

**Dear Friends,**

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


In this autumn edition, we focus on technology, highlighting the importance of open technology and the benefits it offers to corporations. We then feature two examples with the global health movement, MassiveGood and the recent launch of 'Amadeus One,' the new next-generation solution for North American business travel agencies, which can be found in our "Also of Interest Section." This section also features BCD's selection of Amadeus Agency Manager as a mid-office solution for corporate customers.

Our "Did you know" section offers you quick tips to Amadeus e-Travel Management this time explaining how to add targeted messages during the booking process to ensure travellers are well-informed. And last but not least we introduce you this time to our worldwide service support team in our "Meet the Team" section.

We hope you enjoy reading this issue.

Best regards

Frank Palapies



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



## Focus on...Technology

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### Global Travel & Tourism industry unite to do MASSIVE GOOD

**Scheduled to launch in early 2010, MassiveGood is an innovative fundraising technology solution, making it easy for travellers to make a \$2, €2 or £2 micro-contribution through a simple click each time they book their reservation, whether online or through an agent.**

The Millennium Foundation for Innovative Financing for Health, committed to help fulfil the Millennium Development Goals for health, introduced on 23 September 2009 together with key players in the travel industry, an ambitious global health movement: MassiveGood. MassiveGood was introduced at the UN Global Health event in the scope of the UN General Assembly.

Populations in low-income countries face a severe health crisis, fuelled in particular by the three main pandemics: HIV/AIDS, malaria and tuberculosis. These diseases are treatable; yet resources available to treat them remain insufficient. For example, with just \$2 needed to treat 2 children against malaria, the Millennium Foundation aims to inspire and empower people travelling around the world to join a massive global solidarity movement with the goal of helping fight these three diseases.



This movement, named MassiveGood, is based on allowing travellers to make voluntary micro-donations (\$2 or equivalent) by choosing to add them to their shopping basket each time they fly, book a hotel room or a rent a car. With it, the Millennium Foundation is turning to the travel industry to help deliver additional funds to provide health care in developing countries.

### The role of the travel industry

The success of the Millennium Foundation's innovative funding is dependent on creating a global movement. The travel industry, through its travel booking systems and networks which span the globe, is in a real position to help collect voluntary contributions from people around the world who want to help provide health care in developing countries.

Travel industry players such as Amadeus, Sabre and Travelport have embraced the project and have integrated the donation technology engine into their systems. For example, Amadeus is integrating the engine to its 3 main customer-facing solutions: Amadeus Selling Platform for travel agencies, Amadeus e-Travel Management for corporations, and Amadeus e-Retail for airline websites.

### An innovative fundraising technology

Amadeus, a technology partner for this initiative, has developed the software that will enable the travel industry to support this important fundraising solution. Essentially, Amadeus has created a "donation engine" that can be integrated simply into the booking process of any travel seller or purchasing system.

The solution will be available in Web services & HTML for integration into other systems.

The donation solution is a standalone, system agnostic tool that will operate worldwide. It will enable travellers to voluntarily donate the amount they choose when they buy a travel product. The money



collected will not be imposed as a tax or a fare increase and is completely voluntary, with fiscal receipts delivered on request.

## How will it work for corporations using Amadeus e-Travel Management?

The donation solution will be available for leisure travel as from January 2010. Due to the time needed by Travel Management Companies to ensure the compliance of their customers, the solution will be launched for corporate travel 6 months later.

As from June 2010, corporate travellers will be able to make their donation in 3 easy steps through self-booking tools such as Amadeus e-Travel Management:

1. Travellers start their booking through their self-booking tool.
2. They will have the possibility to check a donation box in the interface if they are willing to donate.
3. They will then enter their personal credit card details and click on "donate."

Furthermore, travellers who wish to become frequent donators will have the option to save their credit card details and default amount to be donated per trip under their own profile in the MassiveGood system. Once the profile has been created, it will enable them to make future donations with a single click.

## What can I do as a corporation?

1. **Enable your travellers to make micro-contributions to the initiative.**  
Give your travellers an easy option to donate to a worthwhile charity when booking their business trips.
2. **Take part in the initiative at corporate level.**  
On top of the individual solution, the solution will enable corporations to automatically donate a set amount for every trip booked by their travellers.



