

Editorial

June 2009

Dear Friends,

Welcome to the Onliner, our quarterly newsletter that brings you the very latest corporate travel news from Amadeus.

In this summer edition of the Onliner, we focus on mobility as today sees the launch of our Mobile Services portfolio solutions, which can be found in our "Product news" section. We also explore the mobile boarding pass of the future at Nice Côte d'Azur airport being piloted by Air France, Amadeus and IER.


In our "Inside View" article we show how, with hand-in-hand help, corporations operating at a global level can streamline their global travel processes and policies while the "Our Customers" feature looks at Jaguar Land Rover's recent selection of Amadeus e-Travel Management as its corporate self-booking tool.

We also introduce Vic Pynn, Head of Global Customer IT Services Group and his team based in the US.

We hope you enjoy reading this issue.

Best regards

Frank Palapies



Frank Palapies
Head of Global
Commercial Operations,
Corporate & Distribution
Channels.



Focus on... Mobility

Amadeus Mobile Services

Today, no business traveller would be without their mobile phone or handheld device to stay connected whilst on the move. On the back of this, Amadeus has today announced a range of mobile solutions for both the traveller and the travel manager which include having efficient approval workflow while on the road and itinerary based location information upon demand, as well as an employee security tracker.

The launch sees the release of three main solutions, all of which will function on the major mobile operating systems such as Windows Mobile, Symbian and Blackberry:

- **Amadeus Mobile Partner**

Allows travellers to access their complete travel itineraries on their mobile device at the push of a button, even when without network connectivity. Also, travel approvers can see a full list of trips waiting to be approved, and can quickly confirm or reject them while away from their desk thus making the workflow more fluid.

- **Amadeus SMS Traveller Contact**

Allows travel managers to quickly send information via SMS and email to all those employees with planned trips for a given destination for example to reach out to travellers who may be at risk during an emergency.

- **Mobile Travel Assistant with ConTgo**

With its "Follow-Me Itinerary" service, this solution automatically delivers customised information based on the actual itinerary for the traveller directly to the traveller's mobile device using SMS messages.

"Amadeus continues to invest in innovation and to believe in R&D particularly during a period of financial crisis when companies are looking to improve their business. We plan to bring our customers next generation travel technology that will help the traveller be more productive and efficient while on the road. After initiating joint research with ACTE last year which evaluated the mobile needs of corporations, Amadeus is now delivering a portfolio of mobile services for the business traveller, helping corporations better support their employees who are on the move."

Albert Pozo, Vice President, Business & Corporate Travel, Amadeus

For more detailed information see the "Product news" section (page 5)

[To view a video of the mobile travel experience please click here](#)





The mobile boarding pass of the future, in pilot, at Nice Côte d’Azur airport in France

Between April 16 and October 30, 2009, members of Nice Airport's passenger programme Club Airport Premier (CAP) and Air France's frequent flyer programme travelling on the Nice-Paris Orly domestic route will pilot a new boarding device, Pass and Fly, a joint venture pioneered by Nice Côte d’Azur Airport and Air France in conjunction with Amadeus and IER. The pilot project will simplify passenger recognition, the crediting of CAP points and airplane boarding, through the use of a mobile phone that is Near Field Communication (NFC) enabled. It is the first time in air travel that NFC, a short-range, wireless connectivity technology is used to enable mobile boarding passes.



“Pass and Fly is an industry first. The NFC chip and a restructured information flow speeds up the traveller’s airport journey. This experiment will help to progressively build the ideal airport journey for our travellers of tomorrow.”

Michel Pognonec, Regional Director, Air France Côte d’Azur and Monaco.



“Mobile boarding passes will be widely adopted as they bring frequent flyers clear benefits,” affirmed **Alexi Hernot**, Marketing Director, IER. *“They don’t need to worry about a paper boarding card to board the plane. Also, when away from the office, it may not be that easy to find a printer.”*

How does Pass and Fly work?

1. Firstly, the traveller checks-in through any of the channels enabled by Air France (internet, mobile phone or self-service kiosk). Then, the traveller with an NFC-enabled mobile phone can then go through a fast lane to security inspection by swiping their mobile phone past the *Pass and Fly* reader. The machine identifies the passenger and finds their digital boarding pass, which is then uploaded onto the mobile phone. Nice Airport CAP frequent flyer points are automatically accredited to members.
2. Upon security inspection, the traveller swipes the mobile phone across a second reader which will display their boarding pass to the security staff without the need to display their mobile phone screen.
3. Finally at the boarding gate, the airline staff check the traveller’s identification documents. A NFC reader checks the boarding pass and prints a coupon with the seat information, enabling quick boarding of the plane.



