

aMADEUS

Your technology partner

Amadeus Hotel Platform

Hotel Solutions

Always be a guest ahead
Move Faster



The world's not just getting smaller, it's getting faster.

From globalization and multiple IT applications to technology-savvy guests, today's hoteliers operate in a complex and rapidly changing environment.

Speed is of the essence in today's hotel industry. Your guests are increasingly demanding and you must respond to their needs anywhere in the world, in an instant. However, all too often the complex applications designed to enable this responsiveness hinder rather than help efficiency.

To make informed decisions about the new global market and to keep ahead of the competition, you need fast access to consolidated data from all areas of your business. But do you have the necessary applications to support this with multi-lingual and multi-currency content? Can you control the centralized management of rates, inventory, content and channels, while allowing for local variations? Can you ensure true cross-channel distribution capabilities and brand integrity across numerous markets?

Today's guests have access to more ways to purchase and want instant choice and personalized service across the world. How do you distinguish your brand? Are you ready for the digital revolution that includes mobile phone bookings and personalized search functions?

Success in this fast-moving environment requires the ability to react quickly to market needs. It demands an IT system that is fully integrated across multiple applications and capable of offering you a single image strategy. One that allows you to think, sell, act and adapt faster.

Amadeus Hotel Platform.





Amadeus – a platform for rapid growth.

Amadeus Hotel Platform is the first single application to combine reservation, property, revenue and content management systems with global distribution. As the CRS is the RMS is the PMS is the GDS*, the platform provides you with one single image of your data and helps you to maximize opportunities on all direct and indirect distribution channels and from all bookers.

Designed and developed from the ground up, the platform uses Open Technology and industry standards. It also draws on Amadeus' 20 years of experience at the heart of the global travel industry and our proven track record of developing large, mission-critical transactional systems. It's the only solution that offers unlimited scalability and state-of-the-art technology, helping you to quickly adapt business strategies and take advantage of new opportunities in an instant.

With its abilities to generate new revenue, strengthen brand, streamline hotel processes and deliver a personalized end-to-end guest experience, Amadeus Hotel Platform is set to revolutionize the hotel industry.



Think faster. Think ahead.

Analyze, think and adapt faster than ever. The fully integrated Amadeus Hotel Platform puts up-to-date information at your fingertips. By gaining immediate insight into RevPAR, booking trends, and customer preferences from one single source, you can quickly respond to changing needs across the value chain and adapt accordingly.

Gain a real-time view, at any time

Amadeus Hotel Platform gives you an accurate, single view of the most vital aspects of your organization – including revenue, booking patterns and more. With advanced revenue management and improved forecasting and reporting tools, you can formulate your future strategy to take advantage of what's really going on in your business – and outside it.

Be quick to change and adapt

Customizable business dashboards with more accessible information make it easier to rapidly adopt business decisions across all your hotel brands and sales channels. With streamlined processes for data entry, management and customized distribution you eliminate the need to synchronize data and remove duplication. With our web-based data management interface, you can also react to new market opportunities faster than your competitors.

- > Know what's going on, accurately and immediately
- > Drive greater revenue
- > Plan more effectively for the future

Selling faster delivers quicker profits.

Don't just think faster, sell faster too. As Amadeus Hotel Platform combines hotel inventory, reservations, operations and revenue management with global distribution, you can fill rooms more efficiently and transform merchandizing capabilities to sell beyond them. Intuitive tools let front-line employees exceed guest expectations while advanced web search capabilities help guests find the right hotels and build itineraries – meaning more revenue for you.

Maximize revenue as soon as the opportunity arises

Sell more than just a 'room' by implementing merchandizing strategies seamlessly across all hotels and channels. Our platform gives you fixed and dynamic packaging capabilities and easy implementation of conditional promotions. With dynamic pricing set according to criteria such as occupancy, and floating availability to maximize your product offering, you can fill rooms at the most profitable price. You can also cross-sell and up-sell products such as spa days and travel services, including air, car rental and insurance.

Build brand loyalty faster than ever

With Amadeus Hotel Platform you can strengthen your brand identity in many ways. Our call center module fits your business processes into customizable workflows while providing an intuitive user interface to help improve Call Center Agents' productivity. Our web booking engine enables tailor-made booking experiences across the different customer segments, and with centralized customer profiles, you can adapt services to your guests' preferences to make every stay even better than the last.

Create strategies for every channel

Operating multiple sales channels can be expensive. With Amadeus Hotel Platform you can manage your different routes-to-market; deliver the right rates, textual and multimedia descriptive content to the right channels; and apply flexible business rules to control inventory allocations by channel, guest value and more. So that you always know every sales path is working to its maximum potential.

- > Retain a consistent brand identity across your entire group
- > Optimize your distribution channels
- > Take advantage of emerging booking devices, such as mobile phones



Acting faster will always keep you a step ahead.

