

# Bulletin

Travel Agents Newsletter

Iran's Market Fares  
on Amadeus are  
being updated!

**AIRLINES ARE TURNING UP ONE  
AFTER ANOTHER TO BRING THEIR  
MARKET FARES WITH AMADEUS  
IN IRAN UP TO DATE.**

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Amadeus Sees Increase in E-Ticketing

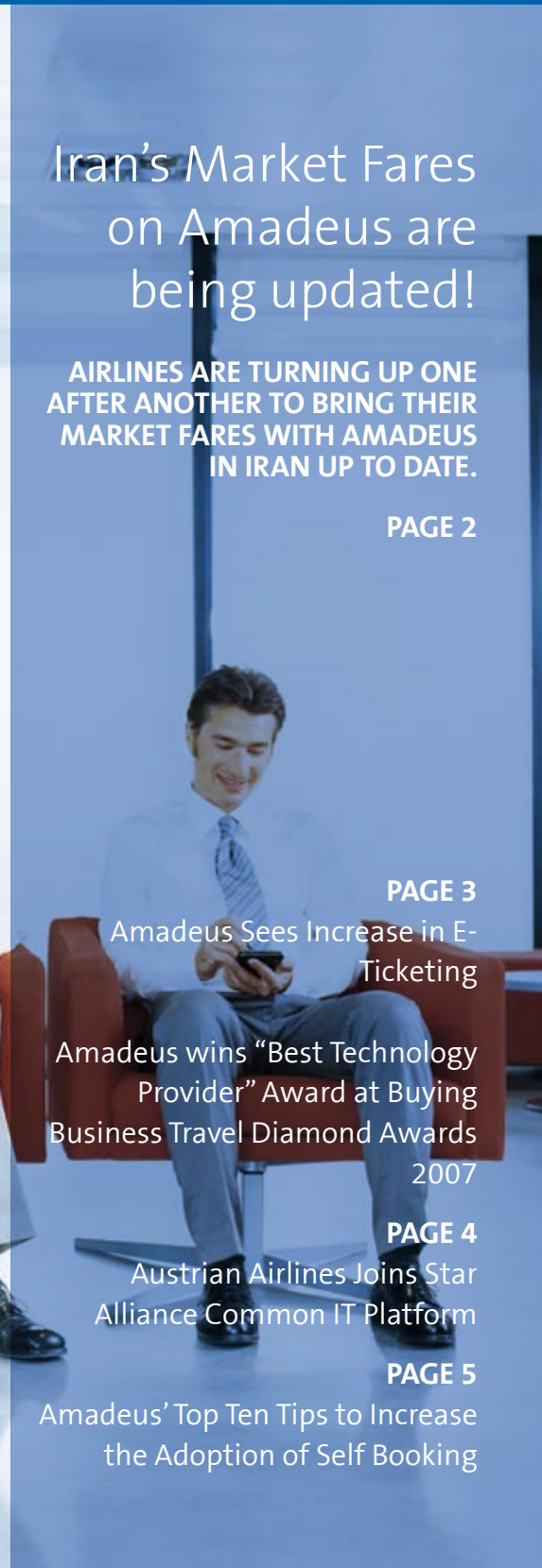
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## Iran's Market Fares on Amadeus are being updated!

**To improve their client service and reinforce their productivity, to date, most carriers have updated their market fares with Amadeus in Iran.**

Airlines formerly had to send either an e-mail or a fax to travel agencies in order to inform them about the updates on their market fares. Accordingly, TAs used manual pricing to calculate the fares. Applying this method, they used to run into a lot of difficulties including the following:

- Complex and time-consuming process to calculate fares
- Possibility of miscalculating fares by TAs, making airlines send them debit memos
- Not being sure of having all tariffs available
- Need to double check fares and their conditions with airlines
- Discrepancy in total amount calculated by different TAs
- Reducing TAs' efficiency and productivity

With Amadeus entrance into the Iran market, and now firmly established, the essential basis has been provided for auto-pricing deployment. In order to use the system's highly sophisticated capabilities about this critical issue, Amadeus Iran has been doing continuous follow-ups with airlines, and as a result of these efforts and close co-operation of airlines, most carriers have updated their market fares with Amadeus so far.

To authorize TAs to get the market fares published in the Amadeus system, airlines have issued the relevant memos. To see and download these memos, you can visit Amadeus Iran website on <http://www.ir.Amadeus.com>.



Major advantages of the market fares' auto-pricing using Amadeus include:

- Speed and accuracy in calculation
- Reliability of fares in the system
- Guaranteeing fares, provided that TAs observe the guarantee conditions
- Increasing staff efficiency
- Storing fares in PNR to issue tickets
- Going paperless to let TAs focus on pricing
- Consistency in fares stated by different TAs

Moreover, a (Farsi) document regarding the conditions of guaranteeing fares along with some practical functions has been posted on the Amadeus Iran website on <http://www.ir.Amadeus.com>.

Once again, we very much appreciate the full cooperation and perceptive analysis of the respected airlines with us which has helped to make this excellent plan such a success, and hope this facility helps TAs in their day to day operations.

