

# Bulletin

Travel Agents Newsletter

## KLM to switch all sales and reservation operation to Amadeus

KLM will join close to 150 of the world's leading airlines that have entrusted their sales and reservation to Amadeus's flagship IT platform

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Did you know that?

Question of the month



# KLM to switch all sales and reservations operations to Amadeus



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Amadeus announced that KLM has decided to outsource all its sales and reservations operations to Amadeus Altéa Reservation, the travel industry's only community-based, multi-channel sales and reservation platform.

KLM is the third SkyTeam carrier - after Air France and CSA Czech Airlines - to select Altéa Reservation, which today drives airline ticket sales representing over 400 million passengers boarded per year.

Through the agreement, KLM will use Amadeus Altéa Reservation to process ticket sales in its own sales offices and call centres, as well as bookings from Amadeus travel agencies and other Global Distribution Systems.

Altéa Reservation's "community" structure means KLM will use the same sales platform as close to 150 airlines and over 78,000 travel agencies. Among the benefits, this will bring KLM are:

- the ability to ensure reliability of flight, fares and passenger information throughout all its sales channels.
- The opportunity for both KLM and its sister airline, Air France, which already uses Altéa Reservation, to better serve their customers through increased standardisation and data exchange. The move also presents opportunities to achieve further cost synergies in distribution.
- in addition to the airline's inventory, KLM agents will also have access to a wide range of information and booking capabilities on other travel service suppliers, giving them the opportunity to provide passengers with more complete travel packages and therefore, further contribute to the delivery of a higher quality service throughout their journey.

## Amadeus targets paperless ticketing by the end of 2007

Amadeus expects 70% of the tickets issued through its system will be electronic (e-tickets) by the end of 2006. The current figure is 64.5%. Amadeus has already implemented e-ticketing for 39 airlines this year and expects to implement a further 20 by the end of the year.

Antonella Vecchio, Alitalia's Manager Distribution and Revenue Management comments, "91% of our routes are now e-ticket-enabled and we expect to reduce the remaining 9% to 4% by the end of 2006, with a view to having 100% e-ticketing by 2007. We are very confident to reach this goal, not only because of the extensive and unequalled market coverage Amadeus e-ticketing offers, but also due to the continuous quality of their training and support. Together we will drive industry initiatives forward."

Jos Arribas, Iberia's Vice-President, Commercial Logistics says, "As a result of our partnership with Amadeus, Iberia is very well positioned to reach IATA's 2007 objective.

Amadeus is a very quick and efficient solution to deploying e-ticketing all over the world. The majority of Amadeus travel agents can now issue an Iberia e-ticket and enjoy corresponding special fares."

Henri Hourcade, Air France Vice President Distribution & Internet says, "With its network of deployed countries, Amadeus electronic ticketing provides unparalleled opportunities to decrease our ticketing costs.



In order to meet the IATA deadline, Air France is currently implementing numerous

electronic interline agreements with its partners, which Amadeus is able to deploy efficiently and rapidly to its travel agencies. Electronic ticketing provides additional services to our passengers with the possibility to check in at airport kiosks or online."

Amadeus' rate of implementation of e-ticketing for airlines is getting faster through the year. The company is an IATA preferred supplier for achieving paperless travel by 2007, and is well on track to complete its part in this key milestone for the industry.

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

## Amadeus Frequently Asked Questions

### Frequently Asked Questions



We are pleased to announce that Amadeus Iran Helpdesk and Training department has prepared the first issue of Amadeus Frequently Asked Questions.

Our main aim to offer this solution is to increase the Iranian travel agents' efficiency, productivity and to enhance their Amadeus system skills.

Meanwhile, this service tends to decrease our huge volume of incoming calls.

To receive a copy of Amadeus FAQ, you may call the Helpdesk & Training Department at +98 21 887 066 01. Ext 102/103 or simply send us an e-mail to:

[helpdesk@amadeusiran.com](mailto:helpdesk@amadeusiran.com)

Should you have any further questions, please let us know.

## Did you know that?

- Amadeus is in more markets than McDonald's.
- Amadeus bookings per day fill 1,121 Airbus A380s.
- In Amadeus, they have +100 nationalities just in their central sites.
- Amadeus is more global than the nearest competitor.
- Amadeus total yearly downtime is less than 1 hour.
- More than 50% of the staff are dedicated to serve the customer.
- Amadeus data centre has a memory size of 34,000 personal computers.
- In Amadeus data centre, they store information 3 times the length of the Great Wall of China.

### Question of the month

What do the following acronyms stand for?

> TST, PTA, TSP and TIDS

Send us the answer to the question above and WAIVE the tuition fee of one Amadeus Basic functionality course!

Note: some will be nominated by the draw.

## E-booking technology gives Amadeus pole position

Amadeus has won two awards including the World's Leading Internet Booking Engine Technology Provider and the World's Leading CRS/GDS System, at the annual 2006 World Travel Awards ceremony. It is the third year running that Amadeus e-Travel has picked up the award for the World's Leading Internet Booking Engine Technology Provider.

"I am delighted that Amadeus has won these two prestigious awards," said Ian Wheeler, Vice President, Marketing, Amadeus. "They underscore our commitment to delivering innovative end-to-end solutions to the industry. Our continued investment in distribution and e-commerce solutions has enabled our customers to better meet the growing needs of today's traveller. I would like to thank our customers for making this distinction possible."

Manon Han, Vice President, World Travel Awards, said: "These awards recognise excellence throughout the travel and tourism sector, and by providing differentiated solutions that benefit travel providers and travellers alike, it was widely agreed that Amadeus deserved to come top in these two important categories."

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

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