

**Results CMS by Amadeus**  
IT services for low cost operations

Business Management

A woman with long brown hair, wearing a white lab coat, is looking at a computer monitor. She is holding a large sheet of paper in front of the screen. The background is a blurred laboratory or office environment with various pieces of equipment and shelves.

**Scalable solutions**  
**& rapid deployment**

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## Meeting your business challenges

The ability to streamline business processes, cut costs and focus on fast turn-arounds is what makes the low cost airline so strong and such an important part of the airline environment today.

Amadeus is committed to supporting you in building or maintaining a low cost structure, and this is reflected in the technology we provide. Results Customer Management Solutions by Amadeus (Results CMS) is a good example of this.

Results CMS by Amadeus is a proven Customer Management Solution - airlines in the US, Europe and Asia are already using the customer-centric information and rich functionality delivered by Results CMS to drive their unique processes and strategies.

### Stay lean

When you decide to investigate new generation open platforms for your critical customer management activities, your aim is to remain lean in IT and scalable as your business develops. Results CMS is designed to support the ambitions of low cost operations, from reservations, inventory and DCS through to affordable and reliable hosting and support services.

### Be efficient

A key feature of Results CMS that will reduce cost, enhance productivity and increase customer satisfaction is our user-friendly graphical user interface. With the click of a mouse and the selection of logically organised pull-down menus, you reduce customer handling time allowing fewer personnel to process more customers, more quickly. Added to this, your staff can access all roles from one application which leads to efficient business processes without a need to switch between different modules like Scheduling, Inventory, Sales & Booking, Departure control.

Efficiency is increased by easy retrieval of full booking data. Where other systems commonly require known flight data with last names or similar time-consuming combinations, Results CMS allows users to search by any criteria to locate PNRs.

### Get competitive

Every airline segment is under pressure to stay on top of the game, maintain loyal customers, capture new types of traveller, fight stiff competition and operate new strategies in the quest to adapt to a dynamic and fiercely competitive environment.

Using a Customer Management Solution allows you to be flexible, to adapt in scale and benefit from enhanced planning, schedule and inventory tools. This is crucial to keeping your strategic options open – exactly where Results CMS by Amadeus can help.

Of course, if you simply require an uncomplicated, state of the art reservation, inventory and DCS tool that works better than any other, and can be implemented fast – you're also in the right hands.



## Customer Management Solutions vs Passenger Service Systems?

Amadeus has invested heavily re-thinking and re-designing the 20-30 year old Passenger Service Systems that form the IT platforms for many carriers of all sizes. Legacy technologies are expensive to program, to update, to maintain and ultimately they are expensive for your future. Our new generation open platform Customer Management Solutions are designed to liberate your technology and to direct your energies towards making sure that passengers become loyal, profitable customers.

## When to consider Results CMS by Amadeus

- > You may already be running a low cost carrier (LCC) operation but questioning your existing and restrictive legacy platform
- > You may be thinking of setting up a low cost airline and looking for LCC-specific technology that fits your new model needs; a fat-free technology that will still help you scale up or be flexible in design as required
- > You may be concerned that you have no choice in the Customer Management Solutions marketplace and that there is a conspicuous lack of reliable alternatives

If one of these profiles fits you, read on.



## General system overview: our solution

Results CMS by Amadeus is a sophisticated and contemporary platform for the automation of airline inventory management, customer reservations - including internet booking engine - and DCS.

It provides the stability and performance of a mainframe coupled with the flexibility of a modern platform and the ease of a graphical user interface (GUI).

The application is based on a client/server model using Windows® and web technology as a user front-end and UNIX® back-end

servers for the main business logic and data repository. The system distributes the processing workload on a networked array of processors as well as providing customisable interfaces to external reservation systems.

Results CMS provides interfaces to yield management tools, accounting and planning applications. All operations data is shared on the network and easily accessible by any type of application. Results CMS provides you with full control over your most valuable asset: your data!

