

Amadeus Selling Platform

Sales & e-Commerce

**Maximise sales
& let your productivity soar**



Contents

It's time to show your customers what only a travel agent can do	3
Maximise the value of each customer and every sale	4
Amadeus Selling Platform's open technology	5
Let your productivity soar	6
The little extras make a big difference	8
Optimise your Amadeus Selling Platform	10

It's time to show your customers what only a travel agent can do

As travel professionals, you and your consultants have the skills and expertise to offer your customers a unique service. While you face increased competition from self-service online travel portals, they can't match the personal advice and efficiency that only an agency like yours can offer. So it's time to meet this challenge head on, by focusing on selling and developing customer relations rather than just making bookings!

Why Amadeus Selling Platform?

For your agents to maximise sales in less time, every time.

- > Fast integrated single screen access to all travel content – great for growing high revenue non-air sales
- > Built-in efficiency tools and integration with third party applications and content for faster sales
- > User-friendly workflow for great customer service and increased customer loyalty
- > Quick and easy implementation and automatic upgrades – minimum disruption to your business

Amadeus Selling Platform. Now you can sell the world

Amadeus Selling Platform is already deployed across more than 300,000 points of sale around the world. This browser-based point of sale platform allows travel professionals to access all air and non-air travel content and perform all booking tasks via a single-screen interface. In addition, third party content can be accessed instantly, and integrated seamlessly into your sales and booking process. So that no matter what your agents are looking for, they can find and book it quickly, and switch between modules in seconds.

And because all information needed is available instantly, your consultants can spend less time searching – and more time delivering a truly personal service that your customers can't get anywhere else. The kind of service that will keep them coming back.

As a truly scalable solution, Amadeus Selling Platform is suitable in its simplest form for the smallest start-up agency, yet is robust enough to be scaled up and customised to suit the most demanding multinational customers.

In short, Amadeus Selling Platform gives you back your competitive edge.

Amadeus Selling Platform is one product that addresses the needs of any agency – from the smallest to the largest – and also addresses the needs of new hires and veterans alike.

Harry Rimm
President and CEO, American
Travel Marketing, American Express
Representative, USA



Maximise the value of each customer and every sale

Every time a customer approaches your agency for a flight, you have an opportunity to sell them everything they need for that trip – from hotels, car hire, and travel insurance to a host of special extras like limousine transfers and other destination services.

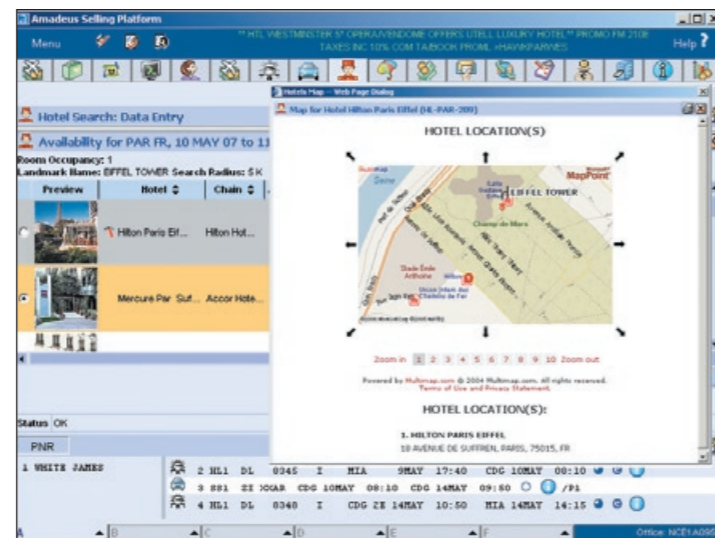
However if your consultants have to switch between different GDS and booking systems, contact different suppliers and pull together disparate information, it takes time. And if your customer doesn't have time to wait, you've lost the sale.

With Amadeus Selling Platform it can all be done instantly. Clear and simple tabs and customised guided workflows take you from one module to another, capitalising on up selling and cross selling opportunities.

