



Editorial



Marcos Isaac
Director,
Corporations &
Distribution
Channels

Dear Friends,

Christmas time approaches and we have exciting news to share with you in this special edition of the Onliner.



In the latest version (v11.0) released in October, **Amadeus e-Travel Management** boasts several new features, the most important being Amadeus Single View. A unique display, very easy to use, it revolutionises the way in which travellers search and select the most suitable travel options.

This quarter we also published our latest whitepaper entitled **“Beyond the savings point: the impact of travel technologies in corporate end-to-end processes”**. This piece of research is the result of a recent joint study with ACTE and Cranfield University that surveyed corporations from around the world and which produced some highly interesting findings. For example, only 9% of companies have integrated their self-booking tools with an expense management system, which means that 91% of the respondents are missing out on the benefits that can be achieved from having an integrated solution.

We also launched our **new ROI simulator**, an intuitive web based tool that travel managers can use to simulate the potential savings and adoption rates that can be achieved by corporations based on specific criteria. You can also read about Amadeus’ story and some of the company’s biggest achievements in the last 20 years as we celebrated our **20th anniversary** in October.

Finally, I would like to take this opportunity to wish you the very best for Christmas and Happy New Year!

[Light up the stars](#) with our special festive e-card!

Best regards

Marcos Isaac



Happy Birthday!

Amadeus marks its 20th anniversary with endorsement of future strategy

October saw us celebrate our 20th birthday. We have been looking back at the last twenty years of success, and more importantly, at what the future holds for the company and the industry during the next twenty years

Amadeus – Past & Present

Officially founded on the 21st of October 1987 by four airlines, Air France, Iberia, Lufthansa and SAS over the last twenty years, Amadeus has established itself as a solid, profitable company, with a track record of strong growth, year after year.

Today, we manage up to 2 million travel reservations every day, processing more than half a billion travel bookings annually.



The Future...

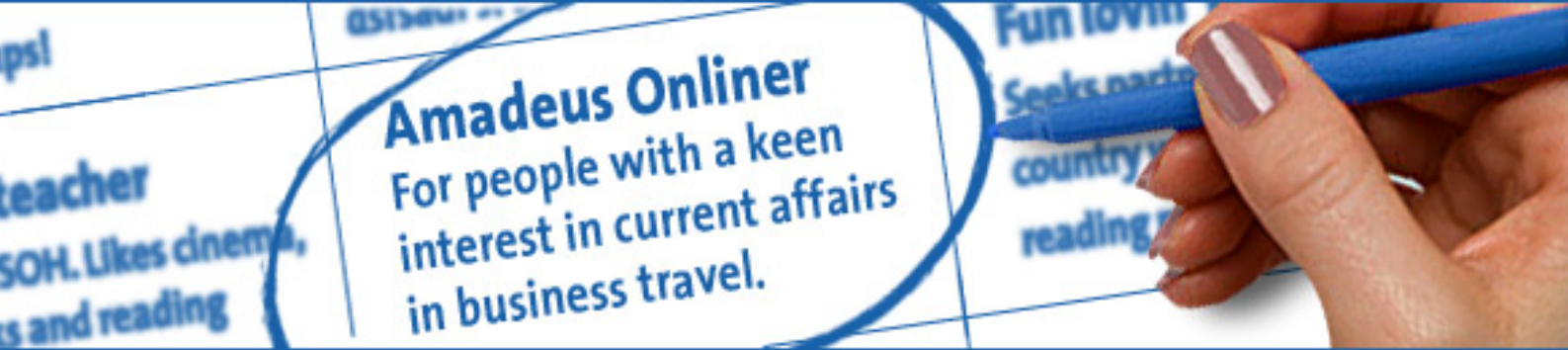
As we enter the next phase of our history, the company's focus is firmly set on the future and on providing next generation travel technology. Our innovative solutions, long-term vision and technology leadership combine to enable the success of our customers and, as a consequence, enhance travellers' travel experiences. According to the European Commission's Top 1000 Ranking of European

companies investing in R&D in 2005, we invest EUR 300 million each year in technology, more than any other European company in the travel industry invests in this area.

"Today we look back on the past and congratulate everyone involved for the remarkable growth and success of Amadeus over the last twenty years. But we also look at the future for which we are well prepared. Today, our mission is clear - to be the leading provider of IT solutions that enable success in the travel and tourism industry. We will continue to evolve, assessing the value we bring to our customers, providing them with the sound and sustainable solutions they have come to expect. We'll ensure our success with continued investment in R&D, a pursuit of thought leadership and the dedication of all of our staff worldwide", said Jose-Antonio Tazón, President & CEO, Amadeus

We will continue to evolve, assessing the value we bring to our customers, providing them with the sound and sustainable solutions they have come to expect.

Jose-Antonio Tazón
President & CEO,
Amadeus



Product news

An even more simplified online shopping experience for corporate travellers with version 11.0 of Amadeus e-Travel Management

The ACTE Global Conference in Munich on October 21st was the chosen venue to unveil the latest enhancements to Amadeus e-Travel Management. Version 11.0 represents the latest steps towards our vision to provide a simpler and more flexible ‘Travel Experience’ for business travellers.