### System architecture

Your operations are automated on the Results CMS system. That means they remain fully controlled by you and yet operated by Amadeus. This approach gives you the advantage of:

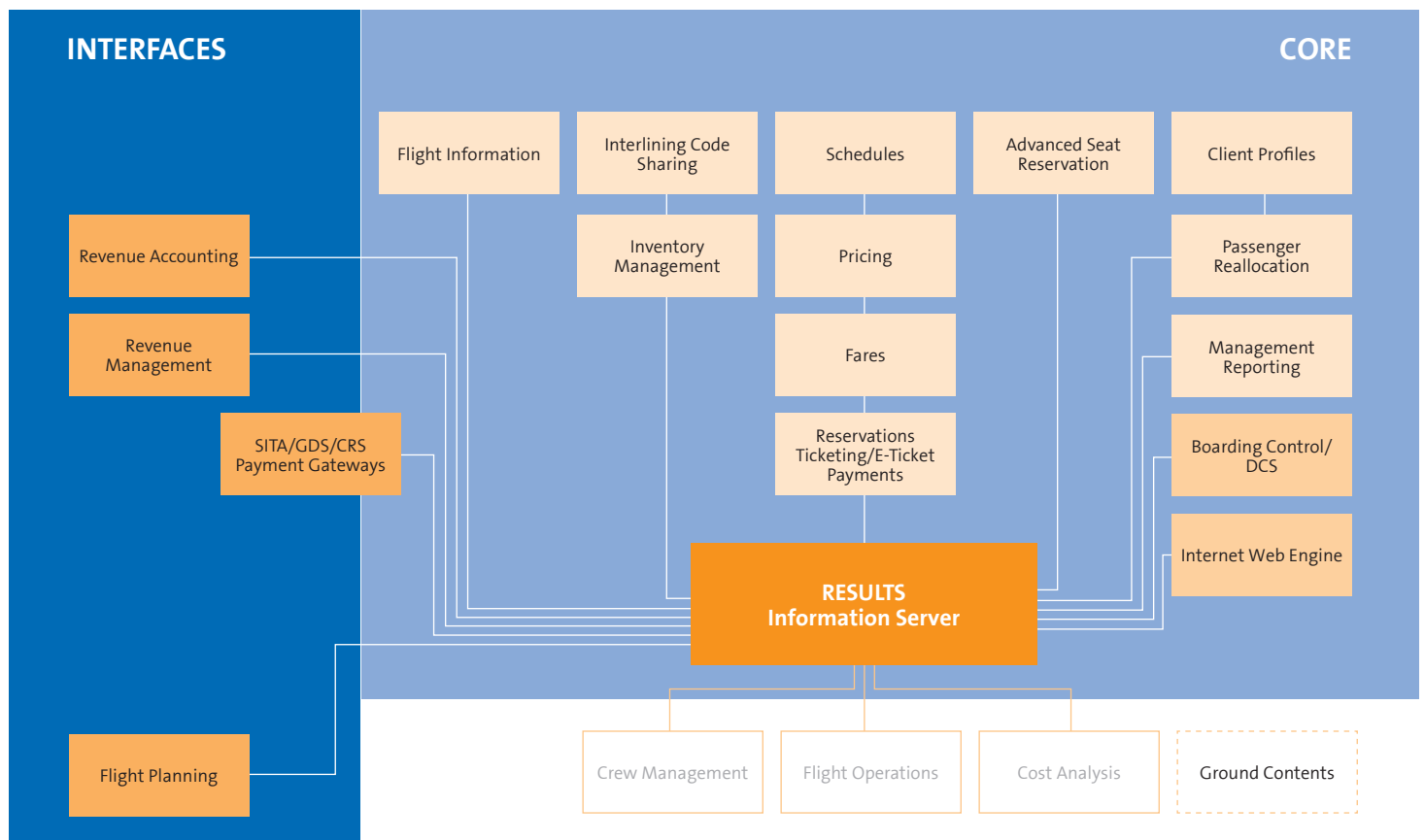
- > Controlling the application from a functional/commercial point of view
- > Benefiting from the economies of scale associated with outsourcing the physical system operation
- > Averting the need for a complete technical infrastructure to be deployed and operated by you

The scope of the application provided by Results CMS typically is:

- > Amadeus ASP platform
- > Thin client interfaces (Citrix®, HTML) to the Results CMS system
- > Booking engine with application interface for your web site
- > Payment Gateway interface
- > GDS/CRS Communication Gateways
- > Data warehousing and management reporting

# Results CMS by Amadeus at a glance

## Main modules and interfaces from Results CMS by Amadeus



## System operation and support

The Results CMS platform is hosted at the Amadeus data centre in Munich, Germany. This world class facility allows our customers to enjoy peace-of-mind and rely on our

- > Scalable and secure infrastructure
- > Recognised best practices and experience in the operation of business critical systems
- > Continuous investment in technology and IT skills

A tailored Results CMS operations and support plan will ensure you successfully and reliably unleash this powerful system's full operational capability. This is achieved through a broad range of system performance monitors and automated alert messaging systems, allowing pro-active and preventive system investigation, thereby minimising critical system interventions.