IER constructed the NFC booths and readers which have been integrated in the airport's infrastructure and connected to Air France's passenger management system, while the airline itself provided the electronic boarding passes.

Amadeus developed the technology applications for the mobile phone, departure control system and airport readers.

"Amadeus is committed to bringing superior technology to the airport IT arena," said **Yannick Beunardeau**, Director Airport Solutions, Amadeus.

"We believe investment in innovative solutions is critical for our customers to consolidate their business models and achieve a transformation that will deliver cost and productivity savings, while bringing a superior customer service."

Near Field Communication

NFC, based on an existing non-contact technology infrastructure, is already in use by millions of people around the world. NFC has been implemented for payment transactions and can be used to share data between devices, giving it a huge potential to be deployed for many other services.

Mobile phones with the NFC component, which is either integrated in the mobile phone or on a sticker, can even be out of battery or switched off when communicating with a reader.

[Click here to read more.](#)



Product News

An in-depth look at Amadeus' mobility solutions

As discussed in "Focus on... Mobility", in parallel to the latest version of Amadeus e-travel Management (v.12.2) due for release this summer, a range of new mobile solutions will be launched designed to provide benefits at all stages of the journey, as well as to deliver fast, clear communications when they matter most.

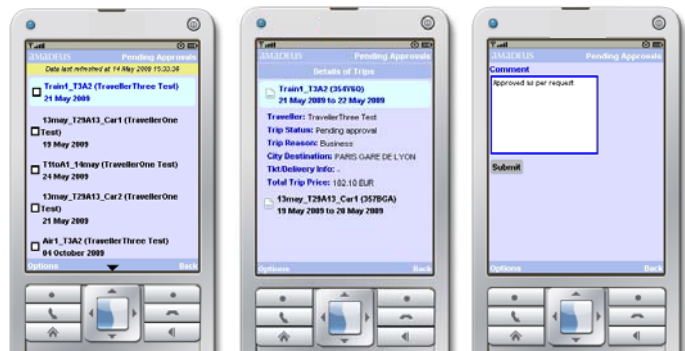
1- Amadeus Mobile Partner

Amadeus Mobile Partner is a mobile application which can be downloaded and installed into the mobile device of travellers and approvers who use Amadeus e-Travel Management.

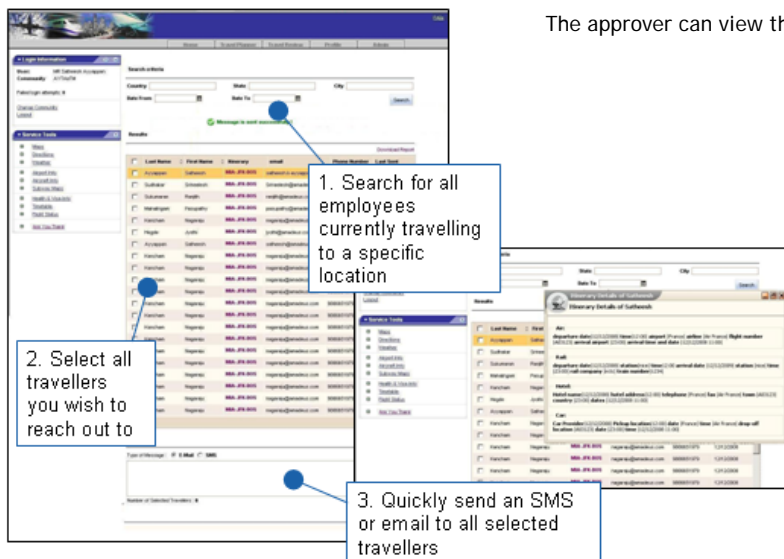
Every time a new trip is created or modified on the self-booking tool, it will be made available to the Mobile Partner of the traveller and, when applicable, to that of the travel approver too, therefore allowing travellers to check their travel itineraries and travel approvers to confirm or reject trips.

It also works for offline bookings as corporations can use Amadeus Import PNR to synchronise their trips with the self-booking tool and therefore with the mobile device. Once a trip has been uploaded onto their mobile, network connectivity is not needed to view the information.

Amadeus Mobile Partner is available on any GDS .



The approver can view the list of all trip requests assigned to him/her



Quickly send timely information to travellers in 3 easy steps

2- Amadeus SMS Traveller Contact

Amadeus SMS Traveller Contact is a tool that assists travel managers in knowing which employees are travelling where and when, and facilitates better communication with them either via SMS or email. This is done in three easy steps (as seen in the image to the left).