Efficient and Effective

Amadeus Single View is a new feature that revolutionises the way in which travellers search and select the most suitable travel options - using many ‘shopping’ features more usually associated with internet-based leisure travel sites.

Travel options are displayed in a straightforward manner, providing great flexibility and choice – and always within the company’s own travel booking policy. The traveller can search and narrow down options for a particular trip, select the most suitable travel combination based on specific criteria and availability, and view these in a clear and consistent display.

Amadeus has always been at the forefront of travel technology and this version is the latest step in our programme of investment in the next generation of travel technology solutions which will offer secure, fully integrated content, data and systems right across a corporation.

Jean-Noel Lau Keng Lun,
Head of Product Management,
Corporate & Distribution Channels,
Amadeus

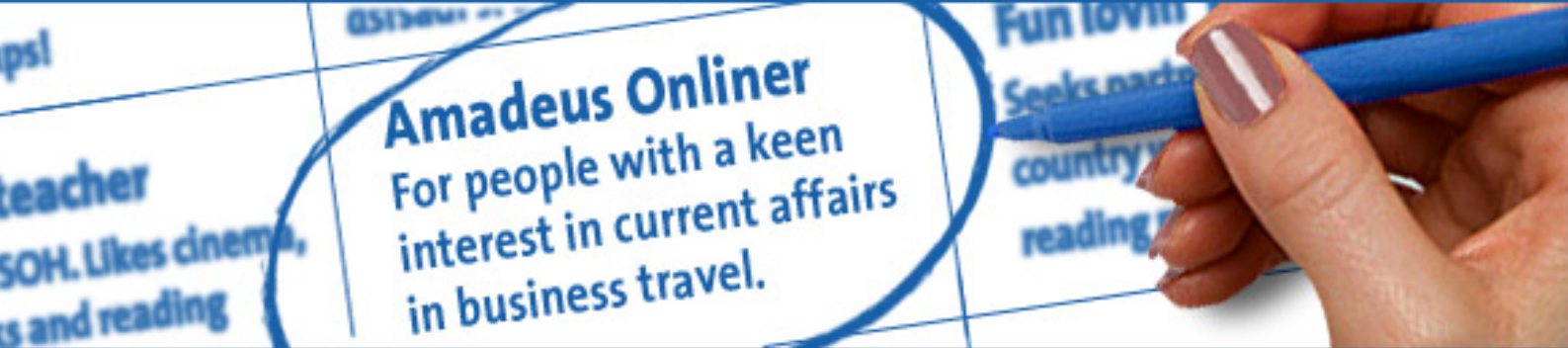
Schedule	Provider	Connection(s)	Restricted EUR 46+	Flexible EUR 466+	Business EUR 402+	Semi-Flexi EUR 402+
14:30 17:45	London, London City, Nice, Côte D'Azur AF 5187 E OP	0 2h15	61	485	402	402
18:10 21:10	London, Gatwick, Nice, Côte D'Azur easyJet U2 5071 E	0 2h00	62	-	-	-
16:15 19:15	London, Heathrow, Nice, Côte D'Azur BA 348 E	0 2h00	61	478	518	478
17:45 20:55	London, Luton, Nice, Côte D'Azur easyJet U2 2127 E	0 2h10	45	-	-	-
16:15 19:15	London, Heathrow, Nice, Côte D'Azur QF 3571 E OP	0 2h00	517	517	517	517

Flight search results with Amadeus Single View

Compare with ‘Fare Groups’

One of the key new benefits of Amadeus Single View is that it introduces the ‘Fare Group’ concept to business travel. This provides the unique ability to compare and book flights, fares and availabilities across network airlines and low-cost carriers. Additionally, it allows **mixed class displays for complex trips** involving combinations of different types of airline or classes of travel.

An illustration of this benefit: a traveller can opt for a restricted option on his way to a meeting and a flexible option



on his return - to leave room in case a meeting takes longer than planned. Similarly, a traveller can combine an outbound Business Class flight with an economy return – so that he or she arrives fresh to a meeting and maximises savings on the way back.

There are also advanced filtering capabilities for a **highly personalised selection of travel options**, allowing travellers to make informed decisions in a single step. Travellers can use graphical filters to adjust the display making it easier to make the most suitable travel combination.

Security matters

Furthermore, Amadeus e-Travel Management is newly certified based on the **Payment Card Industry Data Security Standard (PCI/DSS)**, having fulfilled all the requirements for security management, policies, procedures, network architecture, software design and other critical measures to protect customer account data. The standard was developed by major credit card companies as a guideline to help organisations that process card payments prevent credit card fraud, hacking and various other security issues.

