

Amadeus builds a Custom Desktop solution for RADIUS and deploys it around the world.

Driven by the need to get into the game for corporate business, RADIUS, one of the world's largest business travel management companies (TMC), looked to Amadeus to develop a multi-regional platform to manage all its point of sale activities. Given the complexity of the project - various applications to be customised and highly integrated, as well as deployment across several countries - Amadeus consultants were critical in ensuring the success of their Custom Desktop solution. RADIUS' decision was also driven by the globalisation trend in the corporate travel world - 80% of all corporations forecast operating on a multinational basis by 2010.

In brief

The challenge

- > Ensure RADIUS is perceived as a multi-national TMC by corporations
- > Retain existing multi-national corporate business & win new business

The solution

Amadeus Custom Desktop

- > It combines people, process and technology
- > A multi-regional and integrated point of sale platform designed in co-ordination with RADIUS
- > Already deployed across 8 markets - 10 more planned

The results

- > Enhanced RADIUS global competitiveness for multinational corporate business
- > New business opportunities for RADIUS shareholders
- > Truly global coverage, cost efficiencies and superior local services for RADIUS corporate customers



We chose Amadeus because, like us, they are a leader.

Tony Hughes
President and CEO, RADIUS

About RADIUS

RADIUS is one of the largest business travel management companies in the world handling 30 million bookings per year for an annual turnover of USD \$19.4 billion. It has more than 90 shareholder agencies in over 80 countries, representing more than 5,380 locations. The company is headquartered in the United States, but has regional offices in America, Europe, the Middle East and in Asia Pacific. RADIUS has a broad, deep and cohesive ownership structure that ensures a powerful, expert local presence hand-in-hand with extensive global coverage.

Deploying a multiregional platform is a complex project and we are glad to rely on Amadeus expertise and global presence to secure the success of this critical project.

Jay Richmond
CIO, RADIUS



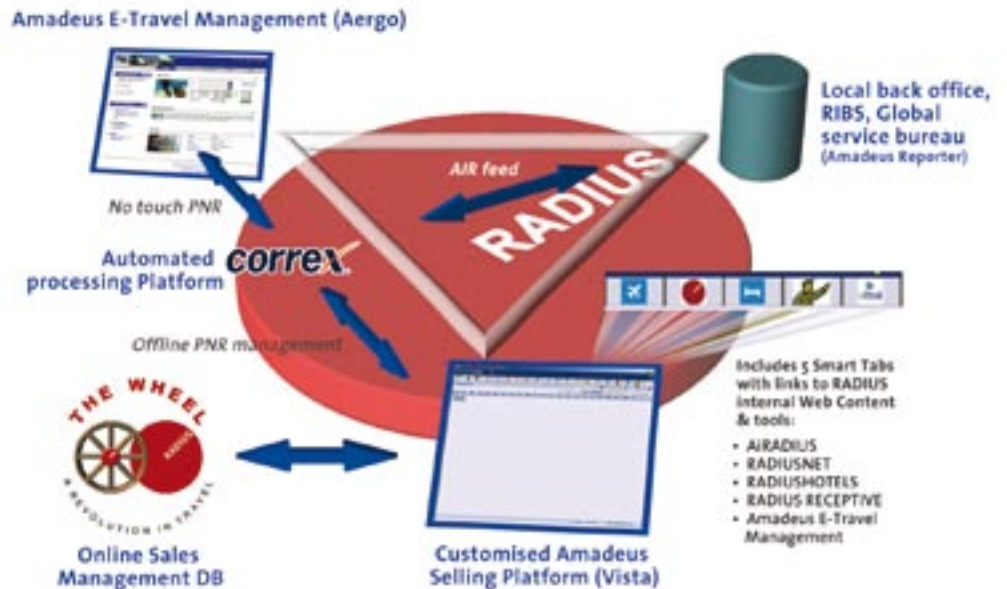
The Challenge

Globally, RADIUS' key challenge is to be included in corporations' request for proposal processes. This is all the more important with the trend of corporations to shift their travel business from a number of different suppliers to one supplier to be cost efficient.

"The travel industry is changing. Over the past few years we have seen consolidation amongst traditional travel management companies and increased competition from online travel agencies. In addition to this, companies are becoming more sophisticated with their travel buying. Smart travel buyers are looking for travel suppliers that, as a minimum, are able to provide consistent data, the latest technology, travel policy management tools, strong buying power, as well as the best services across countries," said Tony Hughes, President and Chief Executive Officer of RADIUS.