Amadeus SMS Traveller is also available on any GDS .



3- Mobile Travel Assistant with ConTgo

Mobile Travel Assistant is a fully automated service which delivers relevant information directly to the travellers' phones.

The three main services included are:

- **Follow-Me Itinerary**
SMS messages with information relevant to the different stages of the trip, based on the traveller's planned itinerary are sent automatically during travel, controlled by location specific rules as defined by the corporation.
- **Information request by keyword**
Using the Keyword function, the traveller can request a specific type of information from the Mobile Travel Assistant. All they have to do is send an SMS message containing a keyword, such as 'TAXI', and they would automatically receive a response with the requested information, as determined by their corporation and always related to their current whereabouts.
- **Locate travellers during travel security incidents**
Travel managers can quickly establish a clear picture of which travellers may be in need of assistance during a travel security incident by allowing them to identify the employees currently travelling to the area of risk and send out an SMS message them. Incoming responses from the individual travellers are automatically tracked, helping the company's security department respond to any crisis efficiently.

[Click here to view more information and to view a video of Amadeus' mobile solutions](#)



Inside View

Making global travel programmes come alive

A key objective for corporations operating at a global level is streamlining their global travel processes and policies, a task made all the more complicated by the scale of their business.

Large corporations with multi-national operations are frequently not as global behind doors as they may seem from the outside. As they grow, merge with and/or absorb other companies, they must address the daunting prospect of homogenising practices across the board, a key aspect towards achieving long-term business sustainability.

Not immune to this issue, corporate travel managers presented with the task of putting in place global business travel programmes are often faced with a tangle of policies, processes, organisational cultures and booking tools. It is clear that harmonised T&E processes can bring great efficiencies to companies, both in terms of direct and indirect savings. However, most travel departments lack the necessary resources to implement such a programme thus hampering their efforts.

Success beyond IT

In order to achieve this unity, travel procurement managers can turn to the automation of processes through technology such as self-booking tools, profile database synchronisation, expense integration or reporting systems. However, corporations need much more than IT to make their global travel programmes come alive. Support across the board is imperative to ensure a successful worldwide rollout, regardless of the number of locations and TMCs. Crucially, they need someone to work hand-in-hand with all stakeholders, buffering any complexities of implementation along the way.

To help corporations achieve their objective with minimum resources on their part, Amadeus appoints a dedicated global account manager and experienced implementation manager to aid customers throughout the implementation process. They will drive the entire deployment process across all sites, ensuring all parties are aligned, and at the same time they will offer ongoing support and guidance, even after the completion of site implementation.

Worldwide roll-out in 3 steps

Successfully rolling out travel technology in multiple countries with a tight timescale while ensuring “business as usual” is no easy feat, but Amadeus consultants make it possible for the customer following 3 steps:

- 1) In order to launch the implementation project, the Amadeus consultants will sit together with the key stakeholders within the corporation and with their chosen TMC to analyse their existing travel processes and policy in detail. Together they will define the best solution to meet their needs and expectations.
- 2) Next, the master site will be created, to act as the template for worldwide rollout across all company sites. Working alongside the TMC, Amadeus sets up the specially configured travel solution chosen by the customer, synchronised with the TMC’s back-office system. This master site is often that of the company’s HQ and acts as the reference site from which the global policy is maintained throughout all further satellite deployments.



Overall, from the first meeting, right up to the moment when staff can begin to book trips online, the process takes on average just four months to complete. And in a matter of days, take-up rates will start to climb.

- 3) With the master site up and running, the programme can start to be deployed at sites in other countries. In fact, at this point, implementation in each of the other regions is already around 80% complete. Implementation can take place at several sites simultaneously, helping to guarantee an effortless deployment for the company.

Inevitably, there are always local adjustments to be made according to region-specific differences. The Amadeus consultants will adapt the configuration at the different company sites to best fit local needs while ensuring the smoothest processes for staff.

On average, it takes just three months to implement the programme at any subsequent site and with several implementations running in parallel, deployment can quickly spread worldwide. We have helped customers successfully roll out their solution across more than a dozen countries, all in less than 18 months.

For further information and to discover why more than 2,500 corporations in 30 countries worldwide have chosen Amadeus as their technology partner please [contact us](#).