## Inside Results CMS by Amadeus

### Reservations

Results CMS provides a customisable, customer-oriented and configurable reservations flow. The graphical user interface based processes can be redefined to the highly specific procedures and policies of your airline. Results CMS provides reservations modules for booking processes in the call centre, internet web-site, travel agencies, travel portals and corporate travel departments.

### Inventory

Results CMS gives you control over your own inventory across your in-house distribution channels, while facilitating worldwide distribution through any one or all of the CRS/GDSs. Results CMS inventory is capable of mapping any type of serial and/or parallel class nesting structure and provides interfaces to the leading revenue management systems for real-time optimisation and forecasting.

Our open architecture provides unequalled transparency, through the generation and dissemination of tailored reports on revenue structure and cost control information throughout the company.

### Check-in

Our ticketless, e-ticket system streamlines airport check-in and passenger processing with a comprehensive departure control module. This is built for fast customer recognition with latest technology support. It significantly reduces the processing time of passengers from arrival at the airport to boarding the aircraft.

Additionally, web-check-in, airport kiosk devices, hand-held and self-service check-in systems expedite customer processing while reducing the cost of 'front desk' space and associated staffing requirements.

### Fares & pricing

The Results CMS fares & pricing modules provide one of the most flexible and richest fares engine in the LCC and regional airline market. Virtually all fare rules are supported and the solution provides automated itinerary pricing far beyond standard point-to-point LCC pricing capabilities. Results CMS also supports interfaces to ATPCO for the import and export of fares to automatically drive fare publications in GDS or other distribution channels.

Amadeus has demonstrated Results CMS to be a robust platform with a high degree of functionality that will see FlyNordic through the next stage of growth and beyond.

Our collaboration with Amadeus... has delivered the solution we wanted with the ease of migration and implementation that is crucial in this competitive and fast moving market.

**Maunu von Lüders**  
President, FlyNordic



## Internet booking engine & web hosting

The Results CMS internet booking engine has the unique ability to perform re-booking, re-pricing, schedule change re-confirmations and the re-issue of reservations through your web site. This reduces call centre workloads by providing full support for credit shells, vouchers and an extensive list of supported forms of payment.

In addition to automatically recalculating fares and re-issuing tickets, this system also provides detailed fare calculation, thereby enhancing sales processes with unprecedented efficiency and accuracy.

## Travel portals

Standard Open Travel Alliance (OTA) Interfaces – based on the latest XML technology – provide a way to distribute airline inventory to external travel sites and dynamic package providers, increasing sales and visibility further than your own web and call centre.

## Flexible payment solutions

For airlines operating in very competitive environments and reaching out for passengers without the normal payment capabilities, we have the answer. Results CMS addresses this issue through an integrated payment server supporting credit card, cash, cheque, Travel Account, business pass, invoicing, Voucher, delayed payments (convenient stores, ATM banking machines) and mobile phone payments. The modular payment module can be expanded very quickly with any new customer-specific payment requirement.

## Reporting systems

Another core function of Results CMS by Amadeus is our highly configurable and customisable data warehouse and reporting system. The reporting infrastructure is completely open and can be expanded to meet your own requirements and specifications. A huge library of standard reports are part of the product delivery.