## Amadeus Sees Increase in E-Ticketing

In the last six months, Air Madagascar, flyLAL, Jat Airways, Pluna, Qatar Airways, Cimber Air, City Airline and Skyways, have all signed up to the Amadeus Ticketing Platform (ATP) to ensure they become 100 percent e-ticket compliant by the end of 2007. Within the same timeframe, an additional seven airlines also subscribed to ATP as part of broader IT agreements with Amadeus. Rossiya Russian Airlines and Donbassaero have started using the Amadeus e-Ticket Server, an outsourced solution for the full management and distribution of electronic tickets. China Southern and TAIS, a Russian hosting service provider, have also chosen Amadeus e-Ticket Gateway, a standalone interline solution, which will allow them access to Amadeus extensive eticket interline community. These new agreements bring the number of airlines connected to the Amadeus e-ticketing hub to over 130, amongst these are 62 airlines whose eticketing systems are fully hosted on Amadeus e-Ticket Server.



## Amadeus wins “Best Technology Provider” Award at Buying Business Travel Diamond Awards 2007



Amadeus has recently been awarded ‘best technology provider’ in this year’s Buying Business Travel Diamond Awards. The Buying Business Travel Diamond Awards, which take place annually, seek to honour excellence in the travel industry and are voted by the magazine’s readership of business travel buyers, managers and arrangers. The award recognises Amadeus’ commitment to the business travel sector as well as its success in working in partnership with the travel industry. This year’s Awards and Christmas Ball took place on 6 December at London’s exclusive Hurlingham Club.

Ian Wheeler, Vice President, Amadeus said: “We are delighted to have won this award for our technology solutions for the business travel sector. As a company we are continually investing in technology that reflects the ongoing developments in the market in order to help our clients optimise their IT investments.” “In 2006 we invested €300 million in travel technology R&D to ensure we continued to lead the way and we are delighted that this has been recognised by one of the most highly regarded awards in the industry,” he added.

## Austrian Airlines Joins Star Alliance Common IT Platform

Austrian Airlines announces the replacement of its inventory and check-in systems and is joining the Common IT Platform, a Star Alliance initiative. Star Alliance Common IT Platform (CITP), is a joint, centralised platform for customer management, hosted by Amadeus for participating Star Alliance member carriers. Alongside United, Lufthansa and other regional members of the alliance, Austrian Airlines is now launching a comprehensive migration project to oversee the staged transfer of all key airline IT systems, including inventory, ticketing and check-in, to the new platform by mid-2009.

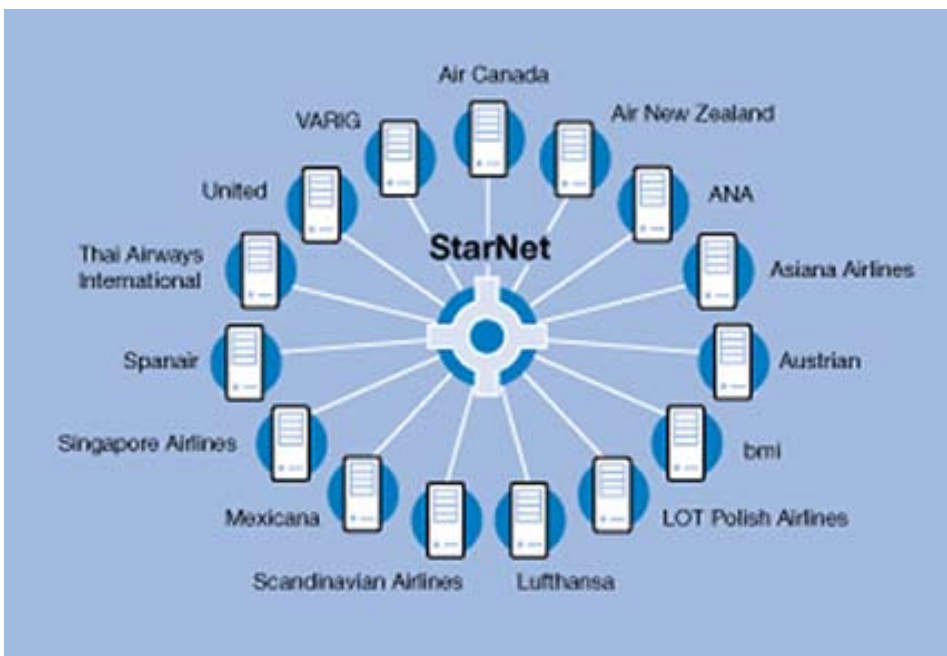
Rainer Pichler, Vice President, Austrian IT Services said the following about the benefits of the CITP: “With Amadeus as provider, we can lower our unit costs in order to significantly reduce both the ongoing costs of our IT development and maintenance, and the costs of reservation systems. This will enable us to simplify business processes in many of our divisions and adapt these to meet a contemporary standard. Because Austrian is joining this initiative with some key Star Alliance members such as Lufthansa and United, the companies will be able to maintain their existing process optimisation, while the removal of interfaces will let Austrian realise improvements in the service range for its customers more quickly and efficiently than ever before.”