Our Customers

Jaguar Land Rover selects Amadeus e-Travel Management

In March of this year, Jaguar Land Rover (JLR) selected Amadeus e-Travel Management as its corporate self-booking tool. This new partnership will enable JLR to manage its travel costs and policies more efficiently, streamlining the online management of its travel policy, while providing access to additional content.

“We were looking for a travel management tool that is reliable and efficient, and one that would integrate easily with our existing HR and expense management systems. Elements such as the single sign-on which will allow our users to sign in just once in order to gain access to all the connecting systems was key, and the fact that Amadeus is fully integrated to the Etap online expense management system that we use is a big plus.”

We look forward to working closely with them to ensure our employees receive the maximum benefits.”

Robert Dillon, HR Company Operations, JLR

Amadeus e-Travel Management serves every aspect of a corporation’s travel needs. The solution offers business travellers a wider choice of hotel and air fares, and for travel managers and corporations, the self-booking tool enhances cost-effectiveness and staff productivity, while increasing policy compliance.

Julian Mills, Director of Sales, Amadeus UK & Ireland said *“We are delighted that a market leading and world renowned UK brand such as Jaguar Land Rover has selected our corporate self-booking tool to provide it with a more sophisticated approach to booking corporate travel.*

In a market where efficiencies are key to controlling costs and growing business, we are confident we can help our corporate customers streamline their travel booking processes. We look forward to working with JLR to deliver the benefits of our integrated systems to them.”

Currently JLR are deploying Amadeus e-Travel Management in the UK, with a view to potentially rolling the tool out in other European countries, and globally. For more information on how Amadeus implements travel programmes worldwide please see the article above.

[Click here to read more customers’ stories](#)



Did you know...?

...Amadeus provides mobile technology solutions that make travel easier?

In addition to the mobile features covered in our 'Focus on...' article, Amadeus is also investing in technology to make the overall travel experience easier for the corporate traveller.

Check-in to your flight via SMS:

Corporate travellers often find that their business trips are not as productive as hoped for. Valuable time is often wasted as travellers wait at long check-in queues at the airport or spend time locating a computer to print out the boarding pass for their return flight.

Imagine if you could bypass all queues at the check-in desk and eliminate the need to carry paper documentation? Imagine receiving an SMS from the airline of your flight on your mobile phone and being able to check-in simply by responding 'Yes' to the message?

Corporate travellers flying on Finnair can now check-in for their flights with just their mobile phone. The ability to check-in using a mobile phone will enable more flexible and efficient travel. Corporate travellers travelling on the Finnish carrier will be able to go straight to the boarding gate and on to their flight, making the most of the time they spend travelling.

With the new Amadeus SMS check-in for airlines, corporate travellers can receive a message containing their relevant flight details as well as the option to check-in for their flight, which they can do so simply by replying to the message.

Use your mobile phone as a boarding pass:

With schedules packed with meetings back to back, having to spend their valuable time queuing at the airport can be an ordeal for business travellers. In search for a travel experience as hassle-free as possible, the last thing they need is to find themselves in endless queues at the airport, to check-in, pass through security controls and finally to board the plane.

As seen in the "Focus...on" section, with these frequent travellers in mind, Amadeus, Air France, Nice Côte d'Azur Airport and IER have teamed up to create a new mobile boarding pass that will allow travellers to board their planes in 3 swipes of their phone through the use of Near Field Communication Technology.

The project, *Pass and Fly*, is currently being piloted at Nice Côte d'Azur Airport for travellers flying with Air France to Paris Orly.

[For tips and tricks for more efficient travel management visit our 'Did you know...?' section on our website.](#)



Meet the team

Global Customer IT Services group in the US

The newly named Global Customer IT Services group in the US is responsible for account management for Amadeus' efforts related to travel agency IT, corporate travel, large and multinational travel agencies and online travel agencies in the US, Canada and Latin America.

Vic Pynn

Travel and technology veteran, Vic Pynn leads the Global Customer IT Services group in the US.

Pynn joined Amadeus from TRX Inc., a global leader in travel technology and data services. As Chief Operating Officer, Pynn oversaw operations, global solutions and information technology for TRX worldwide. Prior to joining TRX, Pynn held a variety of senior positions throughout his 15-year tenure at American Express in finance, human resources and operations.

Vic is a graduate of Seneca College of Applied Arts & Technology in Toronto, Ontario Canada, and is a Certified General Accountant.



Ray Pawley

Ray is responsible for managing Amadeus' IT Sales for large complex IT implementations, ERP integrations and global corporate sales.

Ray's experience in the travel industry spans 30+ years, including 12 years with Continental Airlines in various senior management capacities, developing and managing airport operations programs across the U.S. and Canada.