“Our philosophy is all about working in partnership with our customers, ensuring that they have the solutions for before, during and after a trip. Our aim is to provide an enjoyable total trip experience for the corporate traveller which is easy-to-use from a technology standpoint. Business Travellers and Corporations are increasingly demanding enhanced services which help to save time, enhance compliance, and improve the traveller’s experience. Amadeus has always been at the forefront of travel technology and this version is the latest step in our programme of investment in the next generation of travel technology solutions which will offer secure, fully integrated content, data and systems right across a corporation” said Jean-Noel Lau Keng Lun, Head of Product Management, Corporate & Distribution Channels, Amadeus.

Want more information? Find out more about the features of **Amadeus e-Travel Management v11** by downloading our latest [Product Spotlight](#).



Adoption

Cranfield University study reveals tangible benefits of integrating self-booking and expense management tools

Only 9% of companies have integrated their self-booking tools with an expense management system

Nearly all companies using a self booking tool (SBT) are failing to benefit from increases in productivity by not integrating their SBT with expense management systems. This is according to a new study commissioned by us, undertaken by the Business Travel Research Centre at Cranfield University, and the Association of Corporate Travel Executives (ACTE).

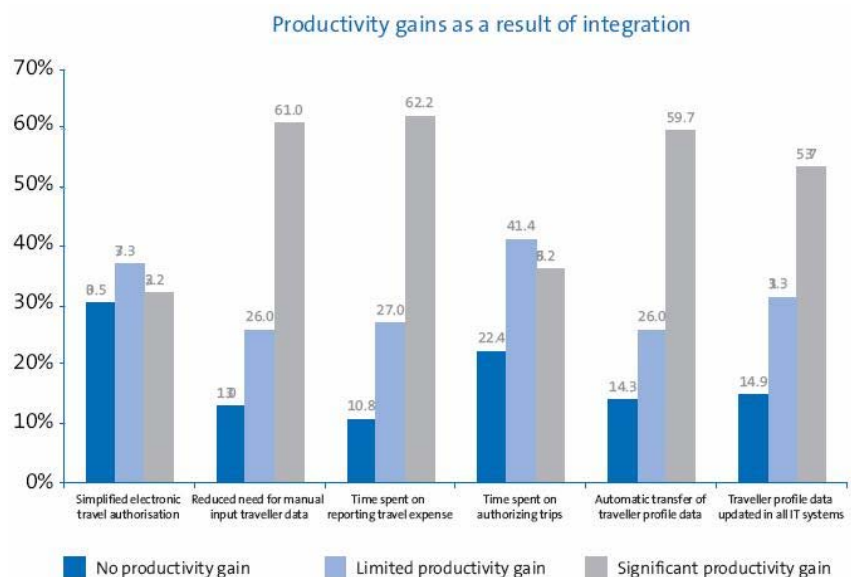
The research, based on an online survey completed by 168 ACTE members and interviews with nine companies, focused on the impact of travel technologies, specifically the integration of travel management tools and how their integration affects corporate productivity.

Whilst 45% of respondents had already integrated an SBT with the corporate intranet and 32% with their HR database systems, only 9% of companies overall had integrated their SBT with an expense management system. An additional 13% of companies were just starting out on SBT integration projects with their expense management systems.

Productivity benefits are tangible

According to the respondents, the most significant productivity benefits to be realised through integrating SBTs with expense management systems were in the area of data accuracy and consistency, specifically in the service industry, including:

- Reduction of time spent on reporting travel expenses
- Automatic transfer of data and traveller profile information updates
- Reduced need for manual input of travel data



This adds further weight to the findings of a recent study by the Aberdeen Group, which found that the cost of processing expense reports in companies, where the process was fully automated, was \$15.10 compared to \$31.40, a saving of 50%, to do the same work in companies where the expenses reconciliation process was a fully manual process.



Drivers to successful integration

No matter what solution the company is seeking or how far along it is in the process, the research showed that travel managers need to be aware of the drivers to integration and follow some basic guidelines to help ensure a successful project:

1- Get senior management approval:

Developing appropriate metrics will be key to winning support and provide a baseline to appraise the success of the new integrated system.

2- The integration project must be a priority in the IT Department:

Anticipating complexities of the project with IT is vital as many large companies with multiple locations use both electronic and manual processes, making integration more difficult.

3- Consistent worldwide processes and employee awareness are fundamental to increase policy compliance:

Training employees to understand and follow consistent processes will influence compliance.

4- The standardisation of other internal processes is necessary before integration plan is implemented:

Simplifying and standardising local processes within the constraints of local regulations is very important before any new expense management system can be integrated.

A modular approach is more attractive

The survey also confirmed an overwhelming favourability towards modular third-party integration solutions, rather than a tailored approach. By modular, the study implies that we would see a number of these systems connected together by middleware that provides links between these disparate systems. 68% of those surveyed opted for the modular approach, and 93% of those indicated this preference was due to a range of technical, strategic and financial issues. Whilst tailored systems fit perfectly with the way each company conducts its business, additional time and cost of development, and the need for considerable ongoing IT support, updates and redesign makes a modular solution more attractive.