## Demystifying open technology

**Technology buzz words are becoming more and more frequent at travel management events and across travel-related media. Terms such as ‘open technology’, ‘service-oriented architecture’ or ‘multiple source’ are used left and right. But what do they really mean and, most importantly, why should travellers or corporate travel managers care about the technology used behind the scenes?**

### A bit of history

Many of the world’s largest systems such as banks, securities or large airline reservations systems, requiring high volumes of transactions and large networks, were created as early as in the 1970s. Most were based on the state-of-the-art technology of the time, IBM’s Transaction Processing Facility (TPF), which enabled the processing of transactions in a real-time environment. This was also the case of the GDSs, such as Amadeus, which relied on this technology in order to handle vast volumes of traffic to respond to the needs of airlines and travel agencies who provided and accessed travel content.

Back then, there was no need for travellers or corporate travel managers to be aware of the technology behind the scenes. Travellers would call or walk into the agency, where the agent would service their request. It was the agent who had to withstand the technology, mostly through the use of so-called ‘cryptic’ commands.

### Shifting the power to the individual traveller

With the arrival of the Internet in the 1990s, travel soon started to move online and the travel industry was faced with increasingly savvy travellers who were used to the advanced shopping experience they could find on the net. This growth in travel e-commerce led to a major evolution in the type of technology that was needed. The technology of the 70s lacked flexibility and was not designed to support "rich" content such as photos, graphics and videos that travellers would come to expect and demand when shopping online.

There was a clear need for all travel technology players to move towards more modern, open technologies that would permit collaboration between their systems by sharing information such as travel preferences so as to provide better service to travellers throughout the entire travel experience. The change was inevitable.

### But what is the impact in corporate travel?

Travel Managers within corporations are always on the look-out for ways to further improve their travel programme by driving efficiencies that help to control costs and by taking care of their travellers at all times.

Open technology will help them in their efforts to take travel management to the next level, by enabling:

- **Consistent traveller service regardless of how travel is booked**  
Open technology can play a key role in enhancing the travel experience by allowing travellers to have access to the same information regardless of how and where they make their travel arrangements. Imagine, for example, having the same travel policy rules applied automatically regardless of whether the traveller books directly through the SBT or calls the agency to have them make the booking. Or imagine the latest traveller profile changes being immediately available to both travel agents and the TMCs call centre in real time.



- **Seamless integration of Travel IT within the company's existing IT environment**  
When built on open technology, travel solutions smoothly fit into your corporate IT infrastructure removing the need of heavy integration projects. Travel can become one more element in your custom-made end-to-end IT system including, for example, HR, Travel and Expense.
- **Access to all relevant content through a single display**  
Content from many different sources, such as the GDSs or directly from providers systems, is brought together so that the travel Booker can access it from a single place, making their lives easier as they do not have to search in different places.

In the future it will not matter when or where the traveller makes the reservation or any changes to their programme. With solutions based on open, modular systems it will be possible for all the players in the travel industry to work together, closer than ever before, through the streamlining of processes in the travel supply chain. So, regardless of whether the traveller goes online, uses their mobile, calls the call centre or visits the travel agent's office, open technology will be there behind the scenes to enable a smooth business travel experience.

## Amadeus and Open Technology

More than 10 years ago, in 1997, in light of the technology evolution, Amadeus recognised the need to move to open systems and designed an ambitious project to re-engineer its systems from the core.

Currently more than 96% of Amadeus' technological developments are based on open technology and by 2011, Amadeus intends to have migrated 100% of its platforms to open systems. This move has been critical in order to keep pace with the exponential rise in transaction volumes fuelled by the Internet and the high number of transactions involved when consumers search, shop and book travel online.

With open technology, Amadeus can deliver products tailor-made to an individual customer's requirements and business processes, even working with their proprietary technologies or other solutions they already have in place.

The benefits of Amadeus' approach to open, collaborative technology can already be seen with Amadeus One, the new solution for business travel agencies in North America, which allows seamless integration and shared content with self-booking tools including Amadeus e-Travel Management.

[To see an example of open technology, 'Amadeus One,' the new next-generation solution for North American business travel agencies, click here](#)



## Glossary of key terms

- **Open system**

A system built on technology which enables it to communicate and work together with unlimited systems rather than being restricted to itself.