Source the best airfares with our built-in low-fare search tool. And, thanks to the new ticketless access, your consultants have a wider air offering, since airlines with new business models such as low cost carriers are seamlessly integrated. Rich hotel information, with photos and mapping features, is just a click away and can be sent to your customer by e-mail. The car booking workflow is seamless and faster than via alternative methods, providing fare comparison and total rental estimation at one glance for corporate car bookings. Car images are especially useful for leisure customers, while Amadeus Cars Easy Shopper offers access to the car leisure product with fully inclusive prepaid rates. Cruise and ferry content can also be available. Your consultants can sell the complete, customised offering of travel products and leverage each sale.

Access to a whole world of travel content

Amadeus Selling Platform provides access to comprehensive air and non-air content in a fully integrated way, allowing travel consultants to handle virtually any leisure or business travel request. You can access rich content from the Amadeus Central system: over 240 of the world's leading hotel chains accounting for over 70,000 properties, around 30 international car rental companies in over 250 countries, 95% world airlines' scheduled seats, rail and insurance suppliers, as well as cruise and ferry content. In addition, the unique open architecture of the solution allows you to seamlessly integrate external content and applications, aggregating GDS and non-GDS content in the same booking application.



Amadeus Hotel Multimedia won EMMAC European Seal of Excellence in Multimedia 2006 award

The graphical interface is indeed very useful. The reservation process is quicker than in cryptic, and the risk of errors is almost zero – all this helps stimulate the sale of non-air content such as car and hotel. In addition, Amadeus allows us to book for example hotel rooms which we would not find in any brochure! And all these bookings can be made in almost no time at all.

Jean-Luc Brosius
Sales Manager, Voyages Wengler, Luxembourg

Amadeus Selling Platform's open technology

You can customise your Amadeus Selling Platform to integrate third party content into the Selling Platform interface. From local content applications and add on services, right through the sales process to your back office and accounting systems. With instant access to both GDS and non-GDS content, you can complete sales immediately – no waiting, no fuss. Just fast, excellent service.



Seamless integration of third party content with Amadeus Selling Platform's open technology

Because Amadeus Selling Platform has been designed as an open platform, the application can be tailored to suit your specific needs. Websites and applications can be seamlessly integrated into the Selling Platform interface, PNRs are automatically updated with external data, all of which can be transmitted to your mid and back office system. As such, this helps you generate more sales and revenue.

By using the Amadeus open platform, Uniglobe agencies become more efficient and more effective in servicing the needs of their clients. We expect significant cost and time savings.

John Henry
Senior VP Global Development, Uniglobe Travel International Limited Partnership, Canada

Amadeus Selling Platform's open technology – how it works:

Imagine you use an in-house or third party web tool to book specialised accommodation. One of your key corporate clients has asked one of your consultants to book them into a small hotel near their remote office.

With your current system, your consultants have to move out of the front office system and into the third party web tool, enter the search data, make the booking and print out confirmations. Then, they have to reverse this process to get back into their front office system and complete the itinerary. Plus, they have to re-enter this data into your back office or accounting system.

With Amadeus Selling Platform however, everything is much smoother. The third party web tool is integrated straight into Amadeus Selling Platform and all data and search details are automatically shared between the Amadeus PNR and your own accounting and back office systems. In short, Amadeus Selling Platform's open technology means hassle-free sales from front to back office.

Let your productivity soar

When your consultants can work faster – and access the content they need faster – you can offer so much more to each and every customer.

Amadeus Selling Platform is loaded with tools designed to speed up your booking process and boost your productivity. So your consultants can get to the information they need in 9 different languages with fewer key-strokes, and speed-up repetitive tasks. Plus automatic searches can find the lowest available airfares, and multiple sales can be managed simultaneously.

You'll find Amadeus Selling Platform's open technology eliminates the need to toggle between systems or to manually re-enter data into your back office system and third party applications – which reduces the likelihood of costly errors. The booking workflow is smooth from first customer contact to ticket issuance, sales report production, sales activities follow-up and stock management. All documents can be

issued from a single tab and the user is fully guided while issuing a ticket. It integrates seamlessly with Amadeus Agency Manger and other mid and back office systems, which means hassle free tracking, billing and accounting for you and your customers. You can even ensure the total quality of each reservation by complementing Amadeus Selling Platform with the Amadeus Quality Control add-on.

With Amadeus Selling Platform's point and click technology, your consultants no longer need to remember cryptic codes (although you can still use them if you prefer). In fact, the whole system is designed to allow users to work the way they want, switching between cryptic and graphic modes at any time during the sales process.

