

# a Bulletin

Philippine Mosaic

## 4 Asian airlines shift to Amadeus platform



Four giant Asian airlines have recently announced they will be using the Amadeus platform for their operations.

In separate agreements, All Nippon Airways, Asiana Airlines, Korean Air, and Thai Airways International will be shifting to the Amadeus' Altéa Customer Management Solution.

These airlines will join Asia Pacific based Cathay Pacific, Singapore Airlines, Qantas and Jinn Air in using the Amadeus platform.

The Amadeus' Altéa Customer Management Solution has been selected by more than 110 of the world's top airlines.

Altéa manages all passenger processes for an airline including reservations, inventory, and departure control.

Amadeus has already identified Asia Pacific as the biggest travel and tourism market and is committed to bringing world-class technology into the region.

Amadeus is a leading travel technology partner and transaction processor for the global travel and tourism industry. In the Asia Pacific region, it has operations in Australia-New Zealand, Hong Kong, India, Indonesia, Japan, Malaysia, Philippines, Singapore, Taiwan, Thailand, and Vietnam.

## The Travel Enterprise of the Future

By Albert Villadolid | General Manager | Amadeus Philippines

As we end another very challenging year and prepare for 2012, I want to share with you the results of an extensive study conducted by IBM where they formulated the five key characteristics of "The Enterprise of the Future," and then paraphrase them to describe "The Travel Enterprise of the Future."

The first characteristic of the Travel Enterprise of the Future is it is "Hungry For Change." It is very agile, capable of changing quickly and successfully. Instead of just being reactive to trends and developments, it shapes and leads them. New developments in the travel industry and market shifts are used as vehicles to move ahead of competition.

Its second characteristic is it is "Innovative Beyond Customer Imagination." The Travel Enterprise

of the Future aims to surpass the expectations of the increasingly demanding travelers.

The third characteristic is it is "Globally Integrated." It is strategically designed to access the best capabilities, knowledge, and assets from wherever they reside in the world and apply them to any destination that they are required.

They are also "Disruptive By Nature." The Travel Enterprise of the Future radically challenges its business model. It shifts the value proposition, overturns traditional delivery approaches and as soon as opportunities arise, reinvents itself and its entire industry.

Finally, it is "Genuine, Not Just Generous." It goes beyond philanthropy and compliance and reflects genuine concern for society in all actions and decisions.

How does your travel organization stack up with these five characteristics? To most travel organizations in the Philippines today, I see these could be very daunting to even begin to aspire to be one.

One key is to make sure that you partner with the best – organizations that are already in the process of inculcating these characteristics because of their vision, their leadership, and their commitment to the travel industry.

Check out Amadeus and find out why we should be your technology partner.

Find out about our unique Altea' Single View proposition;



the industry-first Amadeus BSP Reconciliation Application; Amadeus One-Click Solution; and our plethora of solutions that will help your travel business to succeed and prosper.

As we prepare to start a new year, most

likely another challenging one, keep this in mind: We are rooting for you to succeed because we believe that your success is our success as well.

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## Amadeus launches new application that can track travelers



Amadeus launched a new online application that would enable travel agencies to accurately locate their clients anywhere in the world.

Dubbed as the "Amadeus OneClick", the new technology will arm travel agencies with the capability of locating their clients in the event of an emergency, travel disruption, or for sending short message services (SMS).

Amadeus Philippines general manager Albert Villadolid said the online application would aid travel agencies that have clients that travel to numerous international destinations.

"Amadeus OneClick is a one-stop-shop that will assist travel agencies to quickly find their clients and access travel information through an intuitive interface. It can be used to contact clients in the event of an emergency, travel disruption, or even during their daily operations," Villadolid said.

The online application locates clients based on their travel plans that Amadeus stores in a central portal which features a powerful search tool and map-based view to show full itinerary details and route view display.

Through Amadeus OneClick, travel agencies will also be able to send and receive SMS from their clients at any time.

The Philippines is the fourth country in Asia to have the Amadeus OneClick after its initial roll out in Thailand, Australia, and Japan.

The Amadeus OneClick can be integrated into the Amadeus Global Distribution System or the Amadeus e-Travel Management.

## Asia Pacific travel industry lists technology as key to growth

As the region's travel sector continues to surge, an interactive poll conducted by Amadeus confirmed that Asia Pacific's travel professionals regard technology as a key driver of business performance.

Over 300 travel agency customers from 21 markets across the region completed a poll dubbed "Navigate 2011: Exploring a Brighter, Bolder, Better Future Together" at Amadeus' recent customer and industry conference in Thailand.

The survey found that over 60 percent of respondents plan to use technology to stay ahead of the curve. Most of those polled regarded technology as playing an integral role in increasing revenue and decreasing costs.

Amadeus Asia Pacific president David Brett said they are addressing concerns to ensure the region will continue to sustain its growth as a travel market.

"The travel industry in the region is demonstrating resilience despite economic uncertainties. It has continued to support the region's economic growth. Asia-Pacific is leading air travel growth globally and has emerged as the world's second largest travel market overall,



surpassing even the United States of America in terms of passenger volume," Brett said.

Brett said Amadeus is working hard in attending to customer needs and have invested heavily in new solutions including the Amadeus Travel Office Manager and OneClick which are specifically designed for the Asia Pacific market.

Among the results in the survey showed that mobile technology will continue to be one of the primary tools of travel agencies over the next five years and the introduction of automated airport check-in processes will be the next big development in the industry.

Amadeus already came out with a report "The always-connected traveler: How mobile will transform the future of air travel" while its Amadeus Altéa Suite is already being used by 114 of the world's leading carriers.

## Amadeus to offer baggage tracking service

Amadeus announced that it has partnered with Swiss based Société Internationale de Télécommunications Aéronautiques (SITA) to offer real-time baggage tracking information and worldwide baggage reconciliation to passengers.

The Amadeus Altéa Baggage Tracking is based on the integration of SITA's leading baggage messaging technology with the passenger and baggage servicing capabilities of Amadeus Altéa Departure Control.

The first phase of the partnership will cover 54 airports and will integrate the Customer Management module of Altéa DCS and airport baggage

handling systems for baggage to be tracked starting from their check-in.

The second phase will involve integration with the Flight Management module of Altéa DCS in order to communicate precise information on baggage for load and balance control.

Eventually, Amadeus and SITA will work with airport operators to connect more airport systems worldwide to SITA BagMessage.

Through the sharing of information at the airport, Altéa Baggage Tracking will enable airlines to not only improve the customer experience, but also to drive cost savings.