

# Amadeus Master Pricer

Sales & e-Commerce



**A new era of  
fare search technology**

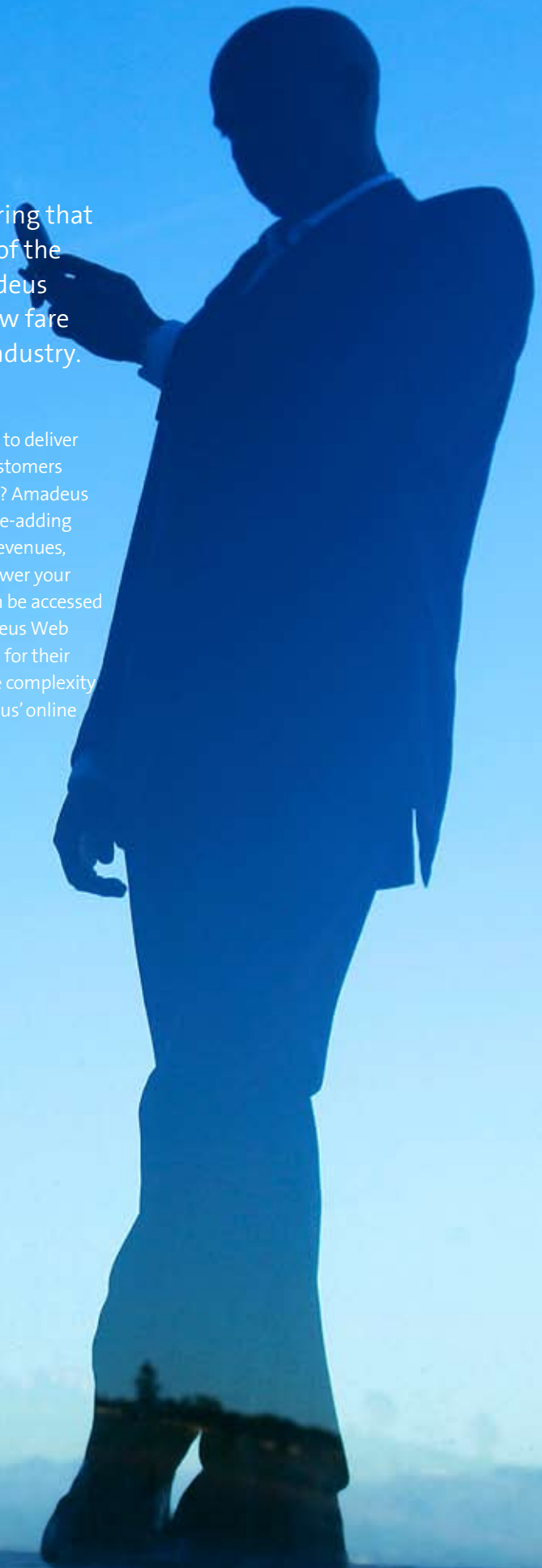
## Amadeus Master Pricer

As your technology partner, Amadeus is committed to ensuring that you remain at the forefront of the industry with an arsenal of the most innovative online products. Amadeus introduces Amadeus Master Pricer, the most revolutionary and comprehensive low fare search solution available in the international online travel industry.

The Amadeus Master Pricer portfolio is comprised of four options: **Master Pricer Standard**, **Master Pricer Calendar**, **Master Pricer Special Offer** and **Master Pricer Agent Fare Families**. Each option has been specifically designed to meet the needs of your different customer segments, enabling you to surpass the expectations of even the most demanding customer.

Your customers require flexibility, options and an easy-to-use tool that will assist them in their decision-making process. With its state-of-the-art technology and unbeatable content,

Amadeus Master Pricer promises to deliver the shopping experience your customers desire. And what do we offer you? Amadeus Master Pricer is the ultimate value-adding solution, as it will increase your revenues, enhance your productivity and lower your costs. Amadeus Master Pricer can be accessed through Amadeus API and Amadeus Web Services, two products renowned for their unsurpassed ability to reduce the complexity and expense of accessing Amadeus' online products and services.



# Amadeus Master Pricer Standard

## Powerful & reliable

Designed specifically for the cost-conscious traveller seeking the lowest fares, Amadeus Master Pricer Standard is the leading low fare search tool in the market. Launched in 2003, today Amadeus Master Pricer Standard powers the most prominent online travel agencies and is renowned throughout the industry for its sophistication and reliability.

### Product Description

Amadeus Master Pricer Standard is a powerful low fare search tool that returns up to 200 possible recommendations in a single transaction without systematically hitting the airlines' reservation systems. It allows your customers to search for flights based on a wide array of criteria, including price, time of departure/arrival and airline for both domestic and international itineraries.

### Improve your customers' shopping experience

Amadeus Master Pricer Standard has unbeatable content, with the broadest and cheapest range of fares, and it's so easy to use that your customers will be able to find and select a flight in seconds. Amadeus Master Pricer Standard allows effortless flight comparison so your customers will no longer have to make multiple searches. Implement Amadeus Master Pricer Standard and you'll see your customer base multiply.

