

# Explorer



## Travel Agents Newsletter

### WORDS BY

Dear Amadeus Users,



It was 20 years ago, on 21 October 1987, that the first official Amadeus company (Amadeus Marketing SA) was formed - and Amadeus was officially born. The 20-year anniversary is significant for any company and we want to celebrate the growth and success we have achieved together over these years. 2007 has been the year for consolidation / development for my team in the ACO Pakistan & we were also privileged to have completed a decade of successful partnership with Amadeus in Pakistan during the year.

I take this opportunity to thank each and every one of our Customers and The Partners supported for our success and I am confident that with your continued support the next twenty years will be even more successful. I hope you will enjoy the activities planned at local web site and over the following months. Let the celebrations begin!

Furthermore, I would also like to convey the Greetings to All Amadeus Customers on behalf of my team / myself on the auspicious occasion of 'Eid ul Fitr'. May the almighty Allah accept the prayers we had offered during the Holy month of Ramadan & bestow His blessings on the entire mankind in this Earth.

Amadeus Reservation System was specially designed to serve the people efficiently / professionally through its Users - particularly the front liners at its numerous outlets spread round the globe. The entire network of Amadeus was consistently striving smartly with complete dedication and devotion (round the clock world), in order to continue to introduce new Products and functionalities / solutions and in the process further strengthening the ones already available to Amadeus Partners, to in turn to make those more "User Friendly"-addicted to the Amadeus system. As such, Amadeus takes pleasure / was privileged to be called as the "System of the Users".

Each & every product and related feature of Amadeus give the travel & tour professionals a distinct competitive edge and also enables them to keep their Customers "delighted", all the time. We feel extremely proud in sharing with you that Amadeus, which was a preferred Technology Partner of most of the renowned Airline Partners of the world, was proactively extending its support / services in more than 200 markets of the world.

- ▶ Today we (after ten of association with Amadeus) were also proud to say that the valuable system Users of Amadeus know much more about its system than of any others.
- ▶ Today we also take pride in affirming that each of its dedicated professionals in the team, were Amadeus Certified.
- ▶ Today we continue to feel privileged to say that it was also the Leading Technology Partner in Pakistan.-Market Leader in the Country

Our "Great People" strongly believe in extending extra care and dedicated support to our Valued Customers and also solemnly believe in, "There is nothing impossible – the difficult today and the Impossible tomorrow". "Reach for the Sky with the feet firmly stuck on the Ground". That's where the difference prevails !!!!

With my kind personal regards

**H.ZAFAR AHMED**  
Executive Vice President

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To find out more visit [www.amadeus.com/pk](http://www.amadeus.com/pk)

## NEWSLINE

### Happy Birthday Amadeus

On 21 October Amadeus will celebrate its 20th birthday. It's been a great first twenty years for the company and we look forward to continuing our leadership and growth in the future.

Since Amadeus' creation in 1987 the company has grown steadily and built a solid reputation as provider of the world's most robust, reliable and resilient travel IT systems, combining a global presence with local expertise as we have expanded to be present in 217 world markets. During our expansion we have overtaken all of our competitors and have constantly increased our market share.

Today the Amadeus system processes more than 500 million reservations per year - that's from around 366 million transactions per day and represents about a third of the world's air tickets. Amadeus has more than 390,000 points of sale worldwide in more than 83,000 travel agency locations with 95% of world's scheduled network airline seats available through the system. For the past 20 years, Amadeus has been delivering cutting edge travel IT for customers all over the world. Today, our flexible, scalable technology solutions are still 7 years ahead of our competitors. That's because we have always invested heavily in R&D and we will continue to do so for years to come.

Over the years we've continued to expand, not only geographically but also in terms of evolving our offering so as to meet the ever-changing needs of our customers, all with the aim of becoming the world's leading provider of IT solutions that enable success in the travel industry. Proof of this has been the launch of our Altéa Customer Management Solutions in 2000, Mid- and Back-office solutions for Travel Agencies, and Revenue Integrity Solutions for Airlines in 2003, IT Solutions for Hotels and a suite of solutions for the Leisure industry in 2004, and our Customer Management Solutions for Low Cost Carriers in 2005 to name but a few.