Ray also spent 10 years with American Express, providing critical account management support and consulting to the largest global enterprise corporate customers with their corporate travel, corporate card and purchasing card solutions.





Dena Lyman

Based in San Diego, CA, Dena is responsible for Account Management and Sales Support for global customers in North America.

Dena has over 13 years experience in the corporate travel arena, starting as the Travel Manager for Rotary International, a global non-profit humanitarian organization. She has spent time with Rosenbluth International and American Express serving in Account Management leadership roles. Dena started her career with Amadeus in 2005.

Dena has a BA in International Business from Bradley University and is a graduate of the Englatcheff Institute of Comparative Political and Economic Systems from Georgetown University. Dena is proficient in Spanish and sits on the Board of Ambassadors for YMCA, San Diego.



Michael Valkevich

Michael joined Amadeus in 2006 in his native Boston, and recently relocated for a new role within the company at the Chicago Amadeus office.

He helps manage relationships with some of the world's leading multinational travel agencies, who take advantage of the company's Global Distribution System and many other innovative software applications suited to the business of travel.

Finding solution-orientated ways to help these companies optimize their business and stay ahead of the ever-changing landscape dominated by air carriers, the hotel industry, international travel's governing bodies, and many others is the crux of the challenge in this field.



Giovanni Neri

Based in Chicago, Giovanni is responsible for Sales, Account Development and Key Account Management for Amadeus global accounts in North America.

Giovanni has over 25 years experience in airline sales, GDS product development/management, GDS sales and international market development throughout the Americas, Europe and the Middle East.





Events

ACTE Asia-Pacific Education Conference

“Getting back on top”

The ACTE Asia-Pacific Education Conference, now in its 8th year, will take place in Singapore from 12-13 August. Amadeus, an Executive circle sponsor of the ACTE organisation and a silver sponsor of this event, will be present at the conference. With the challenges organisations are facing in 2009, ACTE will provide attendees with the opportunity to learn about the latest trends, standards, challenges and opportunities in the business travel industry.

Keynote presentations and sponsored industry perspectives will provide corporations industry insight on issues affecting the Asia Pacific region. The 2009 keynote speakers include:

- **Anthony A. Rose** - Associate Director, ASEAN External Relations Executive Communications Leader, Asia Headquarters, Procter & Gamble Asia
- **Dr. Ric Roi** - Senior Vice President and Consulting Practice Leader for Asia-Pacific Right Management

[Click here to find out more about the event](#)

ACTE Global Education Conference Prague

“Finding the tailwinds to lift a global industry”

The ACTE Global Education Conference, the industry’s leading source of best practices and business travel trends will be taking place in Prague between the 25th and 27th October 2009. Amadeus, an Executive circle sponsor of the ACTE organisation and a bronze sponsor of this event, will be present at the conference.

The ACTE conference will provide attendees with the opportunity to take away leading practices and information on emerging technologies that can be integrated into their travel programs. Attendees will also get the chance to meet senior-level leaders in the travel management community to learn, discuss, and debate the options and opportunities shaping the industry’s future.

As an ACTE Executive’s Circle Sponsor, Amadeus is pleased to offer corporate buyers and representatives a special registration rate, the details for which can be found on our [website](#).

[Click here to find out more about the event](#)



Also of interest

Amadeus answers business travellers' car rental requirements in tougher economic climate

Fueled by an intensified need to ensure value for money in today's increasingly competitive environment, Amadeus e-Travel Management provides a better, more flexible service for car rentals.

Corporations will benefit from greater savings and improved customer service from their preferred car rental providers through optimised billing and booking services.

"Thanks to Amadeus' commitment to deliver at a global scale, these new functions allow us to not only give our worldwide customers an improved travel experience, but also to deliver substantial cost savings through real-time booking prices and more efficient billing."

Fabrice Quinquenel, Vice President Sales, Hertz Europe

New features include:

- **Use of charge cards:** Users will be able to guarantee and pay for rentals with the provider's charge card, making the collection and billing processes more simple and efficient, whilst also allowing corporations to handle more complex deals.
- **Improved communication with the car rental office:** Travellers will be able to take advantage of a 'free text' comment field when booking, helping to ensure that their exact travel needs are met.
- **Special equipment booking:** Customers will now have an extensive choice of special equipment relevant to business travel needs when booking rentals, from new services such as GPS, to more traditional items like snow tyres.

