

It's time to show your customers what only a travel agent can do

As travel professionals, you and your consultants have the skills and expertise to offer your customers a unique service. While you face increased competition from self-service online travel portals, they can't match the personal advice and efficiency that only an agency like yours can offer. So it's time to meet this challenge head on, by focusing on selling and developing customer relations rather than just making bookings!



Amadeus Selling Platform is one product that addresses the needs of any agency – from the smallest to the largest – and also addresses the needs of new hires and veterans alike.

**Harry Rimm, President and CEO,
American Travel Marketing,
American Express Representative, USA**

Amadeus Selling Platform. Now you can sell the world

The unique browser-based Amadeus Selling Platform is already deployed across 180.000 points of sale around the world. It's unique because – for the first time – third party content can be accessed instantly, and integrated seamlessly into your sales and booking process. Your agents can also access all air and non-air travel content via a single-screen interface. So that no matter what your agents are looking for, they can find and book it quickly, and switch between modules in seconds.

And because all information needed is available instantly, your consultants can spend less time searching – and more time delivering a truly personal service that your customers can't get anywhere else. The kind of service that will keep them coming back.

In short, Amadeus Selling Platform gives you back your competitive edge.

Why Amadeus Selling Platform?

For travel professionals to maximise each sale in less time, every time.

- > Fast integrated single screen access to all travel content – great for growing high revenue non-air sales
- > Built-in efficiency tools and integration with third party applications and content for faster sales
- > Intuitive workflow for great customer service and increased customer loyalty
- > Quick and easy implementation and automatic upgrades – minimum disruption to business

Maximise the value of each customer and every sale

Every time a customer approaches your agency for a flight, you have an opportunity to sell them everything they need for that trip – from hotels, car hire, and travel insurance to a host of special extras like limousine transfers and other destination services.

But if your consultants have to switch between different GDS and booking systems, contact different suppliers and pull together disparate information, it takes time. And if your customer doesn't have time to wait, you've lost the sale.

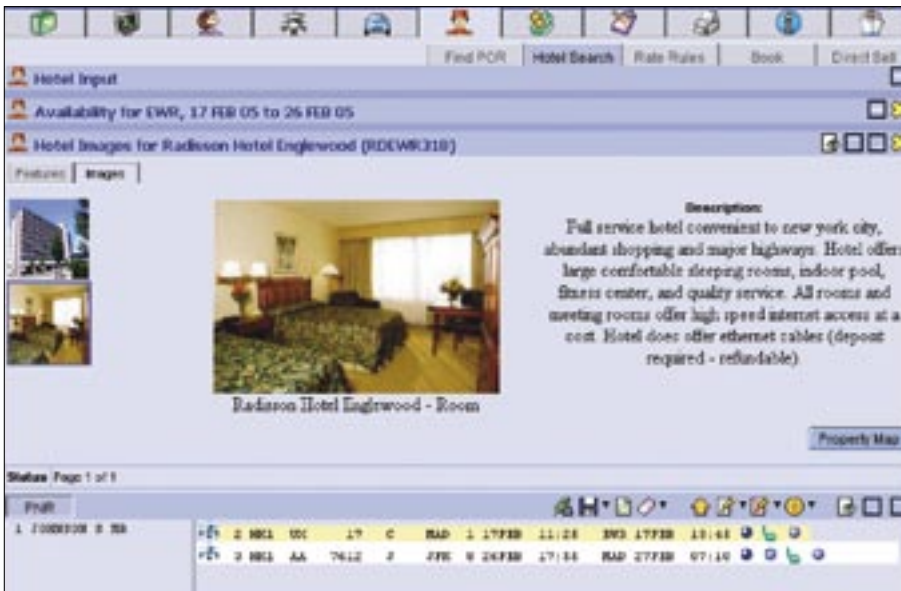
With Amadeus Selling Platform it can all be done instantly. Clear and simple tabs take users from one module to another, including niche content like cruise or ferry sailings. Rich hotel information, with photos and mapping features, is just a click away.

The best afares can be sourced with our built-in low-fare search tool. And car bookings are considerably faster than via alternative methods.

