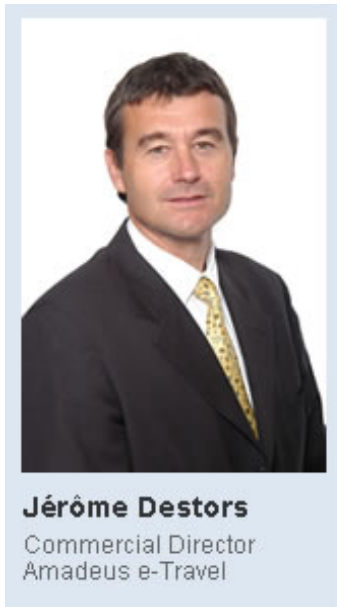




## Amadeus Onliner for Corporations



Dear friends,

Welcome to the 4th edition of the Onliner, our quarterly newsletter bringing you the very latest corporate travel news from Amadeus.

First of all I am very pleased to announce that Amadeus' expertise in the corporate travel world continues to be recognised. In fact, just last month Amadeus e-Travel Management won the award for '**Best Business Travel Product**' at the 2007 Business Travel World Awards ceremony.

We will continue our work to deliver the best technology and over the last few months we have introduced several exciting new features as part of the **latest version (v10.1) of Amadeus e-Travel Management**. With these additional functionalities we aim to deliver an even more user-friendly solution to help to drive up adoption levels even further within your organisations

In fact, knowing how important adoption is for you, we wanted to understand more about the **key drivers to adoption** in the corporate world, in order to deliver more reliable and customisable solutions that respond even better to your needs. For this reason we commissioned a new research study undertaken by the **Business Travel Research Centre of Cranfield University**. The study takes an in-depth look at adoption patterns, obstacles and drivers and identifies key strategies for getting the most out of your SBT and reducing your corporation's travel expenditure. I very much encourage you to read it.

I also encourage you to take a look at **Future Traveller Tribes 2020**, a new global report produced by Amadeus and the **Henley Centre HeadlightVision**, which gives interesting insights into what travellers may be like in the future.

You can read about all these stories and more in this newsletter. I hope you enjoy reading it,

Best regards,

Jérôme Destors

## Award-winning technology

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At Amadeus we are proud to be our customers' Technology Partner. Indeed, technology is our business and, once again, we are delighted to be recognised as a leader in this field as demonstrated by further awards received over the past few months. We would like to thank our customers, users, partners and all others whose support and ongoing feedback help us take our technology further and make awards such as these possible.

### 2007 Business Travel World Awards

First of all Amadeus e-Travel Management, our leading global online corporate self-booking tool, has won the award for '**Best Business Travel Product**' at this year's Business Travel World Awards.

The Business Travel World Awards honour excellence in the travel industry and are voted by an independent panel of judges which includes business travel buyers, managers, and arrangers. The 2007 Awards Dinner and Ball took place on 22 January at the Grosvenor House Hotel, London, with almost 1,400 people in attendance to hear who would win the most prestigious awards in the industry.



### 2007 Buying Business Travel Diamond Awards

Amadeus was also awarded '**Best Technology Provider**' in the Buying Business Travel Diamond Awards.

The Buying Business Travel Diamond Awards, which take place annually, seek to honour excellence in the travel industry and are voted by the magazine's readership of business travel buyers, managers and arrangers. The award recognises Amadeus' commitment to the business travel sector as well as its success in working in partnership with the travel industry.



Amadeus continually invests in technology development to anticipate and reflect new market trends and needs to ensure our clients can continually make the most of their IT investments. In 2006 we invested over EUR 300 million in travel technology R&D to ensure we can continue to lead the way in pioneering technology for our various customer groups.

[Click here for more information on Amadeus e-Travel Management.](#)

## Product News

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### Amadeus e-Travel Management unveils new features for increasingly mobile corporate travellers

#### Business travellers can accelerate the approval process via handheld devices

Amadeus has unveiled its newest version of Amadeus e-Travel Management (v10.1). These latest enhancements have been specifically developed to help travellers and travel managers interact in real time on-the-move using wireless handheld devices. New features also better equip travellers to further streamline their travel booking process and improve their user experience.

- **Approval via handheld devices**  
Allows the travel approver to sanction trips from handheld devices such as Blackberrys while travelling. This speeds up the approval process creating a more efficient workflow.
- **Enhanced travel policy management**  
Ad-hoc booking by travellers outside a travel policy is further monitored through prompts within the system asking users to justify why they haven't booked a hotel during a trip. This further increases adoption by pushing hotel bookings within policy. It can also increase customer satisfaction as the company will receive useful feedback, whether complaints or suggestions by reading the justifications.
- **Flight availability from airports within a local radius**  
To complement standard airport search criteria users can locate alternative airports within a 150mile/300 km radius all on one screen. E.g. if travel is to Edinburgh, users can view flights to this airport but also to Glasgow which is located nearby, providing greater choice of travel options.
- **Credit card expiration alerts**  
In order to save time, users will be reminded of credit card expiration before attempting to make a booking. This is important for administrators who must ensure that ghost credit cards are always valid.
- **Pending trips for approval on one screen**  
Travel arrangers and travellers can view all trips due for approval or pending on one screen, which gives them more flexibility and ease of use.