More specifically, the challenges of this particular project were to manage the customisation and integration of more than ten applications, combined with a deployment across several markets.

RADIUS Custom Desktop solution





Amadeus consultants
did a great job
customising and
integrating several
applications into a truly
common platform.



Jay Richmond,
CIO, RADIUS

The Solution

Tony Hughes added “These needs drove our decision to move towards a multi-regional common platform that unifies processes and customer service across our network. Our agreement with Amadeus was an essential element to achieve that. We chose Amadeus because, like us, they are a leader. They excel by permanent innovation, a true global reach, and the ability to look to the future. With Amadeus we set the pace to fully realise our potential in a changing travel market that demands closer integration of technology in our network of agencies”.

He also commented “We want a front-to-back. To make that happen you need everyone on board pulling together at every level. Only Amadeus was thinking this way and talking to us about people, process, technology and shared criteria for measuring our progress. That’s what we wanted to hear because that’s what will make this platform, and this partnership, a success.”

Thus Amadeus developed a Custom Desktop solution for RADIUS and deployed it in various countries. With such a complex project, the services & consulting team played a major role. This team successfully delivered their unique Custom Desktop solution integrating various applications:

- > Amadeus e-Travel Management: corporate self-booking engine
- > RADIUS Wheel: online sales management database
- > Amadeus Reporter: Global Reporting Service
- > Amadeus Selling Platform: browser-based front office used by more than 125.000 agents. The Amadeus consultants also showed their value by customising this application thanks to its open technology. This allows RADIUS agents to access internal Web content and tools directly from the point of sale.

This platform also encompasses Correx (off line PNR management tool from TRX), RIBS (internal reporting tool) and MIS.



Thanks to the efficiency of the Amadeus services & consulting team, our platform can be set up in two weeks.

Jay Richmond
CIO, RADIUS

The Implementation

This project started with a two month integration phase, where Amadeus consultants built the Custom Desktop solution according to the detailed requirements of the RADIUS online sales management database. They delivered technical & support documentation as well as a demo environment of the platform in the RADIUS headquarters.

This phase was followed by deployment in various markets. To provide consistent service to the RADIUS business worldwide, Amadeus built a global service delivery organisation to deploy and support the RADIUS point of sale platform. Then, the Amadeus consultants managed the implementation in the RADIUS shareholder agencies' locations. This included set up coordination with local offices, agency migration from other GDS if needed, deployment and configuration of RADIUS point of sale platform and handover to local Amadeus National Marketing Companies for on-going support.

The project team included functional and technical expertise as well as dedicated development resources all coordinated by a project manager. In addition, an Amadeus consultant oversaw each individual market implementation.

"Thanks to the efficiency of the Amadeus services & consulting team, our multi-regional technology platform is extremely straightforward to be set up in additional markets. It can take as little as 2 weeks to be up and running, depending on the market." Jay Richmond, CIO, RADIUS.

The Results

The Amadeus Custom Desktop solution gives RADIUS the flexibility needed to respond to international opportunities whilst paying great attention to local issues. Its shareholder agencies benefit from a fully integrated end-to-end solution that enables them to seamlessly network with each other, to have standard processes and to develop their business activity.

"A multi-regional common technology platform was the one ingredient RADIUS was missing to really compete in the multi-national corporate travel arena. Amadeus was the only travel technology provider able to support RADIUS consistently with one system around the world. RADIUS corporate clients benefit from cost-efficiencies through economies of scale paired with truly global coverage." Gillian Gibson, VP Multinational Customer Group (MCG) at Amadeus.

"Deploying a multi-regional platform is a complex project and we are glad to rely on Amadeus expertise and global presence to secure the success of this critical project."
Jay Richmond, CIO, RADIUS

Amadeus Custom Desktop.

Because no two agencies are the same.

Amadeus s.a.s
485 route du Pin Montard
Les Bouillides - BP69
06902 Sophia Antipolis
Cedex
FRANCE
Tel.: +33 (0) 4 92 94 60 00
Fax: +33 (0) 4 97 23 05 68
www.amadeus.com

amADEUS
Your technology partner