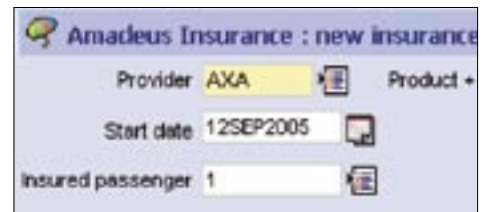
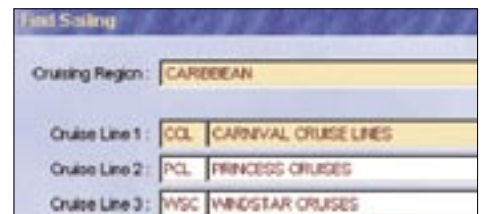
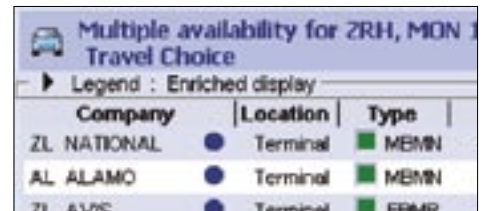
I would say for us, hotel bookings are about ten times faster when we're working with Amadeus Selling Platform.

**Juan Alvarez,
Alvarez Voyages, Switzerland**

Single screen access to a whole new world of travel content such as cars, cruises and insurance



Rich hotel information at your fingertips



Amadeus Selling Platform's open technology

You can customise your Amadeus Selling Platform to integrate third party content, like add-on services, into the Selling Platform interface; and right through the sales process to your back office and accounting systems. This immediate access to both GDS and third party content lets sales be completed fast – there and then. No waiting, no fuss. Just fast, excellent service.

Amadeus Selling Platform is the faster way to work. It puts more information onto the screen and everything is integrated, which makes life a lot easier for our agents.

Babacar Mbaye, Deputy Manager,
Senegal Tours, Senegal

You can customise your Amadeus Selling Platform to integrate third party content, like add-on services, into the Selling Platform interface. You can also auto-highlight preferred suppliers for easy identification of high-commission and high-revenue content. All of which helps you generate more sales and revenue.

Amadeus Selling Platform's open technology – how it works:

Imagine you have an in-house or third party web tool to book specialised accommodation. One of your key corporate clients has asked one of your consultants to book them into a small hotel near their remote office.

With your current system, your consultants have to move out of the front office system and into the third party web tool, enter the search data, make the booking, and print out confirmations. Then, they have to reverse this process to get back into their front office system and complete the itinerary. Plus, they have to re-enter this data into your back office or accounting system.

With Amadeus Selling Platform however, everything is much smoother. The third party web tool is integrated straight into Amadeus Selling Platform and all data and search details are automatically shared between the Amadeus PNR and your own accounting and back office systems. In short, Amadeus Selling Platform's open technology means hassle-free sales from front to back office.



Seamless integration of third party content with Amadeus Selling Platform's open technology

Let your productivity soar

When your consultants can work faster – and access the content they need faster – you can offer so much more to each and every customer.

Amadeus Selling Platform is loaded with tools designed to speed up your booking process and boost your productivity. So your consultants can get to the information they need with fewer key-strokes, and speed-up repetitive tasks. Plus automatic searches can find the lowest available airfares, and multiple sales can be managed simultaneously.

You'll find Amadeus Selling Platform's open technology eliminates the need to toggle between systems or to manually re-enter data into your back office system and third party applications – which improves quality control, and reduces the likelihood of costly errors.

It integrates seamlessly with Amadeus Agency Manger (ACE) and other mid and

back office systems, which means hassle free tracking, billing and accounting for you and your customers.

With Amadeus Selling Platform's point and click technology, your consultants no longer need to remember cryptic codes (although they can still use them if they prefer). In fact, the whole system is designed to allow users to work the way they want, enabling them to switch between cryptic and graphic modes at any time during the sales process.

The intuitive graphical interface makes it easy for novices to quickly learn the system. Plus integrated online help and Web-based training means agents can learn while they work and you can reduce time and money spent on additional training.

Our 50 outside sales agents use Amadeus Selling Platform because it's a reservation system they can depend on. They use Amadeus Selling Platform because it's extremely user friendly. Within an hour, even new agents with limited travel knowledge can make a reservation.