Hans Jorgensen, Vice-President, Strategic Airline and Partner Programmes, Amadeus, noted: “Austrian Airlines exemplifies a growing number of carriers turning to more flexible, new generation technology, to facilitate better alliance integration, improve customer service and maximise operational efficiencies. As the market becomes more complex, it is important that all airlines can trust their IT systems to deliver unfailingly on their changing needs, irrespective of whether they are full-service, network or regional players.”

Airlines within the Star Alliance currently use their own reservation and handling systems. To make it possible for passengers to travel with a range of different Star Alliance airlines, however, the different systems need to be able to communicate with one another. To achieve this, interfaces are put in place, which normally involve costs for the airlines in question. The new CITP replaces these diverse systems and interfaces, and allows the partners to access a joint customer management platform in future.

“With Austrian’s decision to join the CITP initiative, more Star Alliance member airlines will be able to serve our joint customers in a more uniform manner and provide them enhanced service,” said Aman Khan, Star Alliance VP Information Technology. «Furthermore, it will enable Austrian to reduce their current and future development efforts. This is a major step forward for CITP, Star Alliance and for Austrian Airlines.”

In a first stage Austrian Airlines’ inventory system - the heart of any airline - will be migrated to the new Common IT Platform. Working approximately one year in advance, all 150,000 flights of the Austrian Airlines Group, including the appropriate seating capacities, flight times, among others, will be mapped into the CITP. The ticketing system and the check-in system will also be migrated in a second stage, and will be operating on the new platform by 2009.



## Amadeus' Top Ten Tips to Increase the Adoption of Self Booking Tools

### Corporates can achieve savings of 25.6 per cent on TMC fees and 9.1 per cent on average airline ticket costs

Amadeus and the Business Travel Research Centre at Cranfield University recently conducted a study on the adoption of online travel management tools, with the aim of helping companies to get more out of their self booking tools (SBTs) and to reduce travel expenditure.

SBTs can benefit companies of all sizes. The following top ten tips to help companies increase adoption of SBTs, have been compiled based on the survey responses of more than 400 organisations in Europe; North America; and Asia Pacific.

#### 1. Don't be put off by the size or location of your company

- All companies have the potential to benefit from an SBT, regardless of location; size of business; size of travel spend; or the number of trips taken per year. These factors appear to have no impact on the rates of adoption.

#### 2. Develop a clear corporate travel policy

- One of the most important factors in driving SBT adoption is to provide clear policy guidance to company Directors and the HR department, so that decisions about travel management are well informed.

#### 3. Mandate the use of an SBT

- Companies that comply with mandatory usage improve their adoption rate from 41 per cent to 65 per cent.

#### 4. Encourage employees to 'do it themselves'

- Create a self-service mentality where employees are more willing to manage online. A flat structure and shorter reporting lines enable a quicker adoption rate, as informal communication works faster than formal channels in hierarchical organisations.

#### 5. Boost content so that users can access a variety of options, including access to flights and fares from low-cost carriers.

- Travellers who feel empowered to make the right travel choices based on a range of available options are more enthusiastic about using the SBT.

#### 6. Lead by example

- Companies where Directors and managers buy-in to using

the SBT and 'preach by example' tend to have the highest adoption rates at nearly 70 per cent.

#### 7. Cut the red tape

- Complex bureaucracy can hinder adoption of online travel management tools, slowing down the rate at which communications reaches all parts of the organisation.

#### 8. Keep the momentum

- The highest adoption rates (40 per cent) are usually seen in the first year of implementing an SBT, but thereafter it can be harder to achieve cumulative growth. Once a Self Booking Tool is established within the company, ensure that adoption does not 'tail off', by incorporating training into the company's induction procedure, or offering 'refreshers'.

#### 9. Keep abreast with new technology

- As updated versions of online solutions come on to the market, look for improved functionality and features, for example the use of handheld devices that make the booking and approving of travel more efficient and user-friendly.

#### 10. Integrate IT systems

- Increasingly, corporates are looking for solutions that integrate seamlessly with other back office systems such as accounting software and document management.

Jerome Destors, Commercial Director, e-Travel, Amadeus, commented: "Travel is one of the largest areas of expenditure for many companies, yet huge savings can be made in time, money and improved efficiencies through the successful adoption of a SBT. It is clear that many corporations have real opportunities to improve the way these are used across the entire organisation. At Amadeus our aim is to help businesses to approach online adoption solutions for booking travel arrangements in a strategic and effective way".

Further information on the Amadeus and Cranfield University worldwide study on the adoption of Self Booking Tools (SBTs) is available:

<http://www.amadeus.com/corporations/cranfield>

[newsletter@ir.amadeus.com](mailto:newsletter@ir.amadeus.com)

+98 (21) 88706601

[info@ir.amadeus.com](mailto:info@ir.amadeus.com)

[www.ir.amadeus.com](http://www.ir.amadeus.com)

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