[Click here for more information on Amadeus e-Travel Management.](#)

## Did you know...?

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

#### Search for flights to or from several nearby airports on one screen!

With the new 'Radius search' feature travellers can choose to search for flights to or from alternative airports that are within a certain distance of their selected origin/destination. For example if you were looking at flights to Edinburgh, you could extend your search to include flights to other airports located up to 150 miles (300km) away, thereby including those to Glasgow. With this functionality we hope travellers will benefit from an even greater choice of travel options and improved flexibility.

The screenshot shows a web interface with a navigation bar at the top containing 'Home', 'Travel Planner', 'Travel Review', 'Profile', and 'Admin'. Below this is a 'Quick Start' section with a search form. The form has tabs for 'Flight', 'Hotel', and 'Car'. The 'Flight' tab is active. The form includes fields for 'From', 'To', 'Departs', and 'Return', each with a calendar icon. There are also 'Radius' search fields, which are highlighted with a red box. The 'Radius' fields are labeled 'Radius 0 M'. Below the form are buttons for 'Detailed search', 'Search by Schedule', and 'Search by Fare'. The 'Trip Reason' is set to 'Business'.

(Screenshot highlighting the Radius search feature)

#### Book SNCF 'Multipax' for hassle free group rail travel!

Thanks to enhanced SNCF integration, travellers can now book rail travel via SNCF for themselves and up to 5 colleagues at the same time. Cleverly, the additional travellers' details will be taken from their respective Amadeus e-Travel Management profiles, enabling individual booking details to be included for each traveller, including separate methods of payment. In fact each traveller can then login and view, modify or cancel their individual trip without affecting their colleagues' travel.

An additional new SNCF functionality also allows for a traveller to request to sit next to or as close as possible to a colleague travelling in the same train. We believe our French rail users will benefit greatly from these new functionalities.

#### Include any special requirements you may have in your hotel reservation!

During the hotel booking process travellers can now inform the hotel directly of any special requirements they may have. These could include, for example, a preference for a non-smoking room or smoking room, or the need for an early or late check-in.

#### Approve trips via a Blackberry device!

Travel approvers can now approve trips via a wireless device such as a Blackberry. This may prove useful, for example, when they are out of the office or travelling, facilitating a quicker approval process.

#### Receive alerts for credit cards that are soon to expire!

Via emails and warning messages in the travel planning pages, users of Amadeus e-Travel Management can now be warned, even before making a booking, of a credit card in their profile that is soon to expire. This will result in a smoother booking process with fewer surprises! The feature is especially important for administrators, who constantly have to ensure ghost credit cards are valid.

# Adoption

## New Cranfield University study demystifies SBT adoption

Consulting services and flat-structured organisations where senior management lead by example are among the companies achieving the highest levels of adoption of Self Booking Tools (SBTs). This is according to a new global research study commissioned by Amadeus and undertaken by the **Business Travel Research Centre at Cranfield University**.

The research, which was conducted with over 400 companies worldwide, looked at the adoption rate of online travel management tools. While the study confirmed that Self Booking Tools (SBTs) are helping some organisations save considerable time and money when booking business travel, many companies are still not achieving the full benefits of SBTs due to an online corporate environment not supported by senior management.

Among the many findings of the research it was revealed that average SBT adoption rates are highest within consulting services and logistics companies, while public utilities and agricultural companies score the lowest adoption levels.

Furthermore it was discovered that corporate culture is a key factor in determining how successful SBT adoption is. The report specifically identifies three Corporate Clusters which paint a picture of the type of organisations most, and least, likely to successfully adopt SBTs:

- **Wholehearted Adopters** – average adoption rate of 81%
- **Bureaucratically Challenged** - average adoption rate 45%
- **Laggards** - average adoption rate 12.3%

The study also revealed that companies with a 'self-service' mentality, where employees manage contracts online, have been more successful in driving up the adoption rate. Age also seems to be a factor with younger travellers more willing to 'do it themselves'. A flatter organisational structure, managerial buy-in and preaching by example are yet more characteristics related to greater use of SBTs, as are access to a wide choice of content, a variety of travel options and, importantly, access to flights and fares from low cost carriers.