### Raise the bar and increase your revenues

Stay ahead with Amadeus Master Pricer Standard's impressive range of search parameters. The variety of options allows your customers to narrow or broaden their search to personalise results. With Amadeus

Master Pricer you can differentiate yourself from the competition and create a unique look and feel for your website. This degree of flexibility and personalization will improve your look to book ratio and have customers flocking to your website.

### See the effects on your productivity and costs

Reduce all your costs with Amadeus Master Pricer Standard. Thanks to its variety and ease of use, your travellers will increasingly book online, reducing your call centre costs. In addition, your transaction costs per booking will fall, as the search process is highly efficient and requires fewer transactions to book. Amadeus Master Pricer Standard also reduces your operation, maintenance and development costs.

### Intelligent web technology and optimum reliability

With Amadeus Master Pricer Standard you are gaining access to the most sophisticated technology in the market. Amadeus Master Pricer Standard has been built using cutting-edge open systems architecture, which means you can benefit from its unlimited scalability and its low cost easy to integrate infrastructure. Amadeus Master Pricer Standard is backed by the Amadeus Availability Server.



Ideal for cost-conscious travellers.



We were impressed by the number of flight options available through Amadeus' low fare search technology. We are always interested in products and enhancements that help our customers find the best fares and inventory. Amadeus is a valued partner and we will work with them to innovate in the online space.

Top Customer Interview  
You! & Amadeus Newsletter Edition  
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### Features at a glance

Key Features	Description
<b>Powerful solution</b>	One integrated transaction returns up to 200 domestic or international travel recommendations (public and negotiated fares).
<b>Flexible and scalable</b>	Amadeus Master Pricer can be fully customised to your needs and completely integrated into your existing web platform, both now and in the future, thanks to its scalable open systems architecture.
<b>Intelligent technology &amp; advanced algorithms</b>	Powered by the Amadeus Availability Server and Fare Quote engine, capable of finding the lowest and most accurate fares without systematically hitting the airlines' reservation systems. It can be accessed through Amadeus API and Amadeus Web Services, two products renowned for their unsurpassed ability to reduce the complexity and expense of accessing Amadeus' online products and services.
<b>Sophisticated search tools</b>	Sophisticated search tools that enable customers to narrow or broaden the search process by airline, schedule, price range, class, connections etc.
<b>Fare and price management tools</b>	Amadeus Master Pricer supports both public and negotiated fares including zone fares, net fares etc. It also enables you to offer targeted pricing solutions for each market segment, channel and customer.

Amadeus Master Pricer Standard provides the cheapest and most reliable fares in Europe (Source: SMG-Sita)

Over 80% market share in Europe (Source: Internal Data 2008)

Amadeus Master Pricer Standard generates over 20,000,000 daily transactions (2008)

## Amadeus Master Pricer Calendar

### Flexible & easy to use

Amadeus Master Pricer Calendar has been designed to expertly address the needs of travellers who are flexible with their travel dates in order to obtain the most cost-effective options. It is a truly pioneering solution as it is the first globally-available multi-carrier calendar display in the market.

Amadeus Master Pricer Calendar incorporates most of the benefits and features of Amadeus Master Pricer Standard but also has some impressive key benefits of its own.

#### Product Description

Amadeus Master Pricer Calendar is a powerful calendar-driven solution. It presents results in a 7-day calendar, allowing date flexibility of  $\pm 3$  days each way. One integrated transaction returns up to 49 of the cheapest domestic or international travel recommendations for multiple carriers (including both public and negotiated fares).

eliminate this problem. This pioneering solution allows your customers to easily view a range of flight and price options from multiple airlines in a wide calendar format, providing a simple way to view when the cheapest deal is available. Amadeus Master Pricer Calendar is certain to delight your customers.

#### Watch your costs go down

The simplicity and clarity of Master Pricer Calendar make booking effortless. With Master Pricer Calendar's organised and comprehensible display, your customers will be able to evaluate travel options at a glance and will no longer need to dial your call centre to book flights. Implement Master Pricer Calendar and you will see a difference on your bottom line.

First multi-carrier calendar display in the market. Available globally.

Increases conversion by 50%

(Source: Show Me the Value 2009)

#### Differentiate yourself and lead the pack

You can achieve real differentiation in the eyes of your customers with Master Pricer Calendar, the first multi-carrier calendar to be launched in the market. Airline website calendars cannot hope to compete against Master Pricer Calendar's multi-carrier feature, which searches the offers of hundreds of airlines, without systematically hitting their reservation systems.

#### Witness your conversion rate soar with this new calendar-driven search tool

Until now, a date flexible customer, such as a holidaymaker, had to invariably resign himself to making multiple searches or long telephone calls. Amadeus Master Pricer Calendar has been created specifically to

The new low fare search products coming from Amadeus, like Master Pricer Calendar, are going to be exceptional products. This new product really mirrors the customer's way of thinking. From this perspective, I think that this is going to be a great tool moving forward.