## Overview

<ul style="list-style-type: none"> <li>&gt; General</li> <li>&gt; Client/Server Application</li> </ul>	<ul style="list-style-type: none"> <li>&gt; Graphical User Interface</li> <li>&gt; Online/Offline operation</li> <li>&gt; Local language support</li> <li>&gt; Multiuser support</li> <li>&gt; Platform portability</li> <li>&gt; Relational database</li> <li>&gt; Connectivity to multiple GDS/CRS</li> <li>&gt; Thin Client technology</li> <li>&gt; High configuration flexibility</li> </ul>
<ul style="list-style-type: none"> <li>&gt; Reservation Functions</li> <li>&gt; Schedule Management</li> </ul>	<ul style="list-style-type: none"> <li>&gt; Booking &amp; sales processes</li> <li>&gt; Schedule management</li> <li>&gt; Inventory control</li> <li>&gt; Booking files</li> <li>&gt; Customer profiles</li> <li>&gt; Fares &amp; pricing</li> <li>&gt; E-Ticketing &amp; Ticketless</li> <li>&gt; Payment handling</li> <li>&gt; Queueing</li> <li>&gt; Schedule change &amp; passenger reallocation</li> <li>&gt; Departure control system</li> </ul>
<ul style="list-style-type: none"> <li>&gt; Decision Support</li> <li>&gt; Management Reporting</li> </ul>	<ul style="list-style-type: none"> <li>&gt; Extensive data analysis</li> <li>&gt; Sales and marketing information management</li> <li>&gt; Management reports</li> <li>&gt; Operations reports</li> <li>&gt; Yield management interfaces</li> </ul>
<ul style="list-style-type: none"> <li>&gt; Other Functions</li> </ul>	<ul style="list-style-type: none"> <li>&gt; Document creation and printing</li> <li>&gt; General information system</li> <li>&gt; Online help</li> <li>&gt; e-mail, fax, SMS, printing</li> </ul>
<ul style="list-style-type: none"> <li>&gt; Support Functions</li> <li>&gt; Security</li> </ul>	<ul style="list-style-type: none"> <li>&gt; Auditing &amp; history</li> <li>&gt; Security &amp; authorisation</li> <li>&gt; File maintenance</li> <li>&gt; Backup and recovery</li> <li>&gt; Communication services</li> </ul>
<ul style="list-style-type: none"> <li>&gt; Interfaces</li> </ul>	<ul style="list-style-type: none"> <li>&gt; Weight &amp; Balance interfaces</li> <li>&gt; Revenue Management interfaces</li> <li>&gt; Revenue Accounting interfaces</li> <li>&gt; Global Distribution Systems (GDS)</li> <li>&gt; Internet booking engines (IBE)</li> <li>&gt; Flight OPS systems</li> <li>&gt; Flight Planning systems</li> <li>&gt; Flight information systems</li> <li>&gt; ATPCO</li> <li>&gt; ARC</li> <li>&gt; ARINC, SITA, WLAN, VPN</li> </ul>
<ul style="list-style-type: none"> <li>&gt; System Requirements</li> </ul>	<ul style="list-style-type: none"> <li>&gt; UNIX/Linux Server, Informix Database, BEA Tuxedo</li> <li>&gt; Windows 2000/XP, Thin Client</li> <li>&gt; Network infrastructure</li> </ul>

## Hosting & outsourcing

Amadeus can provide you with fully managed services for your IT infrastructure, in particular:

- › Hosting services for web servers
- › Telecommunication network services
- › Hosting of other airlines' applications and databases

### You benefit from:

- › The ideal location – your web site in the same LAN environment as the Results CMS platform, maximising transaction response time and ensuring highest speed connectivity to the internet
- › A single point of contact and management for Results CMS, distribution services and your airline's IT infrastructures, simplifying supplier management and assuring more effective operational support
- › The quality of the Amadeus infrastructure, engineering and support services for your systems



## Amadeus for airlines

Today, over 215 network, regional and low cost airlines rely on Amadeus to deliver and support mission-critical applications.

Amadeus is a leading IT solutions provider to the airline industry. 150 airlines use Amadeus' Altéa Reservations system in their offices including Air France, British Airways, Iberia, Finnair, dba, Lufthansa and Qantas, and 33 low cost carriers already distribute their seats through our distribution system.

These carriers use Amadeus solutions to provide customers with superior and seamless service at optimal cost. This enables them to share information and reservations codes with all Amadeus powered travel agencies, allowing a greater

level of seamless servicing of travel agency bookings, eliminating the fare or class availability discrepancy that sometimes occurs, and crucially reducing distribution costs.

Our global support structure spans over 215 markets, with 6,000 employees worldwide. Close to 1,000 are specialist airline technology developers, based in Nice, London and Sydney. Our data centre in Germany manages more than 230 million transactions a day and processes up to 2 million net bookings per day.



Results CMS by Amadeus: advanced seat reservation module.

## Contact us

Thanks for taking the time to read this overview.

If you would like more information or would like to investigate in more depth how Results CMS by Amadeus can meet your requirements, please don't hesitate to e-mail us.

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