By simplifying and standardising IT systems and agreeing a roll out strategy and incentives for traveller buy-in during the change process, the benefits in terms of productivity can reach 50%.

Marcos Isaac,
Director,
Corporate & Distribution Channels

**Want to know more?
Download the full report here!**



Commenting on the findings, Marcos Isaac, Director of Corporate & Distribution Channels, said: *“Our recommendation for any company looking to pursue an integration project, would be to first evaluate the existing travel and expense management processes, measuring the time from pre-trip to report submission to reimbursement. This will give a clear picture of where enhancements to productivity can be made, and help win senior management support. By simplifying and standardising IT systems, and agreeing a roll out strategy and incentives for traveller buy-in during the change process, the benefits in terms of productivity can reach 50% according to the Aberdeen study and can create a better overall travel experience.”*



Did you know...?

With Amadeus Single View you can...

Combine traditional airlines and low cost carrier flights in the same trip?

With Amadeus Single View you can easily mix different types of airlines on the same trip, so all you have to do is select the flights that suit you best. Fly out with British Airways and return with easyJet, selecting both through the same display.

Narrow down your flight results with the filter panel?

Choice can sometimes prove overwhelming. The filtering panel will allow you to concentrate only on those flights that interest you, reducing the number of options in the display with filters on time, price range, provider, origin or destination airport and the number of connections. You can apply different filtering criteria for outbound and inbound flights, making it easier to find the right combination.

Expanded filters panel for outbound options

Easily mix different cabins?

You need to be fresh during your client meeting, but still need to keep an eye on costs? With Amadeus Single View you can easily choose a business flight out and an economy back in. On the other hand if you are worried the meeting will take longer than planned and what you need is to more flexibility on the returning flight, you can select an economy flight out and business one back. Amadeus Single View makes it possible; it's up to you to make the best combination for your trip.



Also of interest

Research shows that nearly one in five companies in the Asia Pacific region lack formal travel security plans

Over 32% of companies surveyed have no employee tracking mechanism; the majority unsure if emergency response plans are accessible to corporate travellers in the event of a crisis.

The Amadeus-commissioned research, conducted by Intercedent Asia, analysed a broad range of international companies in Asia Pacific with an average yearly travel spend of US\$7 million, including some respondents reporting up to US\$100 million in corporate travel expenditure.

The research assessed the companies' perceived importance of traveller safety and physical security, use of tracking mechanisms, existence of documented emergency response plans, and method of data security.

This research found that nearly one out of five companies surveyed do not have a fully developed security plan for travelling employees, and nearly one out of three lack a personnel tracking mechanism. The findings reveal a critical need for technology solutions that address travel security, a crucial issue in today's corporate travel environment.

"This research comes at a pivotal time for companies in Asia Pacific. Not only do we face heightened safety risks from natural disasters and terrorism, but also increasing numbers of executives travelling to foster their business relationships throughout the region. This research provides insight on how we can continue to enhance and develop technology solutions to address the travel needs of corporations today" Commented David Brett, President, Amadeus Asia Pacific

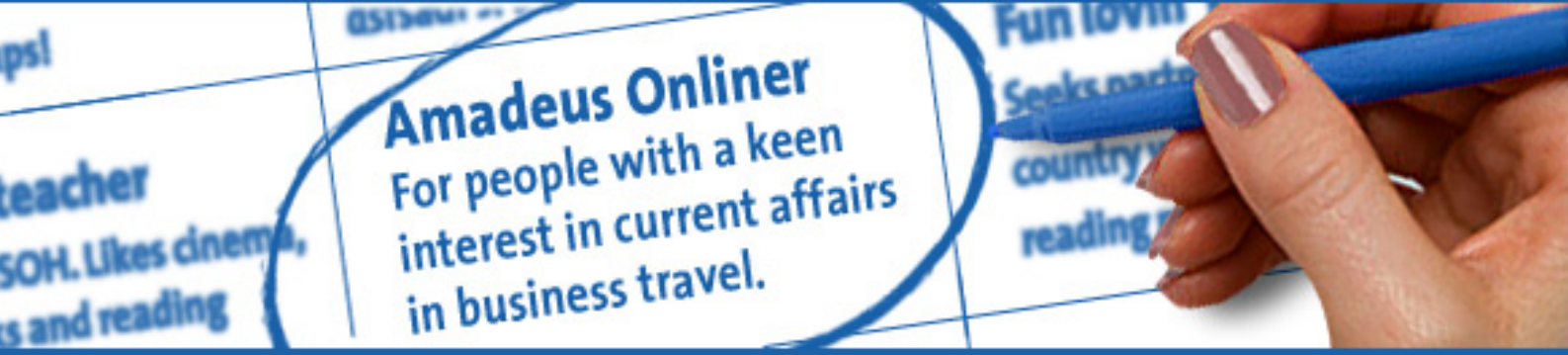
This research provides insight on how we can continue to enhance and develop technology solutions to further address the travel needs of corporations today.

