

Amadeus mid & back office portfolio

Business Management

**Your business processes
made easy**



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Business drivers for your mid & back office solutions

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Your business is unique

Amadeus Agency Manager offers a flexible solution that adapts not only to BCD Travel's way of working, but also to the specific requirements of many countries in which we do business, enabling us to leverage the benefits.

Heinz Jennewein
Head of IT, BCD Europe

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Today's travel agencies exist in a world that is constantly evolving and where maintaining a competitive edge is an ever-present preoccupation. Pressures from intense competition, changing traveller behaviour, and new business models, amongst others, are squeezing margins and forcing you to review the way you do business.

To ensure your agency remains profitable in such an environment, you need to focus your efforts and resources on high value revenue-generating activities, and less on manual administrative tasks. Your mid and back office systems are critical to this success; through the optimisation of your business processes you can empower your agents to work in a more efficient and customer service oriented manner.

At Amadeus, we understand that your business is unique; and that your IT solutions must be adapted to meet your specific challenges. So, whether you require an end-to-end review of your agency operations, or a tailored application for the mid office, Amadeus will work with you to find the best solution; and in every case delivering benefits that go straight to your bottom-line!



Amadeus – your IT partner

Amadeus offers you industry expertise & IT know-how. From front through to mid & back office and beyond, Amadeus has experience in delivering global, scalable and customisable solutions. Amadeus is the IT partner of choice for over 90 000 agencies worldwide

Global & Proven Solutions

- > **90 000+** Travel Agency locations
- > **215+** markets
- > **400 000+** terminals using Amadeus Selling Platform
- > With the world's most widely used mid & back office solutions:
 - > customers in over **30** countries
 - > more than **15 000** users
 - > **25 million** tickets processed annually

IT Partner

- > Europe's number 1 travel company in terms of R&D investment:
 - > worldwide network of R&D and Service Delivery centres
- > Europe's largest civilian data centre & number 1 processor of travel transactions:
 - > ½ billion transactions per day
 - > more than 3 million net bookings per day

Innovative & Latest Technology

- > Scalable Solutions built on a community model
- > Next generation open systems
- > Future proof technology to give a competitive edge
- > Compliancy with all the latest industry mandates



Optimise your mid office

Amadeus’ portfolio of mid and back office solutions is designed to accompany you through every step of your agency business processes. From reservation to invoicing, payment and reconciliatory accounting activities, you need a cost efficient solution that will significantly improve the way you do business.

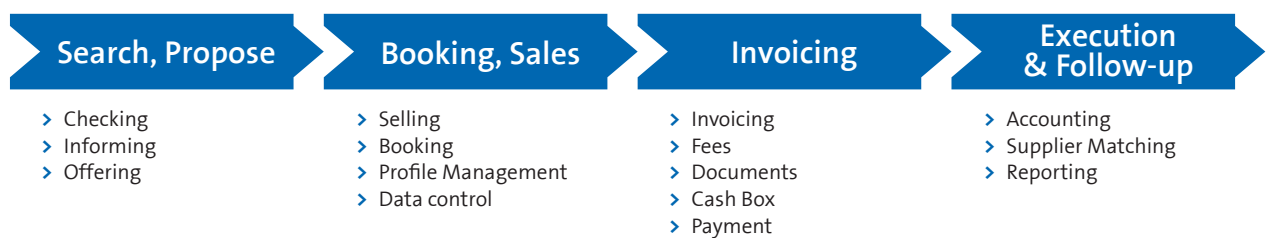
With its scalable architecture, open systems & modular approach, Amadeus’ offer is both flexible and customisable: from the complete end-to-end Sales Management Solution, to the individual mid and back office components, we know that one size does not fit all!