The user-friendly graphical interface makes it easy for novices to quickly learn the system. Plus integrated online help and web-based training means new recruits can learn while they work and you can reduce time and money spent on additional training.

With Amadeus Selling Platform, I have everything I need on the screen, so for me it's an ideal point of sale solution.

Oddmund Borge
owner of Sense Travel, Norway



Work faster with the graphic mode

A survey carried out by Dr. Fried & Partner* with travel agencies in Germany proved that working with Amadeus Selling Platform graphical user interface is much faster than using the cryptic mode. Up to 12% time savings can be achieved processing an average air reservation scenario. The benefits can even be as high as 43% time saving for a typical car rental reservation scenario.

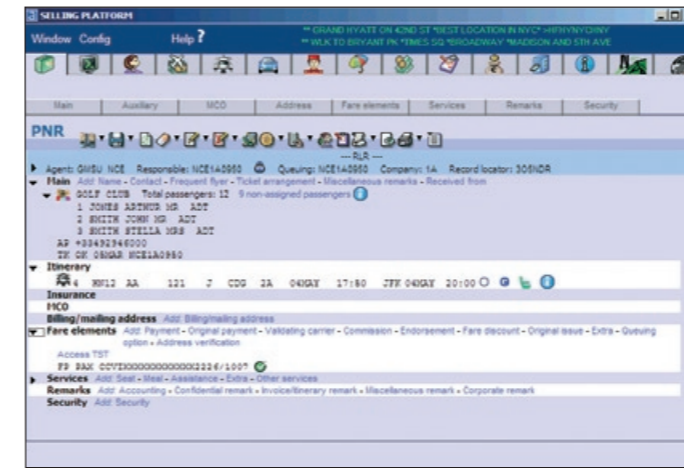
Process from first customer contact to final step filing or creating a reminder in mins	Amadeus Selling Platform Graphic mode	Cryptic mode
Air	2 mins	2 mins 17
Car	1 min 33	2 mins 44
Hotel	2 mins 35	2 mins 40

A similar study conducted by the same consulting firm with travel agencies in Italy demonstrated that booking flights is faster with Amadeus Selling Platform cryptic mode than its GDS competitors, and when using Selling Platform in graphic mode Amadeus is up to 21.6% faster than its competitors.

*Dr. Fried & Partner is a German consulting firm in Marketing & Management providing market researches, training as well as process, process cost and competitor analyses in tourism, trade, and other industries with over 30 years experience.

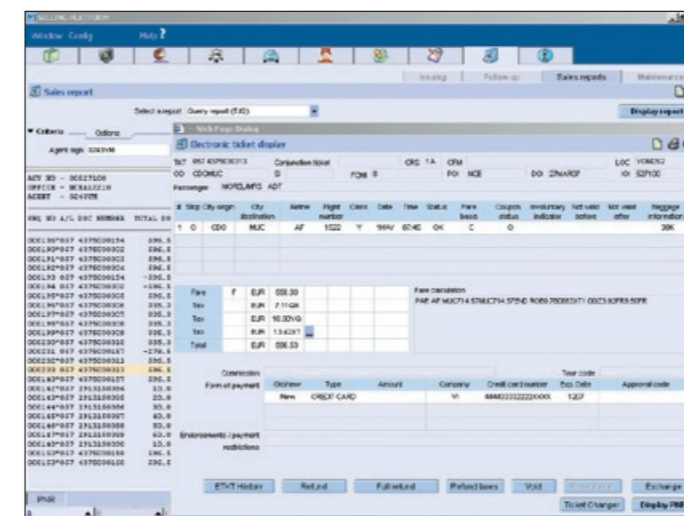
Other built-in efficiency tools

- Interchangeable cryptic/graphic interface – work the way you want with Amadeus Selling Platform
- Smart Keys & Speedmode – speed up repetitive tasks and let experts work even faster
- Quick PNR – create PNRs in seconds
- Summary PNR – quick itinerary reference at all times
- Group PNR – handle group bookings for up to 99 passengers



Complex air booking can be processed for large groups, up to 99 passengers

- Single-step dual city pair – simple roundtrip bookings
- Enhanced hotel, car and insurance 'workflow' – faster bookings
- Credit card concealment support – increase security level and avoid frauds
- Central Ticketing System integration – improved navigation and easy access to ticket issuance and other ticketing features