The study further revealed that companies with a lower travel spend of under \$2.5 million per year have been the most successful at driving travel bookings via SBTs, suggesting that the lines of communication between the travel manager and corporate travellers are much shorter and therefore the advantages of using the booking tool are easier to communicate. Additionally the pool of travellers is smaller meaning word-of-mouth communication is likely to be quicker.

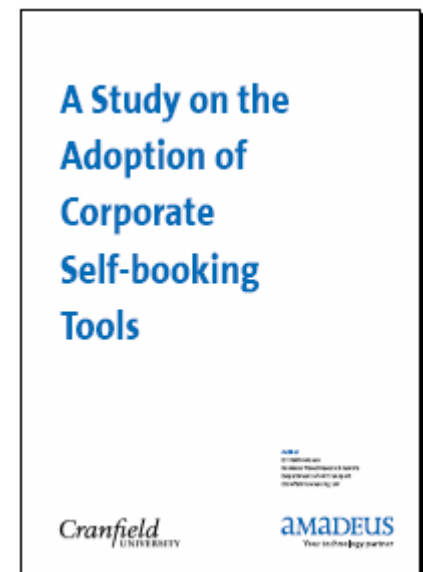
For more information and more key findings of the study, including strategy recommendations for your type of corporation, you can follow the link below to read the full study.

[Click here to download your free copy of the study](#)

Moving to a self-booking culture has been, and still is, a long journey for many organisations to make despite significant cost benefits which can be achieved in the very first year of adoption.

Given these potential savings, it is remarkable that 38% of organisations in our study do not yet enforce a travel policy which recommends online booking.

**Dr Keith Mason**  
Business Travel Research Centre  
Department of Air Transport  
Cranfield University, UK



## The Amadeus Adoption Academy helps drive use of self-booking tools amongst corporate clients

Amadeus now offers an enhanced approach to driving adoption within companies that are introducing self-booking tools into their organisations. The Amadeus Adoption Academy, a complete end-to-end consultancy package, is designed to help corporations maximise adoption and get the most out of their self-booking tools (SBTs).

The Amadeus Adoption Academy offers a five-step consulting approach that is tailored to corporations' needs and includes the following phases:

- **Assessment** – Comprising of a workshop that enables Amadeus to get an in-depth picture of how online travel management has worked for a company to date, in order to provide them with an adoption strategy to best suits its needs.
- **Planning** – An integrated plan to grow adoption within an organisation will be developed based on the findings in the assessment report.
- **Implementation** – The execution phase of the adoption plan using Amadeus Project Management methodology.
- **Measurement and Reporting** – Assisted by Amadeus' powerful reporting tools, Amadeus consultants then carefully measure performance of the programme and evaluate its success.
- **Tracking and Improving** – Where additional strategies and tactics need to be employed to optimise the ongoing benefits of companies self-booking tools.

Thanks to our participation in the Amadeus Adoption Academy workshop, and with the support of our TMC American Express, Siemens Sweden has taken on Amadeus' recommendations which have lead to our adoption rate more than trebling in just one month and we look forward to increasing our overall adoption target of 55% in the next 10 months.

**Ulrika Grive**  
Travel Manager  
Siemens

*"Many companies take a haphazard approach to ensuring that employees actually use a self-booking tool when it is introduced. We have been advising clients about how to drive the adoption of their self-booking solutions for a number of years, thus our in-depth experience has helped us to constantly evolve our consultancy approach, helping companies maximise adoption, achieve significant travel savings and a faster return on their investment," explained Jerome Destors, Commercial Director, Amadeus e-Travel.*

In fact, Amadeus has helped its corporate customers and TMCs partners increase bookings via the Amadeus e-Travel Management self-booking tool by 42.5 per cent over the past three years. What is of particular interest is that hotel bookings have risen by 375 per cent year-on-year. Amadeus expects the Amadeus Adoption Academy will help further drive adoption and educate more companies about the significant time and cost savings they can get from their SBT.

[Click here for further information on The Amadeus Adoption Academy](#)

# Introducing the travellers of the future...

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## A landmark report from Amadeus - Future Traveller Tribes 2020

This new global report, developed by the Henley Centre HeadlightVision, a global futures consultancy, and commissioned by Amadeus, has been developed to stimulate discussion within the travel industry about the types of services and approaches that airlines need to take now and in the future to deliver on the needs of future travellers and secure profitability - providing much food for thought on the following:

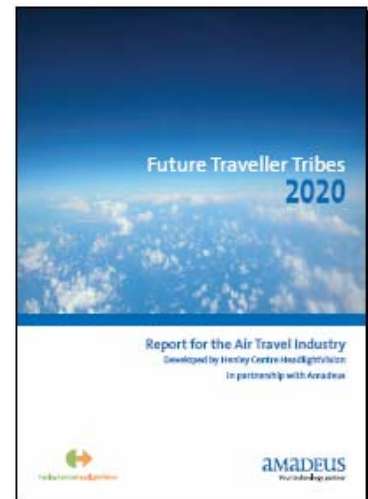
- What will the travellers of the future look like?
- How will their needs change?
- What will travel providers need to do to secure customer loyalty?
- How will technology enhance the traveller experience?