Amadeus works hard to ensure that your solution is fully adapted to your business needs & technical requirements. Each

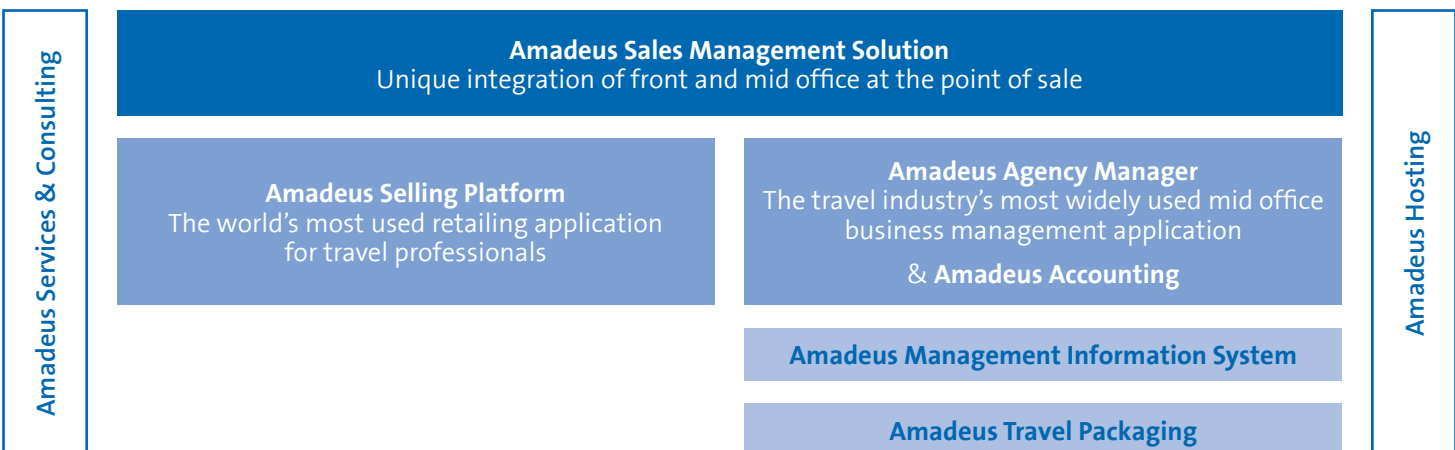
implementation is managed by our dedicated solution experts, and our range of post-implementation services will help you drive maximum value from your IT investment as your business evolves.

Couple this with the guarantee of data security offered by our hosting facility and a complete support package (including 24x7 helpdesk) and you will see that Amadeus is your true IT partner.

A ‘typical’ travel agency process from sales through to accounting



COMPLETE CUSTOMER EXPERIENCE



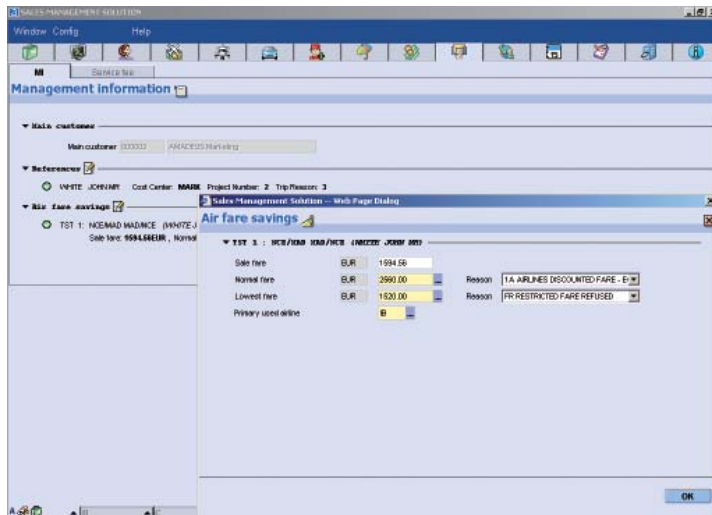
Amadeus Sales Management Solution

Amadeus Sales Management Solution is a unique offering combining front, mid and back office. Leveraging the power of the Amadeus system through its retailing application, Amadeus Selling Platform, together with the globally deployed mid office solution, Agency Manager, Amadeus brings you a true “one stop shop” for your travel agency business.

One view, one solution

What makes this solution unique is the ability to manage the sale of an entire trip directly at the point of sale. From handling of profiles through to booking and payments, there is no switching between applications. Agents can:

- Handle integrated passenger and customer profiles with access to both front office and mid office information ensuring a streamlined sales process
- Manage multi-source reservations booked in Amadeus or external reservation systems
- Complete the PNR with customer specific references to be used for statistical reporting
- Edit travel quotations based on actual fares and service fees to provide an accurate estimate to their customers before ticketing is performed
- Issue complete travel and sales documents such as tickets, invoices, vouchers or itineraries
- Record payments and refund



Seamless workflows: Customer data (eg air fare savings) is entered at booking time and automatically passed on to the mid office for error-free reporting.