We're celebrating 20 years of success, and with the support of our customers and partners we're confident we'll continue to lead the way for years to come. Celebrate with us and take part in our special 20 Days 20 Prizes competition on [www.amadeus.com](http://www.amadeus.com).

During the course of the competition, which will run from 21 November, we're giving away a wide range of amazing

prizes. These prizes have been donated by some of our most prestigious partners, covering all sectors of the travel industry - airlines, travel agencies, car rental companies, hotels, cruise, ferry, insurance and rail.

To take part in 20 Days 20 Prizes, all you have to do is go to [www.amadeus.com](http://www.amadeus.com) and register to win great prizes in the near future.

#### Amadeus Value Pricer

Amadeus Value Pricer is a powerful low fare search and booking tool that provides the best available domestic and international fares in seconds. By eliminating the need for a PNR, Amadeus Value Pricer can perform fully validated searches for available flights and lower fares in one easy step.

Amadeus Value pricer is equipped with over 25 options to customize the search. Amadeus Value Pricer offers up to twenty fare recommendations for domestic and international itineraries.

Amadeus Value Pricer also offer flights to match alternate fare recommendations, searches Published and Private fares to find the best fares and provides a simple booking option. It is available through various platforms, including cryptic, Amadeus Selling Platform, Amadeus E-Retail engine or Amadeus API.

Amadeus Value Pricer is currently distributed worldwide. It predominantly targets National Leisure Travel Agencies, National Business Travel Agencies, Travel Management Companies.

The main benefits of Amadeus Value Pricer are:

**Drive business growth:** increase sales by providing reliable and accurate "best-rate" offers that meet customer needs

**Improve productivity:** work faster and smarter; streamline the booking process using an automated availability and pricing process

**Assure customer satisfaction:** offer a wide array of solutions that fit customer requirements.



Recently Jose Antonio Tazon, President & CEO & Julia Sattel, VP EMEA & LA on behalf of Amadeus I.T Group S.A. presented thank you to Amadeus Pakistan - Premier Aviation Services (Pvt.) Ltd. for 10 years of successful partnership. On picture Mr. M.I. Akbar, President & Mr. H. Zafar Ahmed, EVP of Amadeus Pakistan displaying the Shield awarded to them on a occasion in Madrid, Spain.

## Automating service fee management can boost service fee revenue by 28%

Amadeus, a global leader in technology and distribution solutions for the travel and tourism industry, has commissioned an independent study on service fee management in travel agencies in five European countries. The study, conducted by Dr. Fried and Partner, a German consultancy, found that agencies can increase service fee revenue and productivity by 28% and 67% respectively by automating the management of service fees.

The study compares agencies calculating fees manually with agencies using an automated solution. Automating service fee management was found to allow travel agencies to adopt more sophisticated fee schemes which include a greater variety of transaction fees. The resulting increase in

service fee revenue can be as much as 28%.

Compared with agencies calculating fees manually, agencies using an automated solution integrated into their selling application can, on average, increase productivity by 67% for service fee application activities and by 12% for the overall booking process. The productivity gain can be achieved by using the time saved through automated fee management to make more bookings.

Maximizing service fee revenue is crucial as the travel agency business model relies ever more on Service Fees as airline commissions disappear. According to research published by Amadeus in July this year, 34% of travel agencies see falling commissions as the biggest challenge their business faces. Moving to a service fee-model is one of the key ways travel agencies can prepare their business for the next phase in the travel industry's evolution. In Scandinavia, which

is leading the way in this trend, 73% of business travel agencies' total revenue comes from service and transaction fees. Notably, the average revenue/gross sales margin among these agencies is higher than among agencies which have not adopted the service fee model to the same extent.