Sales reports are generated and accessible directly from the Tickets and Documents area

- Amadeus Ticket Changer – Automated ticket reissue process to enhance your productivity and increase customer satisfaction
- Amadeus Travel Preferences Manager – Faster availability searches by automatically highlighting your client's corporate and personal travel preferences, as well as your own preferences during the reservation process

Faster air bookings

A study carried out by UPS Professional Services in 2005 with travel consultants in the UK and Ireland showed that business travel agents can book air returns including preferred seats and provide flight information 66% faster on Amadeus than our closest GDS competitor. The study has highlighted the added value of the intuitive and unique dual city pair, speedmode, intelligent PNR and profiles functionality.

* UPS Professional Services (PSI) is a wholly owned subsidiary of United Parcel Service and has been in business supporting clients from an engineering and technology perspective for approximately 15 years. PSI specialises in several areas including Business Process Reengineering (BPR), Supply Chain Design and Transportation Optimisation, Package Engineering, and Fleet Services.

Faster hotel, car and insurance bookings

A global study was conducted in 2005 with travel consultants to demonstrate the value of Amadeus solutions compared to competing alternatives. As such, Hermes MC† revealed that in Latin America, when compared to the phone and Internet (still widely used by travel consultants to complete non-air reservations) bookings are, on average:

- 63% faster for hotel bookings on Amadeus Selling Platform
- 74% faster for car bookings on Amadeus Selling Platform
- 53% faster for insurance bookings on Amadeus Selling Platform

The study carried out by Fried & Partner* in Italy further reinforced these results. Compared to the phone and Internet, bookings are, on average:

- 57% faster for hotel bookings on Amadeus Selling Platform
- 67% faster for car bookings on Amadeus Selling Platform

†Hermes Management Consulting ("Hermes") is an Argentine management consulting firm specialising in strategy, organisation, operations, valuation, e-consulting and studies.

* Dr. Fried & Partner is a German consulting firm in Marketing & Management providing market researches, training as well as process, process cost and competitor analyses in tourism, trade, and other industries with over 30 years experience.

The little extras make a big difference

The better you know your customers' individual requirements, the better you can offer them products and services to meet their specific needs.

With Amadeus Selling Platform, it's easy to ensure you can cater for everything your customers require – so you can offer products and services that meet their needs perfectly. It's simple to set up a customer profile in just a few minutes. Then, information can be added with every purchase, to build a solid comprehensive history of your customers' likes and dislikes.

With automatic highlighting of customer preferences, your consultants can offer a truly personalised service. Graphical seat maps ensure your customers get the seat of their choice in a few clicks and the point of reference feature enables your consultants to propose a hotel room close or at a specific distance from particular hot spots.

Add on Amadeus Service Fee Manager with its automated service fee calculation and storage capabilities, and your consultants can see fees charged for each booking in real time, so you can provide customers with full, accurate pricing information.

In short, Amadeus Selling Platform enables you to deliver a whole new level of personal service that your customers will notice. It's this attention to detail that will help you increase customer loyalty. After all, when you can give your customers great advice on an individual basis, why would they go elsewhere?

More personalised hotel bookings

A study conducted by UPS Professional Services† in the UK and Ireland demonstrated the high value features of Amadeus Selling Platform for hotel bookings. The study showed that hotel multimedia and point of reference features allow consultants to process hotel bookings 27% faster than competing GDSs due to ease of usage.

† UPS Professional Services (PSI) is a wholly owned subsidiary of United Parcel Service and has been in business supporting clients from an engineering and technology perspective for approximately 15 years. PSI specialises in several areas including Business Process Reengineering (BPR), Supply Chain Design and Transportation Optimisation, Package Engineering, and Fleet Services.

Faster service with Amadeus Travel Preferences Manager

A study carried out in 2005 by MAG Consulting, s.r.o.* with travel consultants in the Czech and Slovak Republics, revealed that with Amadeus Travel Preferences Manager a clear time saving is achieved as of the second PNR created for a regular traveller. This cumulatively increases with each further reservation up to 40% time saving using customer preferences.