Category	Item	Details	Amount	Unit	Status
Reservations	HK	1 075 8783-C WCE 17DEC09 07:40 MAD 17DEC09 08:35			P1
	HK	1 075 C WCE 17DEC09 MAD 17DEC09 19:00	EUR		P1
	HK	1 70005 ESWR MADRD 17DEC09 09:45 MAD 28DEC09 11:35	EUR		P1
Applicable fees	1 Own supplier	AVFO01 17DEC09 17DEC09	30.00	EUR	P1
	1 Own supplier	CAFF01 17DEC09 28DEC09	9.00	EUR	P1
Products	CD	1 AMADEUS Marketing CABBIT Self rent a car	1000.00	EUR	P1
	HD	1 AMADEUS Marketing HOTINT Hotel International	1900.00	EUR	P1
	AI	1 AMADEUS Marketing AIRINT BSP	194.56	EUR	P1
Confirmations	D1	1 AMADEUS Marketing HCF001	25.00	EUR	P1
	D1	1 AMADEUS Marketing AVFO01	30.00	EUR	P1
	D1	1 AMADEUS Marketing CAFF01	9.00	EUR	P1
Sales documents	SI	03M4F09	1649.56	EUR	
Payments	AX	XXXXXXXXXXXX1104 03M4R03	1294.56	EUR	
	AX	XXXXXXXXXXXX1104 03M4R03	30.00	EUR	
	AX	XXXXXXXXXXXX1104 03M4R03	25.00	EUR	
	AX	XXXXXXXXXXXX1104 03M4R03	25.00	EUR	
	AX	XXXXXXXXXXXX1104 03M4R03	9.00	EUR	

Master Repository: The Trip Master Record provides a single view through which the agent can manage the sale of the entire trip:

- multi-source reservations, including manual bookings
- automated or manual fees
- all sales & travel documents
- & payments.



Key benefits of Amadeus Sales Management Solution: front & mid office combined at the point of sale

Improved productivity

A single integrated application for the management of all front, mid & back office functions:

- › Single view access to all trip data through the Trip Master Record
- › Seamless dataflows for high data quality and reduced errors
- › Management of mid office tasks (Agenda) at point of sale

Automation of day to day tasks:

- › Invoicing
- › Pre & post booking controls
- › Synchronisation of profiles between front and mid office (Amadeus Customer Server & Agency Manager)

Increased Revenues

Integration of multi-content reservations
Application of automated transaction fees at any time during the booking process
Improvement of margin control, credit card & supplier matching functions

Improved Customer Service

One view – one solutions means:

- › Agents can spend more time on serving the customer
- › Complete pricing is available at booking time
- › Complete travel & sales documents can be issued regardless of booking source

Flexible & Customisable

The Sales Management Solution front-office interface can easily be customised according to your business rules & objectives

Quality Guaranteed

Agents save time and avoid errors thanks to the seamless flow from front through to mid and back office. Data accuracy is guaranteed and agent performance is enhanced:

- > Double-entry of data is avoided
- > PNR content is verified through quality checks prior to completion
- > And activities such as invoicing are automated - with our business customers reporting more than 90% of invoices being generated without the need for manual intervention

And with agents spending less time on administrative tasks, they can focus more on serving the customer. Combine this with such features as the ability to offer complete pricing at booking time, and your customers will benefit from a level of service that is second-to-none!

Tasks

21 May 2009	Credit card of passenger is expired	ML	Standard
30 Jul 2009	Hotel rooms booked	ML	Other
30 Jul 2009	Send travel documents	ML	Urgent

PNR

HK	1	075	0753-C	NCE	17DEC09	07.40	MAD	17DEC09	09.35	1594.56	EUR	P1
HK	1	075	C	NCE			MAD			1594.56	EUR	P1
HK	1	70005	EMAR	MADRID	17DEC09		MADRID	20DEC09		1080.00	EUR	P1
HK	1	075	0740-C	MAD	20DEC09	09.45	NCE	20DEC09	11.35			P1

Hotel

HK	1	Hotel de la Rosebudon	17DEC09	A1D	20DEC09					1580.00	EUR	P1
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Applicable fees