David Brett,
President,
Amadeus Asia Pacific

Key findings*:

- While 79% of respondents commented that personal safety is at the heart of all travel management policies, over 18% reported that they have yet to fully adopt many safety practices for their travelling executives, and feel a need to do so.
- Over 32% of respondents do not have an employee tracking mechanism. Of those that do (65%), a significant proportion relies on internal or manual tracking systems, as opposed to integrated, real-time solutions.
- Nearly all companies report the existence of a documented emergency response plan. However, many respondents are unsure if employees are aware of or know how to utilise the plan in the event of a crisis. It is unknown if such plans are readily accessible during travel as part of an integrated technology offering.
- Data security measures are commonly employed, with the vast majority of companies protecting confidential information and data through use of passwords or encryption. However, encryption is not as well implemented in Asia compared to other regions, due to language issues.

**Full report will be available by the end of the year. This will be communicated accordingly.*



Awards

José Antonio Tazón, President of Amadeus IT Group, receives two prestigious awards from the international tourism industry

UNWTO Award for Merit in Business

The World Tourism Organisation (UNWTO), the United Nations agency for sustainable tourism and the leading international organisation in the field of tourism, has awarded José Antonio Tazón, President and CEO of Amadeus IT Group S.A., its Plaque for Merit in Business “to recognise his professional career at the helm of the company, a leading player in the travel services distribution industry”. Francesco Frangialli, Secretary General of the WTO, handed over the award at an official event held in the WTO Madrid head offices on 19 November.

The recognition is in response to the UNWTO and its Affiliate Members Office’s willingness to “honour Mr. Tazón’s brilliant track record serving the global tourism industry and encouraging other members of the business community to follow his example”.



José Antonio Tazón (left) receiving the 2007 Plaque for Merit in Business from the World Tourism Organisation

2007 Medal for Merit in Tourism

The award, granted by the Spanish Ministry for Industry, Tourism and Commerce, recognises José Antonio Tazón’s role in our position as global leader in technology solutions for the travel industry

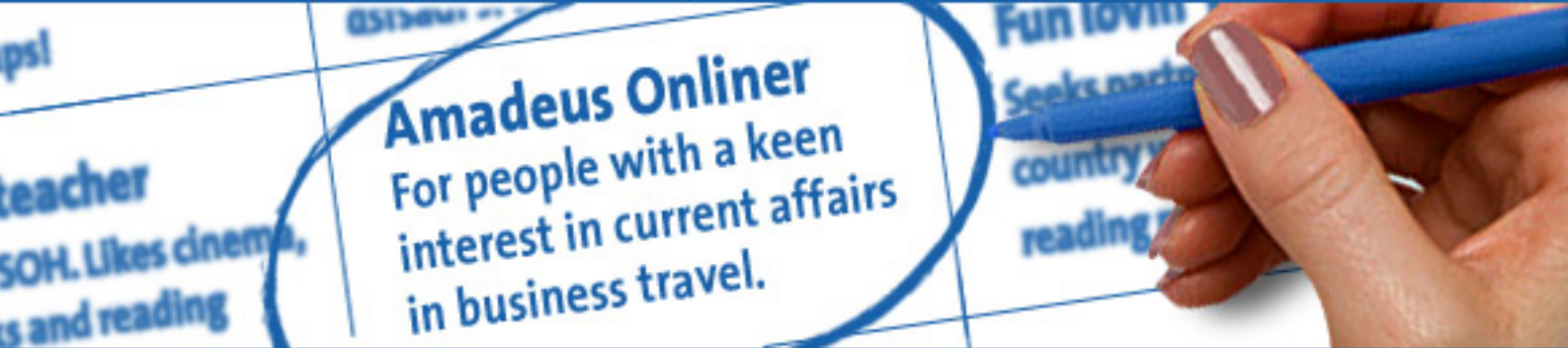
The Spanish Ministry for Industry, Tourism and Commerce has awarded José Antonio Tazón, President of Amadeus IT Group S.A., the Medal for Merit in Tourism in the International category, in view of the merits and circumstances that distinguish his career. The prize was awarded in November, at the official event celebrated with all of the award winners.

The official announcement bases José Antonio Tazón’s nomination on “having steered the group’s development to its current position as global leader in technology and distribution solutions for the travel and tourism industry”.



José Antonio Tazón (far right) being awarded 2007 Medal of Merit in tourism by Spanish Government

Created in 1962, the Medal and Plaque for Merit in Tourism are civil, honorific national awards and the highest honour the Government of Spain grants to people and organisations which, through their actions, have stood out in the promotion of tourism, actively supported it, provided services relevant to Spanish tourism or offered a positive image of Spanish tourism in an international context.



José Antonio Tazón

José Antonio Tazón joined Amadeus in 1987, in the early years of the company. Since his appointment as President and CEO in 1990, Tazón has directed the company's development and in 15 years has helped us become one of the main providers of technology for the travel industry, with a presence in 215 markets.