"Amadeus commissioned this study to help our customers as they move to a service fee-based business model. Our close relationship with thousands of travel agencies around the globe allows us to compare trends in service fees and how they are managed by agencies," says Claude Giafferri, VP, Travel Office Products & Solutions, Amadeus, "We are convinced that there are strong revenue opportunities to be uncovered by travel agencies and this study demonstrates that automated processes are a key enabler to making the most of the service fee revenue opportunity."

## Amadeus simplifies the online shopping experience for corporate travellers

Amadeus, a global leader in technology for the travel industry, will unveil the latest enhancements to Amadeus e-Travel Management at the ACTE Global Conference in Munich on October 21. Version 11.0, which will be available worldwide by the end of October, represents the latest steps towards Amadeus' vision to provide a simpler and more flexible 'Total Trip Experience' for business travelers.

Amadeus Single View is a new feature that revolutionizes the way in which travelers search and select the most suitable travel options - using many 'shopping' features more usually associated with internet-based leisure travel sites.

Travel options are displayed more simply, while at the same time the latest release provides greater flexibility and choice – and always within the company's own travel booking policy. The traveler can search and narrow down possible travel arrangements for a particular trip, select the most suitable travel combination based on specific criteria and availability, and view these via a clear and consistent display.

One of the key new benefits of Amadeus Single View is that it introduces the "Fare Group" concept to business travel. This provides the unique ability to compare and book flights, fares and availabilities across network airlines and low-cost carriers. Additionally, it allows for mixed class displays for complex air travel journeys for trips involving combinations of different types of airline, or classes of travel.

One illustration of this benefit: a traveler can opt for a restricted option on his way to a meeting and a flexible option on his return - to leave room in case a meeting takes longer than planned. Similarly, a traveler can combine an outbound Business Class flight with an economy return – so that he or she arrives fresh to a meeting and maximizes savings on the way back.

There are also advanced filtering capabilities for a highly personalized selection of travel options; allowing travelers to make informed decisions in a single step. Travelers can use graphical filters to adjust and get several fare groups displayed so that they can make the most suitable travel combination.

Furthermore, Amadeus e-Travel Management is newly certified based on the Payment Card Industry Data Security Standard (PCI/DSS), having fulfilled all the requirements for security management, policies, procedures, network architecture, software design and other critical measures to protect customer account data. The standard was developed by major credit card companies as a guideline to help organizations that process card payments prevent credit card fraud, hacking and various other security issues.

Commenting on the latest features of Amadeus e-Travel Management, Marcos Isaac, Director of Corporate & Distribution Channels, Amadeus said; "Our philosophy is all about working in partnership with our customers, ensuring that they have the solutions for before, during and after a trip. Our aim is to provide an enjoyable total trip experience for the corporate traveller which is easy-to-use from a technology standpoint. Business Travellers and Corporations are increasingly demanding enhanced services which help to save time, enhance compliance, and improve the traveller's experience. Amadeus has always been at the forefront of travel technology and this version is the latest step in our programme of investment in the next generation of travel technology solutions which will offer secure, fully integrated content, data and systems right across a corporation."

The new version will be showcased at the Amadeus booth at the ACTE conference in Munich.



# 20 years of success & a clear direction for the future

Amadeus is 20. For 20 years we have been creating IT solutions that help drive the worldwide travel and tourism industry. Now we manage more than 2 million travel reservations every day, over a third of the world's travel.

20 years of innovative technology. 20 years of partnership. 20 years of proven results - all around the world. A good moment to thank all of our clients, partners and employees for the part you have played during these years.

And the future? To continue to provide the technology that enables the strategies, and the success, of our customers.

Celebrate with us - enter our 20-day competition to win incredible prizes on [www.amadeus.com](http://www.amadeus.com)

# aMADEUS

Your technology partner

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Amadeus Pakistan mission is to keep you up-to-date on the activities of Amadeus worldwide and in Pakistan.  
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