**Dhruv Shringi**  
Founder  
Yatra Online



Ideal for travellers who can play with their dates in order to obtain the cheapest fare.

## Amadeus Master Pricer Special Offer

### Eye-catching promotions

Everyone loves a bargain. Flight promotions displayed on your homepage or through clickable emails are a popular and effective way of driving customers to your website. With Amadeus Master Pricer Special Offer, your customers will be led to and able to book your most attractive or profitable content; and you will drastically improve the efficiency of your marketing campaigns.

#### Product Description

Amadeus Master Pricer Special Offer is a simple and effective tool to sell the fares you choose to promote as special offers. Once a customer has selected a promotion, (for example Air France Paris to New York €500), a calendar displaying the availability of the offer is presented. Amadeus Master Pricer Special Offer comes equipped with an extremely comprehensive 300 cell calendar, which offers impressive flexibility ( $\pm 7$  days on both outbound and inbound dates or  $\pm 21$  days on outbound date with  $\pm 3$  flexibility on trip duration). Amadeus Master Pricer Special Offer is an excellent easy to implement option for travel agencies that do not require the extensive capabilities of Amadeus Master Pricer Calendar but wish to benefit from the sales generated by promotions.

#### Ensure your customers find the offer

Most customers are easily tempted by promotions and bargain hunters are always on the lookout for special offers. But most sites are not able to show proper availability of the offer they promote, leaving customers frustrated and upset. Amadeus Master Pricer Special Offer is a solution designed to make your customers' experience easy and successful, increasing their trust in your site and ensuring that they will return.

#### Manage your sales proactively

Drive your customers to the content you want to sell. Amadeus Master Pricer Special Offer enables you to push your content aggressively through your homepage, clickable emails and interactive TV, allowing customers to link directly to a calendar which displays when the promotion offered is available. Amadeus Master Pricer Special Offer helps you generate more sales from your promotions.

#### Trim your costs

Amadeus Master Pricer Special Offer allows your customers to find and book available promotional flights quickly and easily, which results in decreased transaction costs and fewer calls to your call centre.



The only fare search engine able to display the availability of special offers over a wide range of dates



Ideal for bargain-hunting travellers.

## Amadeus Master Pricer Agent Fare Families Beyond price-driven

Transform yourself into a service-driven online travel agency with Amadeus Master Pricer Agent Fare Families, a service-driven search tool designed because customers are not solely price-driven. Your customers will benefit from a highly tailored and personalised shopping experience and you will enjoy countless opportunities for up-sell.

Amadeus Master Pricer Agent Fare Families incorporates most of the benefits and features of Amadeus Master Pricer portfolio but also has some impressive key benefits of its own.

### Product Description

Amadeus Master Pricer Agent Fare Families is a powerful service-driven display tool which allows comparison of up to 6 different fare types/service levels in one page view, allowing your customers to quickly find a flight that meets all their expectations. It is characterised by advanced fare grouping parameters (such as refundability, changeability, cabin types etc.), which allow you to present recommendations based on your own criteria. Master Pricer Agent Fare Families returns up to 200 domestic or international travel recommendations for multiple carriers (both public and negotiated fares) spread over a maximum of 6 different service levels.

### Attract new customers with new service-driven search tools

Are the flights you sell principally your low yield fares? Let Amadeus Master Pricer Agent Fare Families change that! With its service-driven search tools you will be able to access more lucrative customer segments, such as corporate travelers or boost their up-selling capabilities. Search results for various cabin types and levels of ticket flexibility can be displayed side by side so that, for the first

time, travellers will be able to weigh their desire for comfort and ticket changeability against the price they wish to pay in a single screen shot. Empower your customers by giving them unprecedented control and flexibility over every aspect of their journey.

### Improve your up-sell capabilities

Why not guide your service-driven customers to your most profitable content? It is estimated that over one third of travellers are willing to purchase higher service levels. With Amadeus Master Pricer Agent Fare Families you will regain control of your upselling capabilities. Results for different service levels can be presented side by side for easy comparison so your customers can quickly evaluate each option based on their personal preferences. You will not only deliver better service, earning the loyalty of your satisfied customers, but also gain improved control over your margins and rapidly see the benefits on your bottom line.

### Plunging costs

And of course, the ease and efficiency of booking with Master Pricer Agent Fare Families entails other benefits too. With such a powerful and easy to use tool your customers will no longer reach for the telephone when they have to book a flight. Instead, your newly empowered and satisfied customers will feel able to do it online themselves. Implement Master Pricer Agent Fare Families and your call centre costs will plunge significantly.



Great up-sell opportunities - for every 3 customers, at least 1 is willing to purchase a higher service level.



Coming  
Soon

Ideal for travellers who want to search and compare different service levels.

**aMADEUS**<sup>®</sup>  
Your technology partner

With more than 20 years experience in the travel and tourism industry, Amadeus, the world's leading provider of IT Solutions, offers products and services under four categories: **Distribution & Content**, **Sales & e-Commerce**, **Business Management**, **Services & Consulting**.  
[www.amadeus.com](http://www.amadeus.com)

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