	1	Own supplier	AVF001	17DEC09	17DEC09					20.00	EUR	P1
	1	Own supplier	CAF001	17DEC09	20DEC09					9.00	EUR	P1

Products

C2	1	AMADEUS Marketing	CARINT	Sol rent a car						1500.00	EUR	58 P1
H2	1	AMADEUS Marketing	HOTRI	Hotel International						1500.00	EUR	58 P1
A1	1	AMADEUS Marketing	ARINT	BSP	AT0001	075-200000946				1594.56	EUR	58 P1

Confirmed fees

D1	1	AMADEUS Marketing	HCF001							25.00	EUR	58 P1
D1	1	AMADEUS Marketing	AVF001							20.00	EUR	58 P1
D1	1	AMADEUS Marketing	CAF001							9.00	EUR	58 P1

Sales documents

59	AMADEUS Marketing	SI		03MAR09						1548.56	EUR	
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Payments

	AMADEUS Marketing	AX	XXXXXXXXXXXX1004				03MAR09			1594.56	EUR	
	AMADEUS Marketing	AX	XXXXXXXXXXXX1004				03MAR09			20.00	EUR	
	AMADEUS Marketing	AX	XXXXXXXXXXXX1004				03MAR09			25.00	EUR	
	AMADEUS Marketing	AX	XXXXXXXXXXXX1004				03MAR09			9.00	EUR	

Improved workload management:
With the mid office Agenda available at the point of sale, agents can manage their activities directly, processing tasks in the Trip Master Record



Amadeus Agency Manager

Amadeus Hosting: cost effective data-security

Amadeus employs high-end servers to run your mission critical applications, with an impressive average uptime above 99.9%.

The hosting solution gives you:

- > peace of mind
- > guaranteed service & reliability
- > reduced operational costs
- > & instant, hassle-free access to regular product upgrades

Using an ASP version of Agency Manager hosted in the Amadeus facility in Erding reduces our running costs significantly.

Tony Berry
Distribution Services Director, HRG

Amadeus Agency Manager is the world's most widely used mid office application, as well as being the driver behind the unique mid office integration in Sales Management Solution. A reliable and proven solution, Agency Manager is customisable to your needs and compliant across multiple markets.

Direct business benefits for you

Increased Efficiency

Designed to improve the efficiency of your agents, Amadeus Agency Manager facilitates complex tasks and automates data flows to ensure both speed and accuracy.

Activities such as invoicing, document handling and VAT calculation are made easy, giving agents more time to focus on serving the customer.

With all booking elements fully integrated whatever their source (GDS, local providers...), agents can easily manage an entire trip in a single dossier.

Better Revenue Management

Agency Manager also helps you to increase revenues through features such as the automated service fee calculation which guarantees 100% of fees are collected; or thanks to the provision of management reports which can be sold on to customers.

Controlling the profitability of your business lines is key to your success, and tools such as the margin control system give you the visibility on your performance that you need, when you need it.

Back Office Integration

Amadeus Accounting is a dedicated travel agency back-office solution, that is fully compliant with all local requirements (VAT, legal...). Seamless dataflows with Agency Manager mean entries are generated automatically, and data quality is assured. Amadeus Accounting includes:

- > Supplier matching
- > Commission tracking
- > Credit card extractions
- > General ledger & analytical accounting

Agency Manager customers around the world are also using the mid office together with 3rd party accounting systems such as: SAP, Agresso, SAGE, J D Edwards...

Additional Revenues:

Calculation of service fees is automated and revenue collection guaranteed. Easy to set up, fee models can be applied directly in Agency Manager or at the point of sale with Amadeus Sales Management Solution.

