www.amadeus.com/corporations](http://www.amadeus.com/corporations).

## Amadeus news round-up

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### Amadeus: 70% of tickets will be electronic by end 2006

Amadeus announces that it expects 70% of the tickets issued through its system will be electronic (e-tickets) by the end of 2006. The current figure is 64.5%.

### Amadeus airline customers generate over 2.6 billion euros in online revenues in 6 months with the Amadeus e-Travel airline suite

Amadeus e-Travel announced record-breaking revenues and passenger booking figures through the Amadeus e-Travel Airline Suite, the travel industry's most widely adopted e-commerce self-service solution.

### Amadeus first-half revenue exceeds 1.3 billion; global market share passes 30%

Amadeus today announced business results for the six months ending 30 June 2006.

### Deutsche Bahn rail availability and fares to be displayed alongside airlines on Amadeus system

Amadeus today announced that Deutsche Bahn, the main provider of railway services in Germany, has entered into a global agreement with AccesRail and Amadeus to allow Deutsche Bahn to display their rail availability and schedules alongside those of airlines on the Amadeus display.

### Amadeus is first to develop worldwide calendar display for online travel agents

Amadeus today announced the availability in August of an innovative solution for online travel agents, Amadeus Master Pricer Calendar.

### Eurostar signs global technology partnership with Amadeus

Amadeus today announced that Eurostar, the high-speed passenger train service linking the UK with the Continent, has signed a global technology and distribution partnership with Amadeus.

For more information on these news stories please visit [www.amadeus.com](http://www.amadeus.com)