Under his leadership, the Amadeus System went into operation in 1992 and quickly spread across Europe, South America and the Asia-Pacific region. When System One (an American electronic reservations system) was acquired in 1995, Amadeus entered the US market. Since then, Tazón has continued to direct our international expansion and the diversification of our business, evolving from a simple GDS to supplier of information technologies for the travel industry.

Throughout his professional career, José Antonio Tazón has actively participated in the sector's main associations. He has been a member of Exceltur, an alliance for excellence in tourism, since its creation in 2002. Also of note is his membership of the exclusive British Travel Industry Hall of Fame, and the World Travel & Tourism Council (WTTC), which groups together leaders of the travel and tourism industry at a global level.



Amadeus Named Best Technology Provider at British Travel Awards 2007



Amadeus was announced as Best Technology Provider at the British Travel Awards, held at London's Battersea Evolution complex on November 16th.

The British Travel Awards sets out to reward the very best of Britain's travel companies as voted for by industry professionals and consumers, and we will proudly carry the title "Winner of The British Travel Awards 2007" as testament to the hard work put in over the last year to give industry partners a competitive advantage and help make their business processes more efficient.

Amadeus Sales Director, Julian Mills, was present to collect the award at the ceremony and commented; *"We are delighted to have received this award, which demonstrates the industry's backing for our strategy of continuous investment in new technology. 2007 marks our 20th year in business and ever since the beginning, Amadeus has adapted to meet the changing needs of the industry we serve. As a company, we believe that our advanced solutions enable travel professionals to showcase their customer service and demonstrate real value to 21st century travellers."*

"We are delighted to have received this award, which demonstrates the industry's backing for our strategy of continuous investment in new technology."

Julian Mills
Sales Director
Amadeus

This latest award adds to our showcase of plaques won in the last twelve months;

- **Best Business Travel Product** - 2007 Business Travel World Awards
- **Best Technology Provider** - 2007 Buying Business Travel Diamond Awards
- **Best Technology Provider** - 2007 British Travel Awards

Amadeus technology has won many awards. [Click here](#) for details.



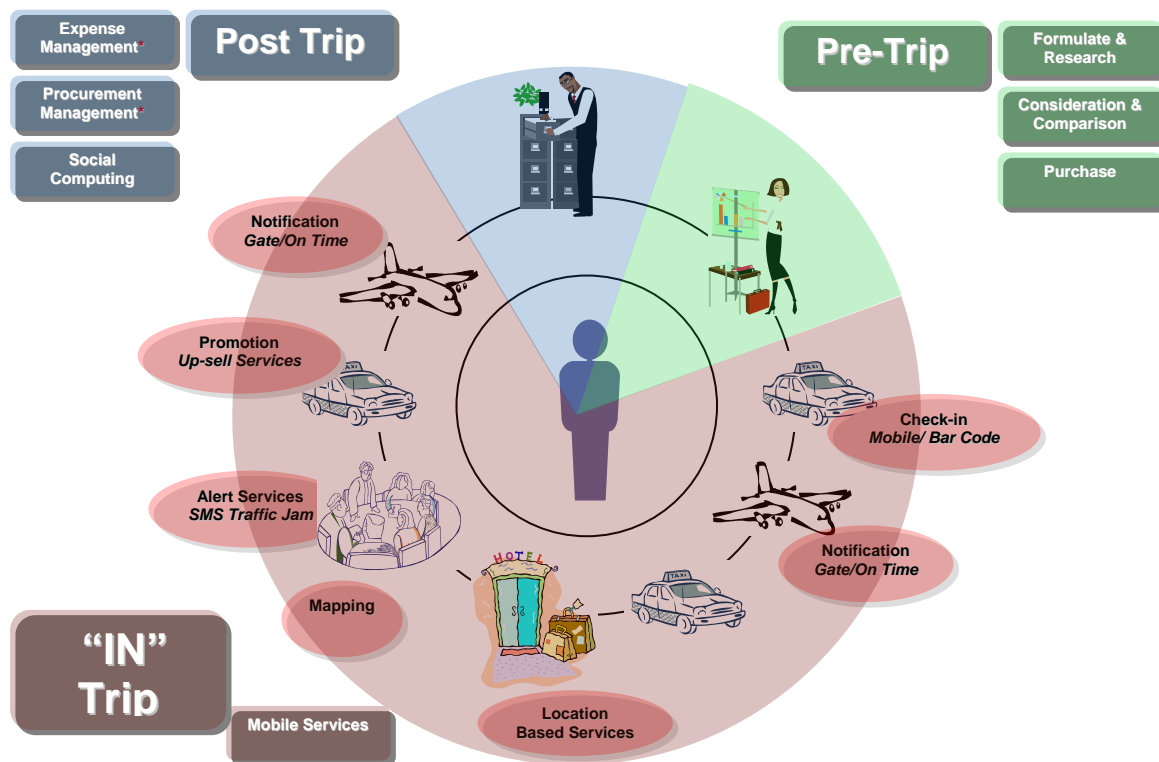


Moving Forward...