Fee Type	Description	Product	Unit price	Currency	%	Condition
consolidation	Fee air Europe	AVFO01	20.00	EUR	0.00	AV
consolidation	Fee for International flights	AVFO01	20.00	EUR	0.00	AV
consolidation	Fee car	CAF001	9.00	EUR	0.00	CA
consolidation	Fee for miscellaneous	DIF003	10.00	EUR	0.00	INSURANCE
consolidation	Fee rail	TRFO01	0.00	5.00	0.00	TR
model	Fee for hotel	HOF001	25.00	EUR	0.00	HO
individual	Fee for visa/passport	VISA	5.00	EUR	0.00	VISA

Amadeus Agency Manager: Key Features

Integration of multi-source reservations	<ul style="list-style-type: none"> ➤ Multi GDS (Amadeus, Sabre...) ➤ Local provider interfaces (local rail, ferry, cruise...) ➤ Your own internal production by means of a universal XML interface
Automated Service Fee calculation	<p>Service fee calculation and collection is facilitated, guaranteeing additional revenues</p>
Automatic Invoicing	<p>Touchless invoicing directly after ticketing, avoiding the need for manual intervention</p>
Document Management <ul style="list-style-type: none"> ➤ Document Creation & Printing Module ➤ E-mail Module ➤ Archiving Module 	<p>Documents such as itineraries, invoices, order receipts, vouchers can be:</p> <ul style="list-style-type: none"> ➤ Customized for agency or client & printed individually or in batch ➤ Issued by email through an automatic workflow ➤ Archived centrally & accessible via a webportal
Reporting	<p>Available from the standard reports in Agency Manager, or fully customizable reports provided by Amadeus Management Information System</p>
Margin Control System	<p>Ability to check the margin of each product or dossier based on the purchase price</p>
Automated Credit Card Interface	<p>Which includes compliancy with the latest industry standards eg. PCI/DSS</p>
Supplier Matching	<p>Automates supplier reconciliation and payment (BSP & others) and creation of accounting entries</p>
Multimarket	<p>Agency Manager is compliant with local requirements:</p> <ul style="list-style-type: none"> ➤ VAT handling ➤ Local language ➤ Local provider integration ➤ Local credit card integration ➤ Global reporting



With its modular framework we can choose which parts of Agency Manager to adopt. This flexibility allows technology to support HRG's business strategy.

Tony Berry
Distribution Services Director, HRG

Maximising your IT Investment



Further improve the way you do business with our dedicated add-on product options and services & consulting packages.

Amadeus Management Information System: the right information at the right time!

Amadeus Management Information System is a powerful business intelligence tool that provides management information for your own business and your corporate customers.

Users can access up-to-date information gathered from Agency Manager anytime, anywhere. The system offers complete flexibility, with standard or customised reports which can be issued automatically according to a predefined schedule and recipient list.

Examples of available standard reports include:

- > Active Orders
- > Saving Analysis
- > Airline Activity
- > Ticketing Cost
- > Product Ranking
- > Turnover Overview

Amadeus Travel Packaging: sell travel more profitably!

Fully integrated into Agency Manager, Amadeus Travel Packaging offers travel professionals the possibility to build, manage and sell packages and groups & incentives reservations.

With a focus on ensuring maximum revenue and guaranteeing minimum risk, Travel Packaging helps you to manage your supplier contracts, from bulk discounts to allotment management, rates and releases. From building packages and ad-hoc elements, through to the presentation to the end-customer (for example via your website), booking and even cancellation, Travel Packaging lets you manage all elements seamlessly.

Services & Consulting: making your IT investment work for you!

Amadeus is committed to providing you with the best in implementation and support services to deliver you a truly tailored solution. And, once you are up & running Amadeus remains on hand to help ensure that your mid and back office solution grows & adapts with your business.

Configuration services:

Should you need to add new modules or functionalities to your existing set-up, Amadeus experts will manage the implementation whenever you need, with limited disruption to your business.

Examples of additional modules:

- > automation of credit card file processing
- > addition of a new 3rd party booking source
- > extraction of mid & back office data

Consulting services:

Is it time to take a step back & review how you work? Amadeus consultants are available to conduct an on-site 'health check'. Whether it's for a full system overview, or assistance on implementing a new fee strategy, our consultants' knowledge and experience ensures you will see an immediate impact on the productivity of your agents.

Training services:

Improve your agents' knowledge base with our standard or "à la carte" training programmes. Skilled agents can work more efficiently, with increased reactivity towards problem resolution, helping you to gain competitive advantage.

We will continue to work closely with Amadeus on additional implementations and customised product developments. With our unique cross-market approach, we need a tailored service and first class project management, which is exactly what Amadeus provides us with!

Heinz Jennewein
Head of IT, BCD Europe

For more information on the business benefits of our mid & back office portfolio contact your Amadeus Sales Representative.