

Amadeus Master Pricer is the leading low fare search engine in the market, powering the major online travel agents in Europe. Amadeus will shortly be introducing two revolutionary new upgrades: Master Pricer Calendar and Master Pricer Mysearch. These enhancements will create the most comprehensive solution in the market. Each option is designed to meet the needs of different travellers and together they will allow you to meet the expectations of all your customers.



Stay ahead of the competition and delight your customers, with the full portfolio of Amadeus Master Pricer options.

### Make life easier for your customers

Travellers today have a vast range of destinations, flights and prices to choose from. It can be difficult to find and book exactly what you are looking for, and one of the major challenges for online travel agencies is how to assist the individual decision-making process. This is where Amadeus Master Pricer can help. Master Pricer Standard is designed for the cost-conscious traveller seeking the lowest fare. Master Pricer Calendar suits people who have flexibility with dates, while Master Pricer Mysearch allows people to search by specific fare type. All three products are designed to simplify and personalise the online shopping experience.

### Increase your revenues

Searching is much easier, more flexible and returns a choice of fares more likely to match the customer's requirements. This will increase the conversion rate from enquiry to sale. By using the full range of Amadeus Master Pricer options, you can exploit additional revenue opportunities and target new, high spending market segments. By catering specifically to different customer needs and providing clearer information, you can improve service, satisfaction and loyalty, and up-sell higher margin fares.

### Reduce your costs

Typically, customers pick up the phone to your call centre because the process of searching is too time-consuming online. They have to check availability for multiple flights from multiple airlines on multiple dates and they lack enough information on travel conditions. Now, booking online can be as straightforward and personalised as a telephone call, without the queues, reducing call centre costs by up to 70%(\*). Amadeus Master Pricer also reduces your operational, maintenance and development costs and improves efficiency, helping your business to stay ahead of your competitors. Secure your margins, improve yield and see the benefits on your bottom line.

### Leading edge & intelligent web technology

As you'd expect from a market leader in travel technology, Amadeus Master Pricer Standard, Calendar and Mysearch reflect the most advanced and robust web technology. Both deliver access to the unrivalled Amadeus inventory, for the most comprehensive choice of low fares and optimum reliability.

(\*Study conducted on airlines measuring the impact of a similar product

## A revolution in low fare search

These state of the art options are designed to meet the specific needs of different customers:



### Amadeus Master Pricer Standard

Ideal for the cost-conscious traveller.

The market leading low fare search engine. Displays the lowest available fares in the market.

### Amadeus Master Pricer Calendar

Ideal for travellers who want to search with flexibility on dates, such as holidaymakers who can travel at any time in order to find the best fare.

Displays the lowest available fares in an easy to read seven day calendar format.

### Amadeus Master Pricer Mysearch

Ideal for travellers who want to search by fare category, such as business travellers who may need to change their travel plans.

Displays search results by fare criteria (fare types, cabin refundability, changeability) in a comprehensive display.

## Features and benefits at a glance

Key Benefits	Key Features
<b>The most powerful solution</b>	One integrated transaction returns up to 200 domestic and international travel recommendations (public and negotiated fares) for the most advanced search criteria.
<b>Customised solution</b>	Can be fully customised to your agency needs.
<b>Intelligent technology &amp; advanced algorithms</b>	Powered by the Amadeus Availability Server and Fare Quote engine. <ul style="list-style-type: none"> <li>&gt; Capable of finding the lowest and most accurate fares.</li> <li>&gt; Drastically reduces the number of hits on the airline system versus other low fare search engines.</li> </ul>
<b>Maximum content &amp; availability</b>	Delivers access to the most comprehensive content.
<b>Scalability &amp; flexibility</b>	Future proof products can be scaled and adapted as your business model changes.
<b>Maximum reliability</b>	Stable and robust connection.