Turning vision into reality with Amadeus Collaborative Technology

How did you last book travel? Perhaps you purchased an exotic holiday, after first checking user-generated reviews, photographs and online travel guides. Or perhaps you recently booked a business trip, and merely had to input your destination as the system had previously stored your details and preferences. Things have changed, and not just in the travel industry. The internet has revolutionized our lives, and because it is so pervasive, changed our expectations, habits and values. We now communicate and network much more than we used to, and are willing to interact with strangers, often on different sides of the world. This change can be summed up in two words: **we collaborate.**

It's all about Value & Collaboration. With Amadeus Collaborative Technology, you'll be able to adopt a full trip approach, serving travellers pre-trip, during the trip and post-trip.



Technology is already evolving in order to satisfy these demands. The use of multiple distribution platforms that are not compatible will be relegated to the past. We are fully aware of this need and started working in 2004 in a common distribution platform to achieve this goal. Since then, the project has evolved to Amadeus Collaborative Technology, to reflect its larger aim: to deliver a set of open and collaborative components that allow seamless integration of data, channels, systems and travel players.



Amadeus Collaborative Technology is the result of collaboration between you, your travellers, and us. You have told us what you need to overcome as your most significant challenges and been involved in the development process. With Amadeus Collaborative Technology, the travel experience will now be:

Cross channel: sharing travel content, policies, profiles...

Multi-Content Sourcing: integrating all types of content sources including local and multi-provider/multi-GDS content.

Global: delivering homogeneous service, regardless of location.

Customised: adapting to customer and market specificities thanks to customisable workflows/UI

Total Trip Handling: providing technology that goes beyond booking steps to include all the pre/during/post travel steps.

Traveller Centric: through traveller profiles that are active throughout the booking processes.

This evolution in our technology strategy has already received strong customer approval. Travellers are challenging the industry to create a seamless, smooth and comprehensive booking process. Adopting an open and collaborative approach is the first step towards meeting that challenge.



Meet the team

Jean-Noel Lau Keng Lun

Jean Noel was appointed to the position of Head of Product Marketing of the Corporate & Distribution Channels division in Amadeus in November 2006. Prior to this, Jean-Noel was the Sales Manager of the team in Amadeus responsible for commercialisation of e-Commerce solutions in the French Market.

As Head of Product Marketing, Jean Noel is responsible for defining the product strategy for both Amadeus e-Travel Management and SAP Travel Management, Amadeus' flagship e-Commerce solutions for corporations. He leads the team that designs new products, looks at the evolution of the existing products always incorporating an element of innovation in what they do.

Prior to joining Amadeus in 2000, Jean-Noël started his career at Cap Gemini as an IT Consultant in France

Jean-Noël holds a degree in industrial engineering from INSA (Institut National des Sciences Appliquées) in Lyon, France. Born in Mauritius, he speaks fluent French and English.



Jean-Noel Lau Keng Lun
Head of Product Marketing
Corporate & Distribution
Channels



Facts & figures

About Amadeus

Amadeus' worldwide presence	
Employees	7,600
Nationalities (of employees)	95
Number of Markets	217
Customer Base	1,500 of the world's largest corporations through over 3,000 customer sites

About Amadeus e-Travel Management

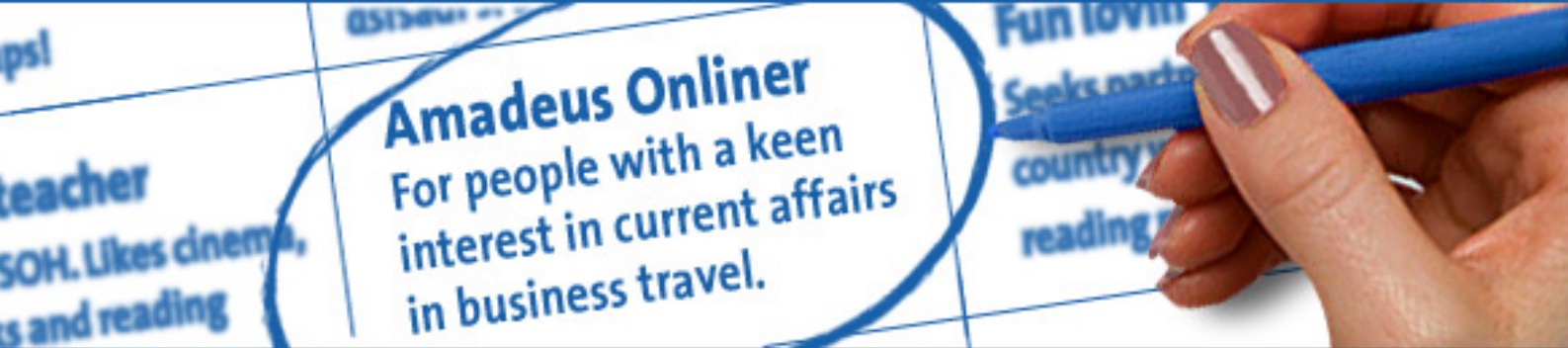
Access to	
Airlines	486 including 48 LCC's
Car rental companies	42
Hotel Properties	75,000

Direct links to	
Low Cost- Airlines	Over 70
Railway Providers	Deutsche Bahn, Swedish Rail and SNCF system provides access to Thays trains and Eurostar from France
Car providers	Avis, Europcar, Hertz, Sixt

Available in	
Languages	13
Currencies	160

Awards

Amadeus technology has won many awards. [Click here](#) for details.