**Jack Bakowski, Owner,
Greenpoint Travel, USA**

Work faster with the graphic mode

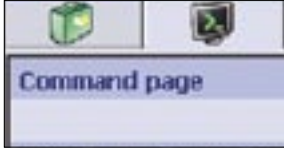
A survey carried out by Dr. Fried & Partner* with travel agencies in Germany proved that working with Amadeus Selling Platform graphical user interface is much faster than using the cryptic mode. Up to 12% time can be saved processing an average air reservation scenario. The benefits can even be as high as 43% time saving for a typical car rental reservation scenario.

Process (from first customer contact to final step like filing or creating a reminder) in mins	Amadeus Selling Platform Graphic mode	Cryptic mode
Air	2 mins	2 mins 17
Car	1 min 33	2 mins 44
Hotel	2mins 35	2mins 40

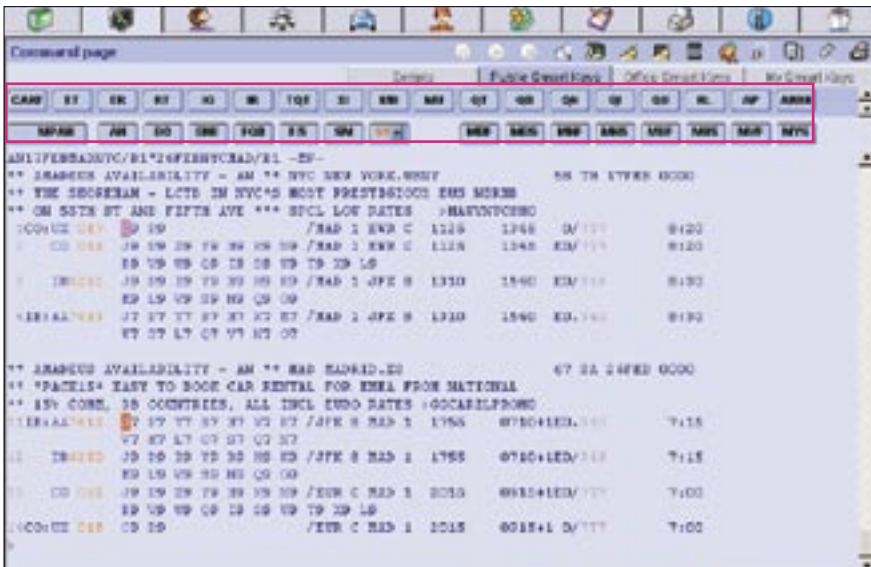
*Dr. Fried & Partner is a German consulting firm in Marketing & Management providing market researches, training as well as process, process cost and competitor analyses in tourism, trade, and other industries with over 30 years experience.

Other built-in efficiency tools

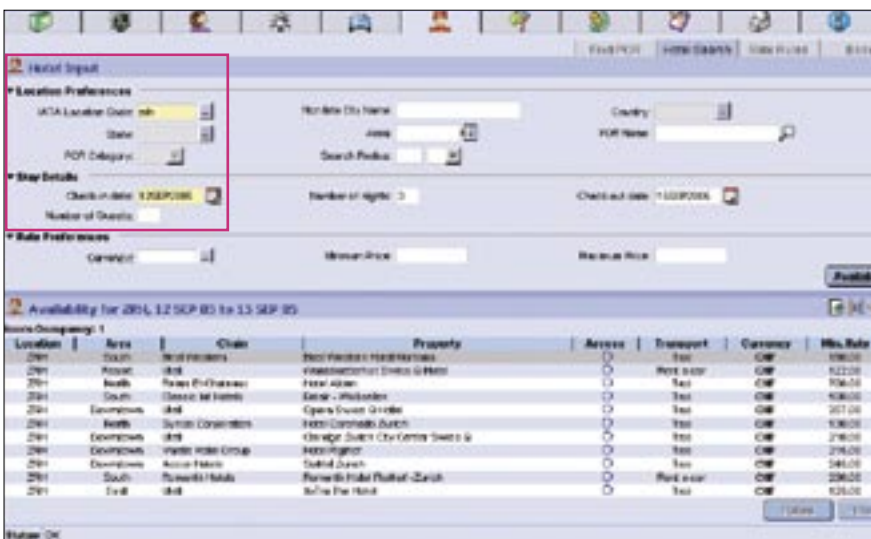
- > Interchangeable cryptic/graphic interface: work the way you want with Amadeus Selling Platform!



