

# Bulletin

Travel Agents Newsletter



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# EgyptAir transforms operations and migrates successfully to Amadeus Altéa Customer Management Solution



EgyptAir adopts the new generation IT platform to remove constraints of legacy systems and become fully e-ticket compliant

Amadeus has announced that it has successfully migrated the complete reservation, inventory and departure control systems for EgyptAir, a pioneer founder of the International Air Transport Association and a leading carrier in the Middle East, to the Amadeus Altéa Customer Management System (CMS).

The transition to Amadeus Altéa, completed in only nine months, is a major milestone in EgyptAir's significant IT Modernisation Program. It enables the transformation of EgyptAir's operations by removing the inherent constraints of legacy technology, ensuring that EgyptAir is able to develop and deliver the services required to secure competitive advantage. In addition, the implementation of Amadeus Altéa for EgyptAir allows the airline to become fully e-ticket compliant.

Engineer Atef Abd El-Hameed, Chairman EgyptAir Holding said: "Too often we found ourselves held back by the functionality of our legacy systems. Migration to Altéa CMS means that this is no longer the case. We have achieved the complete modernisation of all our internal systems as well as enabled full e-ticket compliance, an important driver in our decision to overhaul our technology provision."

Frédéric Spagnou, Vice-President, Airline Business Group, Amadeus, suggested that: "EgyptAir's approach to IT modernisation should be regarded as a blueprint for other airlines that want to stay ahead. As one of the most successful mid-size carriers in the market today, EgyptAir has shown real leadership and vision in underpinning its commercial strategy on next generation technology."

Amadeus has a track record of on-time delivery of major airline IT projects for over 150 airlines and seamless migration of customers to Altéa CMS. Spagnou continued: "Delivering the complete Altéa CMS, in a short space of time, means EgyptAir is now very quickly able to handle the increased passenger numbers that will flow from its ambitious growth targets."

EgyptAir will be using state of the art technology to support its operations, including reservations, ticketing, pricing, frequent flyer programs, as well as departure control, revenue accounting, and financial systems.

EgyptAir carried more than 6 million passengers in 2005 and is one of the leading carriers in the Middle East linking Africa, Europe, North America and the Middle East. EgyptAir joins 27 airlines worldwide who have selected the Altéa CMS suite, including leading members of the Star and oneworld airline alliances. The reservation module of Altéa CMS is used by 150 airlines as their in-house sales platform.

# Etihad Airways kicks off in Iran



Etihad Airways has officially started up operations in Iran. All the Iranian travel agencies can therefore make reservations on this airline through Amadeus system.

Established in 2003 and started operations on November 13 2003, Etihad Airways is a national airline based in Abu Dhabi, United Arab Emirates, operating routes to the Middle East, Europe, Asia, the Indian subcontinent and North America. Its main base is Abu Dhabi International Airport. Etihad Airways is a member of the Arab Air Carriers Organization.

The airline has placed orders for four Airbus A380 aircraft for delivery in 2007. It has also purchased 20 other Airbus aircraft, including four Airbus A340-500 (delivery from 2006), four Airbus A340-600 (delivery from 2007) and 12 Airbus A330-200 (delivery from 2006). The new aircraft will be deployed to further develop its expanding network in the Middle East, Europe, Asia and North America.

Office Address in Tehran, Iran: 8th Floor, Sayeh Tower, Opposite Mellat Park, Val-e-Asr Avenue.

Reservations and Ticketing: + 98 21 22055556

You can find further information about Etihad Airways at: <http://www.etihadairways.com>

## Amadeus helps its airline customers to generate billion euros in online revenues

Amadeus e-travel, the e-commerce business unit of Amadeus, achieved record-breaking revenues and passenger booking figures through the Amadeus e-Travel Airline Suite, the travel industry's widely adopted e-commerce self-service solution.

In the first half of 2006, airlines' e-commerce passenger bookings processed by Amadeus e-Travel increased by 28% over the same period last year. This represents an overall online booking value of more than 2.6 billion Euros in 6 months through 250 websites in over 80 markets. Seven new customers joined Amadeus e-Travel in this period - among them China Eastern, China Airlines, Kenya Airways and SilkAir - bringing the total number of network carriers using the Amadeus e-Travel Airline Suite to over 70.

For the first time Amadeus e-Travel's hosting services processed over 4 million air bookings in one month alone. These services have been built by design to handle a simultaneous 300% increase across all customers, allowing them to focus on increasing their profitability and enhancing their user experience.

Jerome Destors, Commercial Director, Amadeus e-Travel commented "We continue to invest tens of millions of Euros to stay at the forefront of e-commerce self-service solutions. With the proven reliability and flexibility of Amadeus e-Travel, we are well poised to further develop our solutions for tomorrow's market. We continue to work closely with airlines around the globe to ensure that our solutions in the future will deliver even more robust online sales revenues for them."

Source: Travel Daily Website (<http://www.traveldailynews.com>)



### Amadeus Non Air Products in Iran!

We are pleased to inform you that for the first time Iranian travel agencies have brought Amadeus Non-Air-Products into play! As part of the Iranian travel agencies evergrowing interest in Amadeus business lines, in September they have sold Rail, Hotel, Car tickets on the Amadeus system.

If you are interested in working on this line of the Amadeus (TSL) and require additional information, or would like to take a course in this regard, please do not hesitate to call our helpdesk.



### Readers' Competition

Win yourself shopping vouchers courtesy of Amadeus Iran.

For the whole of 2005, Amadeus Central System suffered unscheduled system outages adding up to a total of: (a) 24 hours (b) 1 hour (c) 8 hours?

## Amadeus, Europe's number one travel company in R&D investment

**Amadeus invested over Eur 182 million in R&D in 2005, up 18,9% on the preceding year!**

Amadeus invests more in research and development than any other European company in the travel and leisure industry, according to the European Commission's Top 1000 Ranking of European companies investing in Research and Development in 2005.

Amadeus' R&D investment in 2005 was €182,19 million, up from €153 million, or 18.9%, in 2004. In total, the company invests EUR 300 million each year in technology.

Overall, Amadeus ranks 87th out of the 1,000 European companies that appear in the list, two positions higher than in last year's report. Among Spanish companies in all industries, Amadeus is the second-largest investor in R&D, after Telefónica.

Amadeus has six Development centres around the world. Its main site is located in Sophia-Antipolis (France), with the remaining five in London, Sydney, Frankfurt, Antwerp and Miami. The Operation & Data centre in Erding (Germany) is one of the largest civilian data centres in Europe.

Jean-Paul Hamon, Executive Vice President Development of Amadeus, explains, "Our firm commitment to research and development helps our customers to stay at the forefront of the travel industry. Increasingly, we are investing in open technology, which will allow us to bring more solutions to the market, more quickly. This means we can respond more rapidly to the changing needs of our customers as the industry continues to evolve."

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