Amadeus news round-up

[Click here to read any of the below releases in full](#)

5 Nov 2007

easyJet signs break-through distribution deals with Amadeus and Galileo for the corporate travel market
easyJet will target the USD 90 billion* European corporate travel market with break-through distribution deals with Amadeus and Galileo, part of Travelport GDS

24 Oct 2007

Amadeus: Technology is key for Asia Pacific airlines to keep pace with today's travellers

Amadeus today stated that airlines in Asia Pacific must take advantage of new technologies in order to keep up with the changing travel environment, with technologies such as Web 2.0 set to play a pivotal role in the travel industry of the future

23 Oct 2007

Cranfield University and Amadeus study reveals tangible benefits of integrating self-booking and expense management tools

Nearly all companies using a self booking tool (SBT) are failing to benefit from increases in productivity by not integrating their SBT with expense management systems. This is according to a new study commissioned by Amadeus, a leading global technology and distribution partner for the travel and tourism industry, and undertaken by Cranfield University, and the Association of Corporate Travel Executives (ACTE)

22 Oct 2007

Amadeus marks its 20th anniversary with endorsement of future strategy

Amadeus celebrates its 20th birthday. Looking back at the last twenty years of success, and more importantly, at what the future holds for the company and the industry during the next twenty years. A six-month programme of special activities and 20/20 events have been organised to celebrate the milestone.

17 Oct 2007

Amadeus simplifies the online shopping experience for corporate travellers

Amadeus will unveil the latest enhancements to Amadeus e-Travel Management at the ACTE Global Conference in Munich on October 21. Version 11.0, which will be available worldwide by the end of October, represents the latest steps towards Amadeus' vision to provide a simpler and more flexible 'Total Trip Experience' for business travellers

27 Sep 2007

Qantas and Amadeus expand IT relationship following 7 years of innovative collaboration

Amadeus and Qantas have signed an extension to their existing agreements which will see both companies continue working together until 2017.

19 Sep 2007

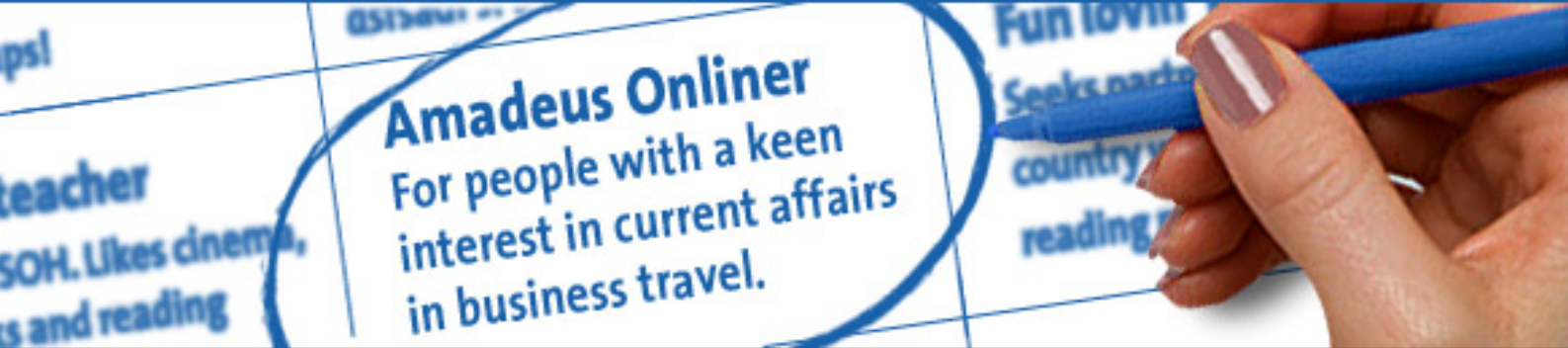
Automating service fee management can boost service fee revenue by 28%

Amadeus has commissioned an independent study on service fee management in travel agencies in five European countries.

18 Sep 2007

Amadeus launches unique leisure car rental solution for travel agents worldwide

Amadeus announced the launch of Amadeus Cars Easy Shopper, a comprehensive and unique leisure car rental solution for traditional and online travel agencies.



Read more about our...

Research Papers

Click [here](#) to download some of our extensive research papers

Customer stories

Click [here](#) to learn more about some of our customers

Newsletters

If you're interested in previous publications of the Onliner newsletter, you can find them by clicking [here](#)