- > Smart Keys & Speedmode: speed up repetitive tasks and let experts work even faster!



- > Quick PNR – creates PNRs in seconds
- > Summary PNR – quick itinerary reference at all times
- > Single-step dual city pair – faster roundtrip bookings
- > Standard hotel 'workflow' – faster hotel bookings



- > Amadeus Travel Preferences Manager (Travel Choice) - faster availability searches through auto-highlighting of customer and agency preferences. Amadeus Travel Preferences Manager enables you to automatically take into account your client's corporate and personal travel preferences as well as your agency preferences during the reservation process.

Faster air bookings

A study carried out by MAG Consulting, s.r.o.* in 2005 with travel consultants in the Czech and Slovak Republics showed that creating a PNR containing a simple air return is 53% faster using the unique dual city pair feature in Amadeus than in a competing GDS.

* MAG Consulting, s.r.o. is a Czech firm providing advisory and consultancy and economical-statistical information services in the sectors of trade, gastronomy, hotel industry, travel & tourism, including marketing studies and business plans.

Faster hotel, car and insurance bookings

A global study was conducted in 2005 with travel consultants to demonstrate the value of Amadeus solutions compared to competing alternatives. As such, Hermes MC[†] revealed in Latin America that compared to the phone and Internet (methods still widely used by travel consultants to complete non-air reservations) bookings are, on average:

- > 63% faster for hotel bookings on Amadeus Selling Platform
- > 74% faster for car bookings on Amadeus Selling Platform
- > 53% faster for insurance bookings on Amadeus Selling Platform

†Hermes Management Consulting ("Hermes") is an Argentine management consulting firm specialising in strategy, organisation, operations, valuation, e-consulting and studies.

The little extras make a big difference

The better you know your customers' individual requirements, the better you can offer them products and services to meet their specific needs.

With Amadeus Selling Platform, it's easy to ensure you can cater for everything your customers require – so you can offer products and services that meet their needs perfectly. It's simple to set up a customer profile in just a few minutes. Then, information can be added with every purchase, to build a solid comprehensive history of your customers' likes and dislikes.

With automatic highlighting of customer preferences, consultants can offer a truly personalised service. Graphical seat maps ensure customers get the seat of their choice in a few clicks. And enhanced hotel multimedia allows consultants to give customers a much clearer picture of what to expect from their hotel.

In short, Amadeus Selling Platform enables you to deliver a whole new level of personal service that your customers will notice. It's this attention to detail that will help you increase customer loyalty. After all, when you can give your customers great advice on an individual basis, why would they go elsewhere?

We used to have a dedicated person for profile management – with Amadeus Selling Platform all my agents can do it.

Robert Piras, Managing Director, Acentro, Italy

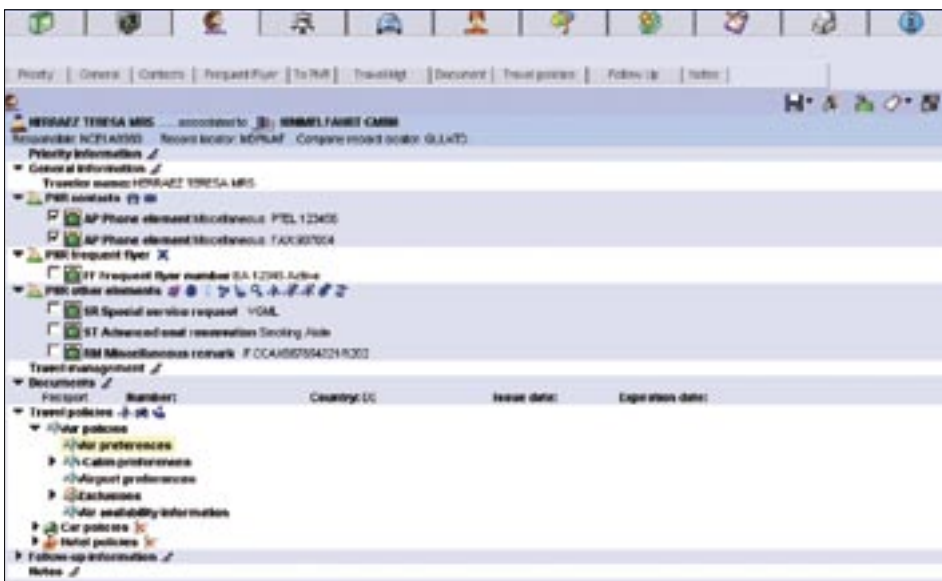
Faster service with Amadeus Travel Preferences Manager (Travel Choice)