- **Service-Oriented Architecture (SOA)**

A flexible framework made up of smaller, modular components that are shared, combined and/or re-used to create services when and where they are needed.

- **Multi-GDS and Multi-Source**

Technology that can access, and often aggregate, content from different providers and sources e.g. accessing content from a GDS and at the same time directly from a travel provider's systems.



## Did you know...?

...you can add targeted messages at different stages of the booking process with Amadeus e-Travel Management?

Display specific messages relevant to each stage of the booking process and the travellers' itinerary based on dates, geographies or the type of travel.

Administrators can set different messages to appear in the *Login, Home, Search, and Availability* pages. They can also easily localise them to the different languages used within their company.

Messages can be used to advise travellers of more specific approval requirements that might exist or to give location-specific suggestions. For example, for trips to London Gatwick a message could be placed informing travellers that the fastest way to travel to the centre of London is the Gatwick express and that they can book this in advance through [www.gatwickexpress.com](http://www.gatwickexpress.com) for a discounted price.

Top: the generic message set to display for all searches

Bottom: the route specific message shown only when users search for certain destinations

Users can be shown a message reminding them of the latest company policy restrictions on seating class or informing them of how to contact their travel manager when looking at travelling to a destination with travel restrictions. The messages can then be configured to display from and expire on particular dates.



The screenshot shows the Amadeus Onliner interface. The 'Message Of The Day' section is highlighted with an orange border. It contains the following text:

**Amadeus Corporate Travel Messages**

**Within-country Travel**  
From 01 July 2009, all **within-country** travel will be in Economy class for all travellers. **No exceptions.** Any deviation from this policy will require approval from your department head.

**Global Travel Policy**  
Amadeus Corporate Travel Messages

On login, the first page users will see contains the message of the day  
The route specific message shown when users search for certain destinations

For generic information, messages can also be placed on the login page which ensures it is visible to all users before they enter the system. For example, a message could be placed informing users of how to obtain a new password or any other security related messages.

The screenshot shows the Amadeus Onliner login page. A message box is highlighted with an orange border. It contains the following text:

Amadeus e-Travel Management demo

**Winner 2007 Business Travel World Awards: Amadeus e-Travel Management - Best Business Travel Product**

[For more information, click here.](#)

The message shown on the login page

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



## Meet the team

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### Global Customer Services Division

**With Service Management Centres (SMCs) in Nice, London, Erding, Miami, Bangkok, Sydney and Bogota, the Global Customer Services Division provides support infrastructure to corporations as well as airlines and other travel providers across the globe.**

The IT Service Management Centres are responsible for providing premium support to Amadeus worldwide 24/7 using our virtual 'follow the sun' support concept. Our common support platform, knowledge solutions and standard operating procedures worldwide allow our 121 professionals to provide consistent service to each customer. Whether it is a corporation, an airline a travel agency or any other travel provider all customers are important and critical business issues are acknowledged with the highest quality standards. We invite you to meet the Global Customer Services Division team.

#### **Richard Mann**

As Director of Global Customer Services, Richard successfully heads the department responsible for the strategy and the delivery of high quality support services to Amadeus customers across all channels and on a global scale.

Richard joined Amadeus in 1990 and has held several positions within the company. Prior to joining Amadeus, Richard held various management positions including Airport Operations Manager with Tjaereborg Travel, one of Europe's largest tour operators at the time, and Head of Controlling with an engineering company in Germany, specialising in hydraulic systems for flight simulators, theatres and heavy engineering.



#### **Chris Dolphin**

Chris focuses on the strategic direction of the 7 IT Service Centres worldwide, which provide both first level and traditional second level helpdesk support to all Amadeus customers, ensuring that they evolve to meet customer expectations on consistency, quality and speed of recovery during critical business issues.

Before moving to Nice, France to take up this global role, Chris spent 6 years in Miami managing the second level technical and functional help desk services delivered to all Amadeus customers, including corporations for the Americas.





## The Amadeus Service Management Centres for corporations

Looking after our corporate customers are dedicated teams within the 3 Amadeus Service Management Centres (SMCs) based in Miami, Nice and Bangkok. These teams form a global, 'virtual' unit, which takes care of corporations by providing support on a round-the-clock basis.

