

amadeus

Your technology partner

Amadeus Online Technology Solutions

Online Travel Agencies

Innovate with Amadeus & stand out online



Innovate with Amadeus & stand out online

In today's competitive online environment, your success depends more than ever on a strong, differentiated market presence. Amadeus technology helps you to stand out online.

Our technology solutions for Online Travel Agencies deliver the standout you need to stay top of your customers' list of favourites. No other travel technology provider offers such a tailored and flexible range of solutions for Online Travel Agencies, because no other

technology provider is prepared to make our level of investment in your business. We understand the competitive and technical challenges you face – and these drive our development of market-leading solutions for the online environment of today, and tomorrow...

Pioneering, proven solutions...

With Amadeus technology, your business can deliver better performance and profitability. At the same time, you can offer new services ahead of the competition. You can please more people, more of the time and convert opportunistic net-surfers into loyal fans. Our solutions for Online Travel Agencies are pioneering, yet proven – flexible, yet utterly secure and reliable.



Secure customer loyalty

With increased competition and more sophisticated consumers shopping around for the best deals, converting lookers into bookers can be a challenge. Amadeus technology is fast, reliable and easy for your customers to use. It offers unbeatable content and delivers the most personalised, customisable and flexible shopping experience available in the market.

Amadeus lets you:

Convert more searches into sales.

Improve your profitability

Increased revenues are not necessarily equivalent to increased profits. Margins are constantly under pressure and improving your efficiency is a must in today's online environment. Amadeus technology will not only help you sell higher margin products but also reduce your costs. You can speed up sales by refining the search process or streamlining your back office processes.

Amadeus lets you:

Sell more for less, with more automated and efficient processes.

Offer content that counts

Amadeus is dedicated to delivering content that counts – from a single source. We have access to 762 full-service airlines, 49 low cost carriers, 73,871 hotel properties, 27 car rental companies, 90% of the world's cruise inventory, plus comprehensive insurance, rail and ferry options.

Amadeus lets you:

Deliver more and exceed customer expectations.



...& exceptional customer service, worldwide

Amadeus is a truly worldwide, multicultural organisation – something that very few companies can claim to be. Our global presence, unique partnership approach and service-oriented culture give us the reach and understanding to support your ambitions for growth. And because we understand that online business demands real-time speed, we provide superb standards of service, a fast response and a genuine understanding of local needs.



Enjoy groundbreaking service and support

Our unique partnership approach and service-oriented culture enable us to offer groundbreaking customer service. No other travel technology provider can understand and accommodate market and cultural differences as effectively as Amadeus. Wherever you are in the world, you'll get a fast and accurate response to any enquiries, with a dedicated point of contact, 24-hour helpline and online support. We are committed to a true technology partnership with you.

Amadeus lets you:

Benefit from peace of mind and feel confident about the future.

Take advantage of a global footprint

Amadeus is present in 217 markets, and has offices in 65 countries. We employ over 7,600 people, who represent 95 different nationalities. With Amadeus you can grow exponentially, because we can handle any volume of queries and orders in any location. By taking advantage of our global footprint, you can deliver your own unique vision anywhere in the world.

Amadeus lets you:

Target and aim to grow in the fastest growing areas of the world and those markets with the highest potential.



Grow with Amadeus & stand out online

Enabling, innovative technology

Our pioneering technology raises the bar on what you can achieve, with fast, reliable and flexible solutions that will ensure you stand out and stay ahead of the competition. We invest heavily in technology to provide proven, scalable solutions that enable you to industrialise your innovations cost-effectively. With Amadeus, you can open up new markets and potential revenue streams, seize new opportunities and offers and establish strategic partnerships with the help of our experts in advanced travel technology.

➤ **Long-term commitment:** Investing €300 million in R&D and technology evolution every year.

➤ **Trusted partner:** Processing more travel transactions than anyone else – over 370 million every day.

➤ **High performance:** Robust and reliable solutions, with 99.9% server uptime.

➤ **Efficient and effective:** Delivering real results fast – less than 0.3 seconds response time.

➤ **Safe and secure:** All data securely stored and processed in our world-class data centre in Germany.

➤ **State-of-the-art:** Technology built with open systems, resulting in scalable and modular solutions to suit your needs.