A study carried out in 2005 by MAG Consulting, s.r.o.* with travel consultants in the Czech and Slovak Republics, revealed that with Amadeus Travel Preferences Manager a clear time saving is achieved as of the second PNR created for a regular traveler. This cumulatively increases with each further reservation up to 40% time saving using customer preferences.

Also Amadeus Selling Platform outperformed the competitor's system in the area of company and traveller profiles management. On Amadeus, a travel consultant can perform an average trip reservation, combining air, car and hotel services, 36% faster than on a competing GDS, using equivalent preference management solutions.

With Amadeus Selling Platform I can concentrate on recruiting sales people rather than people good at punching data into a terminal.

Salh Raffali, Business Development Manager, Utes Voyages, Morocco



* MAG Consulting, s.r.o. is a Czech firm providing advisory and consultancy and economical-statistical information services in the sectors of trade, gastronomy, hotel industry, travel & tourism, including marketing studies and business plans.

Faster service with Amadeus Travel Preferences Manager (Travel Choice)

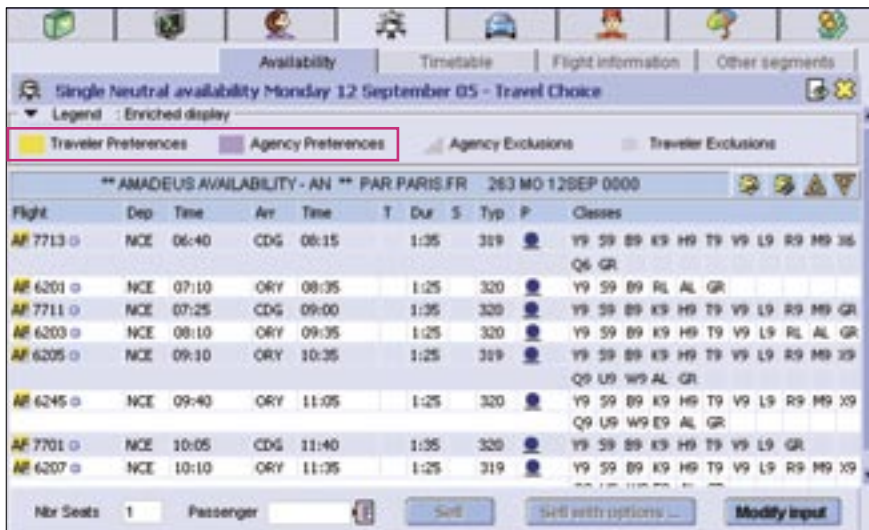
Another study conducted in 2005 by Hermes MC⁺ with travel agencies in Latin America showed that when travel consultants store their customer preferences in Amadeus Selling Platform and use Travel Preferences Manager to search and book, they can service their customers 32% faster than without.

Search and book process	Without Travel Preferences Manager	With Travel Preferences Manager (Graphic)	Competitor's system*
Time (mins)	5 mins 06	3 mins 24	6 mins 06

The above are average times taken to complete the same booking scenario on all interfaces/systems.

*Nearest equivalent tool on Amadeus' closest competitor's system.

†Hermes Management Consulting ("Hermes") is an Argentine management consulting firm specialising in strategy, organisation, operations, valuation and e-consulting studies.



Personalised service made simple with features like graphical seat maps

No other GDS could offer us a single solution that would enable us to connect and streamline our 23 offices worldwide.

**George Boyes, Managing Director,
Griffin Marine, USA**

For more information on the value added by the Amadeus Selling Platform,
visit www.amadeus.com/showmethevalue

E-mail: travelagencies@amadeus.com
www.amadeus.com

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