The skilled team of customer service managers supports corporations by providing:

- Technical and functional support for all Amadeus solutions for corporate travel
- Problem assessment, assignment and follow-up
- Incident management, communication and resolution
- Best practice sharing

Heading the teams dedicated to corporate customers are 3 professionals, working on constant service improvement: Nancy Depaula in Miami, Delphine Spinelli in Nice and Mariko Tharnsomboon in Bangkok.



**Nancy Depaula**  
Miami



**Delphine Spinelli**  
Nice



**Mariko Tharnsomboon**  
Bangkok



## Events

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### Procurement Leaders Roundtable

#### “Procurement’s key role in travel management”

The Procurement Leaders Roundtable, which took place in Brussels on the 10<sup>th</sup> September 2009, brought together a select group of senior procurement executives to evaluate how procurement can bring a more professional approach to contracting, as well as increase operating efficiencies and cost savings when managing travel. Amadeus, sponsor of the exclusive, invitation-only roundtable hosted by Procurement Leaders, was represented at the event by Frank Palapies, Head of Global Commercial Operations, Corporate & Distribution Channels.

The topics discussed at the roundtable included:

- **Beating the slash and burn** - Strategic ways of minimising travel spend whilst maintaining a healthy and relevant level of travel
- **The KPIs of travel spend** - How to successfully influence the CFO with a series of well-thought out and managed KPIs
- **The technology approach** - The advantages of different types of technology to address travel management and how they measure up against spot buying

The outcome of the discussion will feature in the October issue of Procurement Leaders Magazine.

### ACTE Executive Forum Paris

#### “Distribution cost: trends and strategies”

The ACTE Executive Forum took place in Paris on the 23<sup>rd</sup> September 2009. At the event, **Cyril Tetaz, Head of Marketing, Airline Distribution, Amadeus**, presented on the topic ‘Distribution cost trends and strategies’ to look into the methods of distribution that exist in the travel industry today and their most recent developments.

[Click here to view the forum’s agenda](#)

### ITM Breakfast Forum London

#### “Technology as an enabler”

The Institute of Travel & Meetings (ITM) Breakfast Forum, a briefing format pioneered by Amadeus and ITM in 2008, will take place in London on the 13<sup>th</sup> October 2009. During this period of economic uncertainty, the forum will facilitate a roundtable discussion focusing on technology as an enabler. The forum will also provide an opportunity for select corporate buyer members of ITM to meet with Amadeus corporate travel specialists to discuss travel technology industry issues, trends and future direction.



## ACTE Global Education Conference Prague

### “Finding the tailwinds to lift a global industry”

The ACTE Global Education Conference 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 conference will provide attendees with the opportunity to take away leading best 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.

### Keynote Speakers and their topics include:

- **Gerd Leonhard** - Media Futurist, Author and Strategist – “The Mobility Revoultion & the Power of Social Media: A View from Around the World.”
- **Susan Lichtenstein** - Director of Finance, Cisco Systems Inc. – “Riding the Edge of Dynamic Change.”
- **Professor Albert A. Angehrn** – Director, The Centre for Advanced Learning Technologies – “The Challenge of Implementing Change.”
- **David Jarach** - Chairman, Diciottofebbraioi Srl Professor, Bocconi University, Milan – “The European Transportation Landscape - Five Years into the 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

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### Amadeus One: the new next-generation open technology solution for North American business travel agencies

**Amadeus previewed at the NBTA International Convention & Exposition on 23<sup>rd</sup> August its new unique next-generation IT solution specifically designed to enable Business Travel Agencies within North America to enhance the service they provide to corporations by improving productivity, streamlining operations and optimising procurement.**

Amadeus One is an integrated, web-based, multiple-source agent desktop which includes a highly sophisticated administration module that allows business travel agencies to configure business rules to best serve the needs of each of their corporate customers.

*"Amadeus One is the 'one' solution that delivers, all in one place, what business travel agencies have told us they need today to best run their business and serve their clients."*

**Vic Pynn, Executive Vice President, Amadeus Americas.**

#### **Its main benefits include:**

- **Corporate policy compliant results easily accessible by agents** with the same policy rules being applied as on Amadeus e-Travel Management.
- **Multi-source content aggregation that** pulls travel content from a range of sources such as distribution systems and provider websites into an integrated booking flow.
- **Robust profile capabilities** which enable customer profiles to be easily updated, shared, and utilized across the agency's operation.
- **Increased agent productivity** thanks to Amadeus Cryptic Magic, a patent-pending translation feature, which enables agents to work on their desktops using the cryptic formats they are familiar with and obtain the same rich results as an agent working in a graphical environment.