➤ **Outstanding accuracy:** Pioneering, best-in-class pricing technology for the most accurate fares.

Amadeus developers are experts in travel technology. We are dedicated to delivering innovative and effective online solutions to help your business grow – solutions which not only solve today's problems, but also anticipate your future needs.

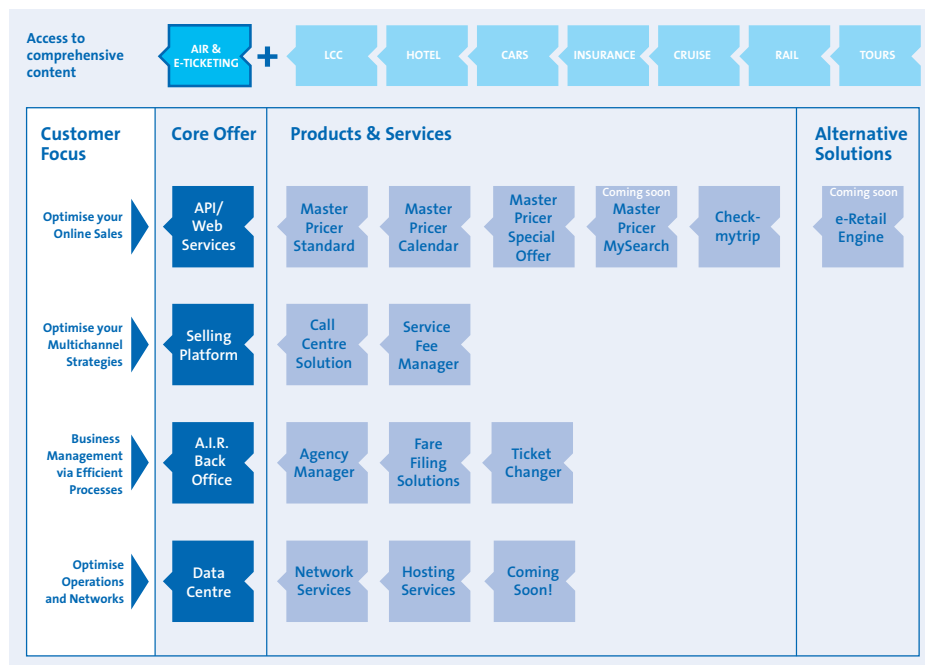
With Amadeus as your technology partner, you can really stand out online.

Amadeus Online Technology Solutions

Amadeus offers a comprehensive range of products and services, all of which are carefully designed to meet your specific needs.

For each competitive and technical challenge that you face, we have developed a core product that is specifically designed to meet your needs. Through these, you can also access a range of add-ons, as well as additional products and services:

Our Technology Offer*



Amadeus provides you with unrivalled access to content from:

- > 762 full-service airlines
- > 49 low cost carriers – 42% of the world's low cost carriers
- > 73,871 hotel properties
- > 27 car rental companies
- > 17 cruise lines
- > 69 rail companies
- > 7 ferry lines
- > 189 tour operators
- > 80 travel insurance companies

Our comprehensive product range includes:

Web solutions: products designed to optimise your online sales, such as Amadeus Master Pricer, our leading low fare search solution.

Multichannel solutions: products designed to optimise sales in your call centres and retail stores.

Business Management solutions: products specifically created to improve your mid and back office, and general business management operations by streamlining and automating your processes.

Operation solutions: products that have been designed to provide you with world-class operations management, including Network Services and Web Hosting

To find the offer that meets your specific needs, view our easy-to-use Product Console at amadeus.com/olta.

*This image is used solely to illustrate our approach and actual content is likely to change to suit your specific market.

Innovate with Amadeus & stand out online

Amadeus is committed to providing powerful future online technology solutions and our investment plans include significant development of new products and solutions specifically for your market.

Our innovative, yet easy-to-use technology, helps you to deliver improved business performance and enhanced customer service while creating a strong, differentiated presence in an increasingly competitive market.

Because we work with you to understand your needs – providing solutions that are proven, flexible, secure and totally reliable – with Amadeus as your technology partner, you can benefit from peace of mind and look to the future with confidence. And you can always count on us...

For more details, log onto amadeus.com/olta today