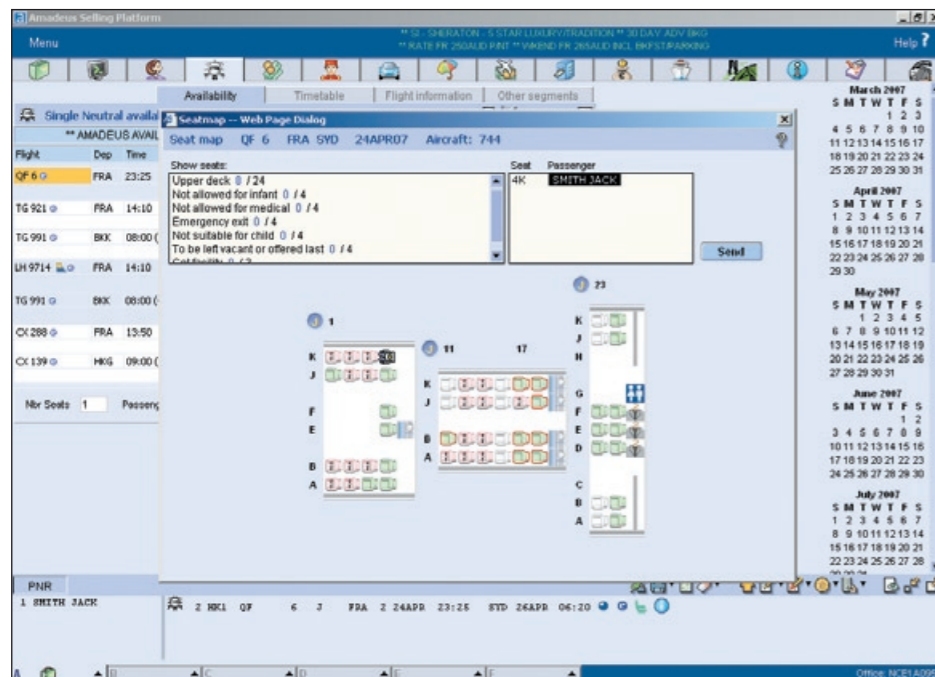
Amadeus Selling Platform also outperformed the competitor's system when it came to managing company and traveller profiles. On Amadeus, a travel consultant can perform an average trip reservation, combining air, car and hotel services, 36% faster than on a competing GDS, using equivalent preference management solutions.

Another study conducted in 2005 by Hermes MC† with travel agencies in Latin America showed that when travel consultants store their customer preferences in Amadeus Selling Platform and use Travel Preferences Manager to search and book, they can service their customers 34% faster than without.

Search and book process	Without Travel Preferences Manager	With Travel Preferences Manager (Graphic)	Competitor's system**
Time (mins)	5 mins 06	3 mins 24	6 mins 06

The above are average times taken to complete the same booking scenario on all interfaces/systems.

* MAG Consulting, s.r.o. is a Czech firm providing advisory and consultancy and economical-statistical information services in the sectors of trade, gastronomy, hotel industry, travel & tourism, including marketing studies and business plans
 †Hermes Management Consulting ("Hermes") is an Argentine management consulting firm specialising in strategy, organisation, operations, valuation and e-consulting studies.
 **Nearest equivalent tool on Amadeus' closest competitor's system.