Secure more bookings by meeting every guest's need – wherever they stay. With Amadeus Hotel Platform local managers gain a complete picture of guests, allowing quick decisions to be made at ground-level in real time to maximize resources, offer more personalized services and drive revenue.

Stay a guest ahead

With Amadeus Hotel Platform, you'll have immediate access to guest profiles, preferences and history at all touch points, whenever you need them. From booking to beyond checkout, this information will help you improve guest satisfaction and drive brand loyalty.

Identify sales opportunities faster

Switch-selling to other hotels in your group if the first is fully occupied is now the norm. But with Amadeus you can optimize your group-wide inventory and identify sales opportunities in an instant. With automated business monitoring and alerts as well as customizable dashboards, you can also detect and react to market changes faster.

Using Amadeus to generate hotel-specific reports helps you to make strategic pricing and marketing decisions quickly. And because distribution is fully integrated, any change is instantly reflected in every channel, so you won't have to wait for updates or manage your inventory in multiple places.

- > Exceed guest expectations
- > Develop insight to build long-term relationships
- > Open up company-wide opportunities



At Amadeus, we have a proven track record of developing large, stable, mission-critical transactional systems.

Keep up with tomorrow

We receive more than 500 million transactions per day and 8,700 end user requests per second. Amadeus is capable of supporting market predictions for a further increase in the number of transactions and look-to-book for hotel bookings via online channels.

Amadeus Hotel Platform is centrally hosted, allowing you to scale up while maintaining the highest levels of availability, flexibility and reliability. Using Open Technology, it is also compatible with any internal systems and new partners you have today – as well as any you may have tomorrow – ensuring the instant delivery of services across your entire hotel organization.

A solution built for the world, tailored for the individual

Our modular approach makes it simple for individual hotels to incorporate specific private and local developments, while the entire Amadeus community benefits immediately from software updates and improvements.

Taking the risk out of investment

Amadeus Hotel Platform is based on a Pay As You Go model, minimizing your need for capital investment. This approach makes your ongoing financial commitment low, thus reducing risk and helping you improve profits.

Focus on the innovative, not on the routine

Through its Software as a Service (SaaS) model based on open architecture, Amadeus Hotel Platform releases IT departments from much of the day-to-day running of IT. This allows more time to be spent on innovation, profitability and guest satisfaction – and on ensuring your business acts faster than the competition.

Never stop moving

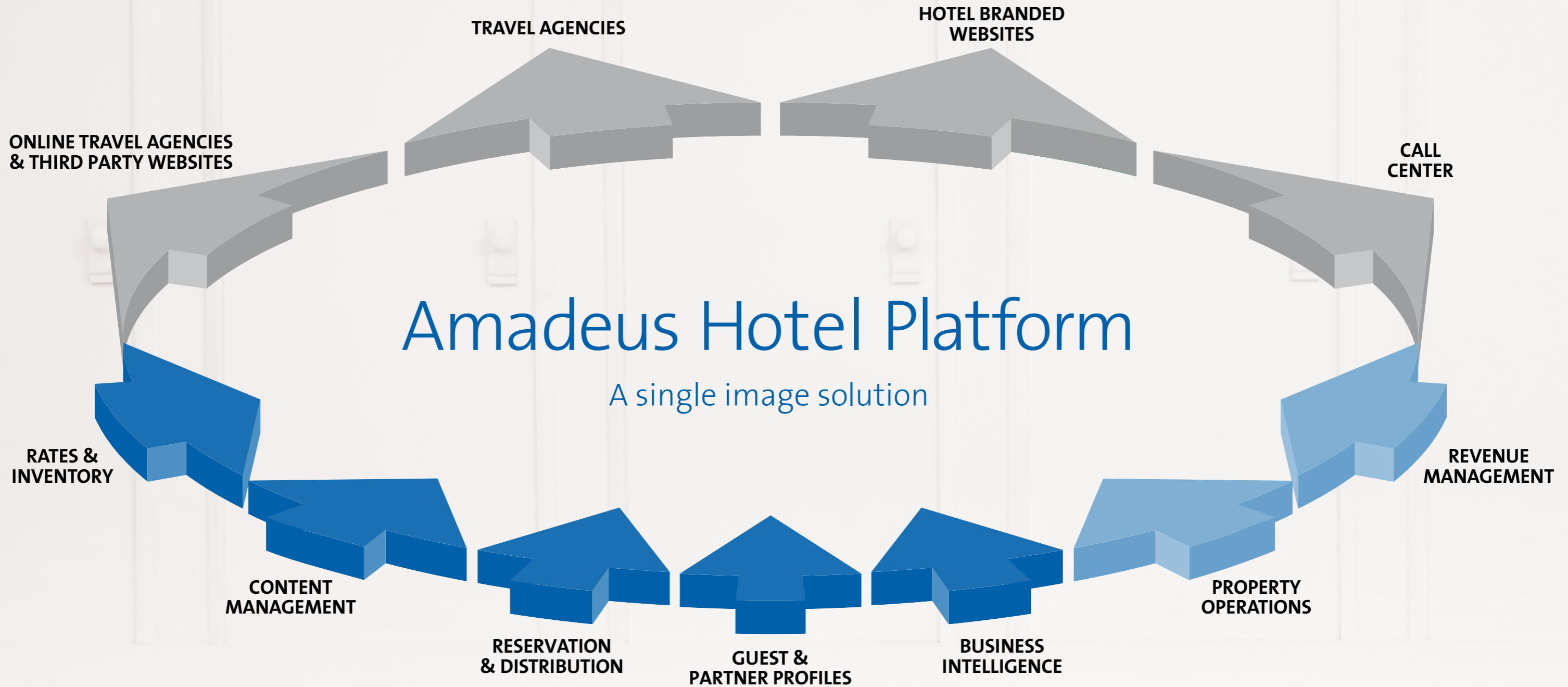
Amadeus Hotel Platform is based on standard Open Travel Alliance (OTA)/XML interfaces, which allows you to quickly implement new functionality and business processes in a straightforward fashion. As a result, your business can take advantage of even the smallest window of opportunity and grow endlessly and rapidly without the need for in-house implementation.