#### **Two solutions for business travel built on open technology and running on a shared architecture**

The solution was built using Amadeus' modular, open architecture which enables the easy and efficient integration of various technologies and components. This allows seamless integration and shared content with corporate self-booking tools including Amadeus e-Travel Management.

**Amadeus One and Amadeus e-Travel Management share the same open, multi-source technology foundation and architecture.** This means the corporation and the agency can share the same profile database, view the same on-screen information, benefit from detailed reporting, and more. Travel management companies who use both Amadeus e-Travel Management and Amadeus One desktop solution will be able to further streamline their corporate travel offering and operations.

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



## BCD Travel chooses Amadeus Agency Manager as mid-office solution for corporate customers in EMEA markets

In an effort to enhance its value to corporate clients, BCD Travel has selected Amadeus technology to deliver a single mid-office platform for the Europe, Middle East and Africa region.

In order to simplify and streamline its corporate customers' travel programmes, BCD Travel, the world's third-largest travel management company, will use the Amadeus Agency Manager platform to standardise processes and technology, reduce costs and improve visibility of business performance.

Agency Manager is a global, multi-GDS mid-office solution that allows TMCs to standardise services, accounting and reporting functions across a diverse range of markets.

To support client goals, BCD Travel are making the investments required to drive global consistency and business performance. As such, they seek to best position themselves to serve clients in today's environment as well as in the years to come as the industry continues to become more complex.

**Under the agreement, Agency Manager will be rolled out in Germany, Czech Republic, Portugal, Denmark, Sweden, Norway and Finland, in addition to the seven EMEA markets where BCD Travel already uses the solution.**

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

“Amadeus Agency Manager offers the benefits of a standard mid-office system across EMEA markets while retaining the flexibility to handle the specific requirements of the many countries we do business in. Our clients are increasingly looking for efficiencies and also adopting multinational approaches to travel management.”

“We have already seen a significant improvement in agent productivity and customer service levels in those markets that have already deployed Agency Manager.”

**Heinz Jennewein, BCD Travel's senior vice president of Operations and ICT, EMEA.**



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## Facts & figures

### About Amadeus

Amadeus' worldwide presence	
Employees	More than 8,600
Nationalities (of employees)	105
Number of Markets	217
Customer Base	More than 3,500 corporations worldwide use Amadeus e-Travel Management to integrate all the elements of their programmes into one intuitive and easy-to-administer solution

### 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, Belgian Rail, SNCF (including Thalys and Eurostar from France) and UK rail through Evolvi
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

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Click the titles below to read the press releases in full

**10 Sep 2009**

**[Amadeus boosts AirAsia's global expansion](#)**

Amadeus has announced its new partnership with AirAsia, which will enable Amadeus-subscribing travel agencies worldwide to book AirAsia flights in the same way they would for a full-service carrier.

**7 Sep 2009**

**[New research demonstrates that booking cars with Amadeus can save travel agents time and money](#)**

Field research within travel agencies in France and Spain was conducted by international consultancy ALTEN Ingeniería to compare the time required by travel agents to book car rental across 3 car booking solutions: Amadeus Cars, car rental websites and call centres.

**25 Aug 2009**

**[TAM signs 10 year IT partnership with Amadeus](#)**

TAM, the largest airline in South America, and Amadeus have announced a 10 year technology partnership, providing TAM with a new generation passenger service system.

**9 Jul 2009**

**[SAS Group and Amadeus strike long-term full content agreement](#)**

The five year full content agreement guarantees access through Amadeus systems to a full range of schedules, fares, last seat availability and associated inventory of SAS Scandinavian Airlines, Widerøe, Blue1 and Estonian Air.

**8 Jul 2009**

**[Journey updates now an SMS away for Grupo SATA travellers thanks to Amadeus](#)**

Grupo SATA, the Azorean air transportation group, launched Amadeus' Altéa Automated Customer Contact solution, which enables airlines to notify individual travellers of changes to their journey via mobile phone text message, a key development for corporate travel.