The report brings together for the first time, major trends in consumer behaviour, geo-economics/ politics and technology, to understand what will be the most dominant and interesting groups of travellers in the next 10-15 years. Not only does it thoroughly cover the macro-environment and the factors which will be shaping the airline sector but it also offers compelling insights into the types of technologies and applications that all travellers will be using by 2020 – aiming to understand how airlines can respond to the seismic shifts that are impacting on the sector today.

The report has identified four traveller tribes, which may emerge in the next 10-15 years, and that have the potential to transform how the airline industry delivers products and services. These tribes include:

- **Global Executives:** elite business travellers that want a private jet type experience, predominantly from emerging economic markets such as Brazil, Russia, India and China
- **Active Seniors:** the wealthy, healthy older travellers, aged between 50 and 75, that will continue to travel for cultural and leisure pursuits
- **Cosmopolitan Commuters:** those that live in one city but work in another and will use air travel to commute
- **Global Clans:** people that will increasingly use air travel to visit increasingly dispersed extended family members



[Click here to request your free copy of Future Traveller Tribes 2020](#)

## What's going on at Amadeus?

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### Amadeus presence at events worldwide

Please see below the upcoming corporate travel events at which Amadeus representatives will be speaking on a variety of topics.

Date	Event	Location
12th April 2007	<a href="#">ACTE Executive Forum</a> <i>Corporate Self-Booking Tool Usage</i>	Sao Paulo, Brazil
18th, 19th April 2007	<a href="#">ACTE/ViajesCorp Conference &amp; Exhibition for Corporate Travel &amp; Meetings</a> <i>The new distribution landscape for travel services</i>	Bogota, Colombia
19th April 2007	<a href="#">ACTE Executive Forum</a> <i>Direct relationships between GDS and corporations</i>	Sydney, Australia
6 <sup>th</sup> - 8th May 2007	<a href="#">ACTE Annual Conference</a> <i>Latin American round table</i>	Miami, Florida, USA

## Facts & figures

### About Amadeus

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

### About Amadeus e-Travel Management.

Access to	
Airlines	555 incl. 69 LCC's
Car rental companies	43
Hotel Properties	70,328

Direct links to	
Low Cost- Airlines	85
Railway Providers	SNCF, Thays, Eurostar, Deutsche Bahn, Swedish Rail
Car providers	Avis, Europcar, Hertz, Sixt

Available in	
Languages	13
Currencies	160

Reporting capabilities	
Predefined reports	25
Total e-reporter customers	220

## Amadeus news round-up

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

### [Amadeus' 2006 business results show continued success of diversification and technology investment](#)

Amadeus, a global leader in technology and distribution solutions for the travel and tourism industry, today announces business results for the twelve months ending 31 December 2006.

8 Mar 2007

### [Auto Europe signs worldwide distribution agreement with Amadeus](#)

Amadeus today announced that Auto Europe, a leading broker in European car rental services for over 50 years, has signed a worldwide agreement to distribute Auto Europe's 4,000 car rental locations and content through Amadeus with Complete Access Plus, the highest connectivity level within the Amadeus reservation system.

5 Mar 2007

### [Kayak partners with Amadeus in Europe](#)

Amadeus is providing technology to help support Kayak.co.uk, the largest travel search company in the UK, which officially launches today. Its recently launched Meta Pricer solution will also be used for Kayak sites launching in France and Germany in the second quarter of 2007.

19 Feb 2007

### [Amadeus technology chosen by 5 online travel agents in rapidly growing Indian market](#)

Amadeus announced that it has recently been chosen as a technology provider to five of the leading Indian online travel agencies: Indiatimes, MakeMyTrip, Sify, Travelguru and Yatra.

5 Feb 2007

### [SNCF expands its reach to travel agencies across Europe, with Amadeus](#)

Amadeus today announced that SNCF, France's primary rail provider of local and long-distance passenger and freight services, has signed a strategic agreement with Amadeus. SNCF will expand its availability in the Amadeus system to travel agencies across Europe.

22 Jan 2007

### [National Car Rental and Amadeus first to provide e-vouchers for car rental reservations worldwide](#)

Amadeus today announced that it is the first in the market place to provide e-vouchers for car rental reservations worldwide. Amadeus has signed a global partnership with National Car Rental, which will offer travel agents the possibility of providing e-vouchers for car rental reservations booked through Amadeus and National on a worldwide basis.

8 Jan 2007