- > User-friendly, flexible platform for rapid change
- > Stable and rapid to cope easily with growth
- > Integrates quickly with existing and new applications

Adapt faster
and stay ahead of the game.



Move faster
with one doorway to the world.



Features in a flash.

Amadeus Hotel Platform is the only solution that combines reservation, property, revenue and content management systems with global distribution functionality. Its impressive capabilities allow you to think, sell, act and adapt faster.

Streamline rate and inventory management systems with ease

Move faster with a single view of all business areas, including rates, inventory, guest and partner profiles:

- > Whether centrally or at property level, all system touch points have access to the same data
- > Use native revenue management features to automatically apply appropriate revenue management controls and maximise opportunity
- > Create dynamic pricing and rates that adjust accordingly to market conditions
- > Quickly and easily implement promotions and discounts
- > Make quicker decisions with integrated monitoring and alert decision-support tools

Content management is quick and easy

Build brand preference and loyalty with centralized customer profiles and the ability to tailor content for every channel and guest:

- > Offer a single point of entry, management and distribution
- > Create more compelling content – even multi-lingual and multi-currency
- > Generate more appropriate content for each channel

Reservation and distribution is faster than ever

With an integrated multi-channel approach you'll create seamless customer interaction:

- > Control all direct and indirect distribution channels from one single location
- > Personalize your guests' booking experience by packaging tailored offers through your web booking engine and call center
- > Up-sell and cross-sell across all areas of your business
- > With multiple language and multiple currency capability, you can expand into new markets with ease
- > Manage group reservations centrally

Guest and partner profiles strengthen relationships

Quickly create and maintain customer and partner profiles with optimal and optional processes:

- > Know the value of every guest and partner based on a clear, central view of their preferences, revenue and history
- > Track business partner activity
- > Update and access guest profiles centrally and at every property level to deliver personalized service across every channel

Reporting functionality puts business intelligence at your fingertips

Make better business decisions – fast – with comprehensive reports and customizable tools:

- > Export any list view or report in multiple formats
- > Analyze the exact data you need from within your data warehouse
- > See transactional activity and audit trails in an instant
- > Gain insight with fully customizable reporting capabilities



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Amadeus – committed to the industry

For over 20 years, we have been working in partnership with hotels and the travel industry to ensure that we continually meet their needs in this ever-changing industry. We demonstrate this in four main areas:

- 1 Our people.** Amadeus offers global support. We have over 8,500 people servicing more than 217 markets, representing 105 nationalities worldwide. These include in excess of 450 experts with a particular specialism in hotels. So not only can we support you on a global basis, we can also cover every part of developing, delivering, and supporting your solution.
- 2 Our foresight.** The industry and our customers' needs are always changing. That is why Amadeus invests hundreds of millions of dollars in research and development each year, so that our customers can continue to benefit from our standard-setting technology.
- 3 Our data center.** We own and operate one of the largest private data centers in the world. With more than 21,000 messages a second at peak times, it ensures unlimited scalability, security and reliability for our customers, plus total peace of mind.
- 4 Our services.** Thanks to our extensive experience in large-scale migration, we provide support and services throughout the implementation process to smooth and speed up rollout:
 - > Customized migration strategy and planning
 - > Consulting
 - > Project management
 - > Systems integration
 - > Interfacing to hotel-impacted systems
 - > Training
 - > Web design services

We also drive outstanding service for our ongoing partnerships with our customers in everything we do:

- > Comprehensive instructor-led and online learning
- > Proven 'Follow the Sun' problem resolution across the globe
- > Second level helpdesk 24/7, 365 days a year
- > Amadeus e-Support Center online knowledge base
- > Onsite support during cutover



For more information on how we can help you move faster, please email us at hospitalitymarketing@amadeus.com or contact one of our team of experts below:

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