Commenting on the announcement, **Frank Palapies**, Head of Global Commercial Operations of Amadeus said:

"Car suppliers tell us that Amadeus' focus on facilitating global corporate travel programmes has been invaluable in improving relationships with their business customers."

Now thanks to these new features, Amadeus offers a more sophisticated automated service through Amadeus e-Travel Management that not only helps to meet travellers' needs but also empowers corporations to enforce their car rental company policy."

[Click here to find out more.](#)



Amadeus partners with NBTA to offer corporate travel management accreditation for Asia Pacific

Amadeus invites travel managers to complete complimentary training and earn CTE Designation from the National Business Travel Association (NBTA) - a global network that connects more than 15,000 travel managers and providers around the world.

“We are delighted to have the support of Amadeus to provide travel managers in Hong Kong and Singapore with opportunities to complete the industry’s only Fundamentals of Business Travel Management course and to earn the professional title ‘CTE’.”



Kevin Maguire, CCTE, GLP, President and CEO of NBTA

The partnership will provide travel management professionals in Hong Kong and Singapore with unique career enhancement opportunities. In addition to the Corporate Travel Expert designation, participants will gain valuable skill sets to advance their careers and add value to their organisations.

Through this partnership with NBTA, Amadeus will offer Corporate Travel Managers free training to ensure they keep up-to-date with the latest trends, tools, and knowledge that will help them perform their job at a higher level of efficacy.

Amadeus and NBTA are inviting travel managers in Hong Kong and Singapore to attend one-day workshops on 14 July (Singapore) and 16 July (Hong Kong).

For more information on the upcoming workshops, please contact Rita.Ganes@amadeus.com or visit <http://www.nbta.org/amadeusCTE>

Additionally read more about our:

Research Papers

To download some of our many research papers, [click here](#).

Customer stories

To learn more about some of our customers, [click here](#).

Newsletters

If you're interested in previous publications of the Onliner newsletter, [click here](#).

Resource Centre

To visit our Resource Centre [click here](#)



Facts & figures

About Amadeus

Amadeus' worldwide presence	
Employees	More than 8,600
Nationalities (of employees)	105
Number of Markets	217
Customer Base	More than 2,500 of the world's largest corporations with more than one million active users utilising Amadeus e-Travel Management

About Amadeus e-Travel Management

Access to	
Airlines	Over 500
Car rental companies	25
Hotel Properties	More than 80,000

Additional direct links to	
Low Cost- Airlines	84
Railway Providers	Deutsche Bahn, Swedish Rail, Finnish Rail, Benelux Rail, SNCF (including Thalys and Eurostar from France) and UK Rail
Car providers	Avis, Europcar, Hertz, Sixt

Available in	
Languages	15
Currencies	160

Awards

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



Amadeus news round-up

Click the titles below to read the press releases in full

12th June 2009

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28th May 2009

[Amadeus' 2008 business results show resilience in difficult trading environment](#)

Amadeus announced business results for the twelve months ending 31 December 2008. Amadeus' revenue grew by 2.2% compared with 2007, to EUR 2,861.4m. Amadeus e-Travel Management continued to grow strongly. Revenue grew by 44% worldwide in 2008 and bookings made by travellers managed through TMC partners grew by 60%.

5th May 2009

[Finnair completes switch to new generation departure control system and launches multi-channel self-service check-in](#)

Finnair successfully switched all its departure control activity to the new generation technology Amadeus Altéa platform. Finnair is also the first airline to implement the new Altéa Self Service Check-in solution, which expands the choice of check-in channels for the airline's customers to include web, mobile phone (SMS and MMS), as well as airport kiosks.

27th April 2009

[Amadeus answers business travellers' car rental requirements in tougher economic climate](#)

Amadeus launched the latest update of Amadeus e-Travel Management, unveiling a range of new features for car rentals to provide a better, more flexible service for car rentals.

17th April 2009

[Nice Côte d'Azur Airport, Air France, Amadeus and IER partner to pilot a new mobile boarding pass](#)

Members of Nice Airport's passenger programme Club Airport Premier (CAP) and Air France's frequent flyer programme travelling on the Nice-Paris Orly domestic route will pilot a new boarding device, Pass and Fly, developed by Amadeus and IER.

23rd March 2009

[Jaguar Land Rover selects Amadeus' Corporate Self-Booking Tool](#)

Jaguar Land Rover (JLR) selected Amadeus e-Travel Management (AeTM) as its corporate self-booking tool enabling JLR to manage its travel costs and policies more efficiently, streamlining the online management of its travel policy, while providing access to additional content.