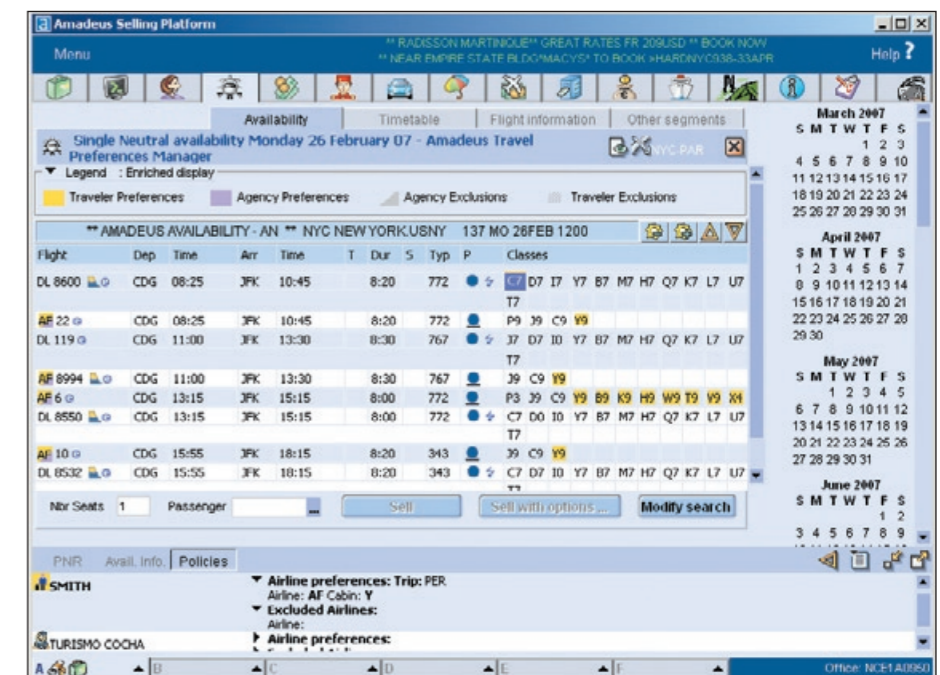
Personalised service made simple with features like graphical seat maps

Amadeus Selling Platform makes it easier to book additional services, and this increases sales. Along with the improved customer service, this is the most important thing we have noticed after using Amadeus Selling Platform for a few months.

Mattias Sesemann
 Vice-President for Business Travel, Scanworld, Sweden

We used to have a dedicated person for profile management – with Amadeus Selling Platform all my agents can do it.

Robert Piras
 Managing Director, Acentro, Italy



Traveller, company and agency preferences are highlighted at availability time and displayed in the Policies part of the PNR summary

Make the most of your Amadeus Selling Platform

You can work even more efficiently, serve your customers better and increase your revenues with Amadeus add-ons and solutions. These are fully integrated at the point of sale through the graphical user interface of Amadeus Selling Platform.

> **Amadeus Quality Control:** total quality for every reservation, every time

Amadeus Quality Control is the new flexible solution to improve your agency's business practices. Fully adapted to your business needs and processes, Amadeus Quality Control ensures systematic compliance of travel reservations and PNR finishing tasks. It helps you maximise the efficiency of every sale.

> **Amadeus Service Fee Manager:** the service fee engine at your fingertips

Amadeus Service Fee Manager provides you with a completely integrated and automated solution for the efficient storage, calculation and charge of all distribution related service fees. In the context of commission capping and changing business models, Amadeus Service Fee Manager is the right tool for you to fully control your revenues.

> **Amadeus Call Centre Solution:** get more from your Call Centre!

The Amadeus Call Centre Solution is a single platform for all point of sale activities to help your travel agencies manage business and leisure call centres to work more efficiently. The Call Centre Solution gives your agents dynamic content access, integrated profile management, and seamless integration with the telephony (CTI) system.

> **Amadeus Sales Management Solution:** the integrated front to mid office solution

Amadeus Sales Management Solution is the only browser-based point of sale solution that optimises your travel agency processes, significantly increasing the overall productivity of your travel agent and helping them to deliver. You can seamlessly integrate both front and mid office tasks (from reservations to invoices) in this unique point of sale application.

Services & Consulting related to **Amadeus Selling Platform**

- > **Business Consulting:** IT and systems diagnostic, business processes analysis, and data modelling services in order to best tailor Amadeus Selling Platform to your specific environment and needs
- > **Custom Development:** Solution design, development and testing, as well as development assistance in order to customise Amadeus Selling Platform for your business
- > **Implementation and Integration:** Configuring, installing, testing and ensuring a smooth integration of Amadeus Selling Platform with other applications in your specific IT environment
- > **Support Services:** Providing high quality, flexible, and fast functional and technical expertise to your team to support your customised Amadeus Selling Platform
- > **Project Management:** Leading the implementation of your customised Amadeus Selling Platform, ensuring smooth and on-time delivery of the project
- > **Educational Services:** Increase your agents' and technical teams' productivity within the shortest time-frame thanks to specific custom training adapted to your newly customised solution



aMaDEUS
Your technology partner

For more information on the value added by the Amadeus Selling Platform,
visit www.amadeus.com/showmethevalue

Email: travelagencies@amadeus.com
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