

aMADEUS

Your technology partner

Amadeus e-Cruise Platform

Sales & e-Commerce

**Cutting edge &
new from Amadeus**

A woman in a blue dress is leaning over the railing of a cruise ship deck, looking out at the ocean under a blue sky with white clouds. The image is a full-page background with a blue color scheme.



A competitive edge for a competitive market

The travel industry has never been more competitive than it is today. Against diminishing commissions and escalating costs, every travel business is looking to sharpen up its competitive edge. The cruise sector is one of the fastest growing sectors of the travel industry, and still pays some of the highest commissions. How can you make the most of this opportunity?

Customer behavior is changing fast. New distribution channels and the wider availability of cruises are fragmenting the market, challenging traditional models based on complex and multiple systems. In this demanding world, Amadeus offers the most advanced technological solution: a true multi-channel, integrated tool designed to add value to the whole cruise booking experience, while taking out cost and time at every stage of the process. **Increase your revenues, optimize productivity and improve customer service. Welcome to Amadeus e-Cruise Platform.**

Amadeus e-Cruise Platform: cutting edge cruise booking engine

Amadeus e-Cruise Platform is the most sophisticated cruise booking platform in the marketplace. It delivers the full power of the latest technology in a fully integrated Internet-based system. This means you can sell more effectively to your customers, whether they prefer to browse on the internet, book via a call-centre or walk in through your door. Amadeus e-Cruise Platform comes equipped with a consumer booking site, an agent desktop application and a flexible suite of reporting tools.



Cutting-Edge Technology

Amadeus e-Cruise Platform is built on state-of-the-art 3 tier design. The latest 'open' systems (Web services, XML and Visual Studio), combined with an advanced API and next generation internet technology to ensure fast, robust, scalable and secure performance.

Cutting Edge Design

Amadeus e-Cruise Platform is a one-stop cruise shop built for ultimate productivity and efficiency. Use a single platform to complete the booking from pricing to confirmation, invoicing and reporting, irrespective of the distribution channel. No more multiple platforms, no more need to duplicate information on other systems.

Cutting Edge Cruise Content

Amadeus e-Cruise Platform delivers live access to 90% of the world's cruise inventory with real-time availability from 16 cruise providers worldwide, including detailed deck plans and cabin pictures, virtual ship tours, video, destination information as well as cabin availability.

Cutting Edge Functionality

Amadeus e-Cruise Platform comes equipped with the widest range of smart features, including up-selling capability, and tools for lead, group and yield management and customer profiling. Most significantly, it can generate over 200 business reports, allowing you to monitor your day-to-day business performance across one, or several branch locations.

Cutting Edge Usability: Amadeus e-Cruise Platform is extremely intuitive and quick, both for online consumer shopping and for agents. Simple implementation means it is virtually plug-and-play, easy to learn and requires minimal training.

Cutting Edge Customer Experience: Selling a cruise is all about selling the experience. Amadeus e-Cruise Platform does exactly that, with a visually rich and dynamic shopping environment that offers a real taste of the cruise ahead. Fast, accurate search tools and single-screen cruise comparison make research a pleasure.



The Consumer Booking Engine

The consumer booking engine makes cruise selection the most effortless & rewarding experience. Its extensive features will drive fast, effective customer decision-making:

Powerful Search Tools: Customers can search for a cruise in real-time using a wide range of criteria: price (low to high), departure date, length of cruise, cruise line, ship, itinerary, type of cruise, departure port, star rating and more.

Rich Graphical Content: Detailed multimedia content gives customers a taste of their trip, including:

- Day by day ship itineraries, ship profiles and photos
- Pictures and virtual tours for all cabin types plus interactive deck plans
- Over 500 itinerary maps
- Information for over 1300 ports, including 3D views, webcam links, video clips and links to related websites.

Side-by-Side Cruise Comparison: Amadeus e-Cruise Platform allows comparison of up to 10 sailings on one screen, and a more detailed side-by-side comparison for 6 cruises.



Port Search.



Side by Side Comparison.

3-Step booking process: As soon as a specific cruise is chosen, the booking can be made in 3 simple steps.

Promotional and merchandising tools: The system allows you to customize your screens by selecting special promotions, free shore excursions and other offers, driving traffic to specific cruises.

Up-sell and cross-sell: Automatic, dynamic prompts for cabin upgrades and optional insurance and excursions can improve yield.

Flexible interface: Simple integration into your current website.

Other features:

- Special rates for senior citizens
- Special rates for military personnel
- Special requirements
- Dining and dietary arrangements
- Online review, cancellation and update
- Pre/post packages
- Customized trips.

The Agent Desktop Application

Amadeus e-Cruise Platform features a superb range of effective selling tools to optimize productivity, sales and margins. These include:

Lead management tool: Leads generated via the internet, and customers who failed to complete online bookings are automatically routed to your agents so that not a single sales opportunity is lost.

Negotiated fare tool: Enables side by side comparison of agency specific negotiated fare codes by cabin category.

Yield management tool: Easily displays detailed price breakdowns including agent commissions and profit margins helping to maximize yield.

Customer profiling tool: Customer name, contact details, gender, citizenship and birth date can be stored for use in direct mail or e-mail programs.

Promotional measurement tools: Screen pop-up technology interfaces with telephone technologies to identify callers and the source of the call, and so measure the success of different marketing programs.

Payment and invoicing tools: Essential payment tools streamline deposit information, final payment processing, credit card transaction process and automated invoicing.

Other features:

- Booking summary feature
- Group management system
- Commission tracking
- Support for multibranch locations
- Service fee application
- Product and policy information
- Cruise terms and conditions
- E-documents.



Statement calculator.



Payment and invoicing tools.



The Reporting Engine

Sharpen up your business for the future, with the kind of 360°, 100% accurate reports you need to get a crystal clear view of agent, branch and organization performance. Generate over 100 different reports, including:

Consumer Activity Reports

Improve market insight and target promotional spend more effectively with customer statistics on your internet customer activity.



Activity Reports.

Productivity Reports

Control and enhance your business and agent productivity with sales activity reports by cruise line, agent and destination; group booking reports; promotional booking reports; call centre productivity reports and commission reports.

Accounting Reports

Improve the accuracy and efficiency of your accounting processes, with reports on: agent pay out; open invoices; final payment due; cash flow management; cash flow; booking activity for accounting; vendor receipts; payments activity; payment reconciliation; group reconciliation summary; shore excursion payments; gross and net profit.



Accounting Reports.

Document management

Create up to the minute tracking, print queue and documents shipping reports.

What more do you want?

Amadeus is committed to developing next generation technologies that meet the needs of the whole travel industry. With Amadeus e-Cruise Platform you can automate dozens of manual processes, cut your overheads, increase your productivity and open up new and profitable revenue streams. Use a seamless, multi-channel application to cement your customer relationships. How much more could you achieve with Amadeus cutting edge technology?

For a cutting edge cruise booking experience, get on board with Amadeus e-Cruise Platform today.

Call **1-888-AMADEUS** now, or visit your regional website: www.us.amadeus.com
www.ca.amadeus.com



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