

# Amadeus Fly by Rail for high speed railways

Rail solutions

## Stand out from the crowd & compete.

At last! Now high-speed rail companies can compete on an equal basis with short-haul air travel. Amadeus has now made open and transparent comparison possible between air and rail. It is the distribution breakthrough that high-speed and inter-city rail operators have been waiting for. Welcome to Amadeus Fly by Rail.

### Introducing Amadeus Fly by Rail

Until now it has been difficult for travel agencies and consumers to compare and co-ordinate rail journeys and travel times with other modes of transport. But now there is Amadeus Fly by Rail, a fully integrated booking system that shows your high-speed rail and inter-city service alongside airlines on a unique selling platform. Not only will you now be able to compete with short-haul air travel and sell effectively to international travellers, you'll also be able to benefit from interlining with strategic airline partners and therefore feeding major airport hubs too.

### Not just one connection - a global network!

With our single connection, you can reduce the time, effort and cost of having to link up directly with each of the many distribution channels you need in order to be successful. Open yourself to the world of Amadeus - to high volume online travel agencies, corporations, travel management companies, tour operators . . . to over 390,000+ points of sale. Plus through our inter-links gateway you are connected to other global distribution systems.

### The right place at the right time

All details of the trip will be saved in the Passenger Name Record (PNR) and a full itinerary can be presented to the traveller at point of sale. The same information is then available for your reporting processes to mid and back office. You're on the desktop at traveller decision time, and it's never been easier to book.



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### The right support

Our success is built on long-standing, proven and worldwide experience in the planning, design and implementation of emerging technologies and processes. Thanks to our expertise in developing and maintaining critical IT systems, you can rely on us to provide you with world-class services and solutions that reduce not only your time to market, but your costs and business risk. Amadeus supports you all the way.

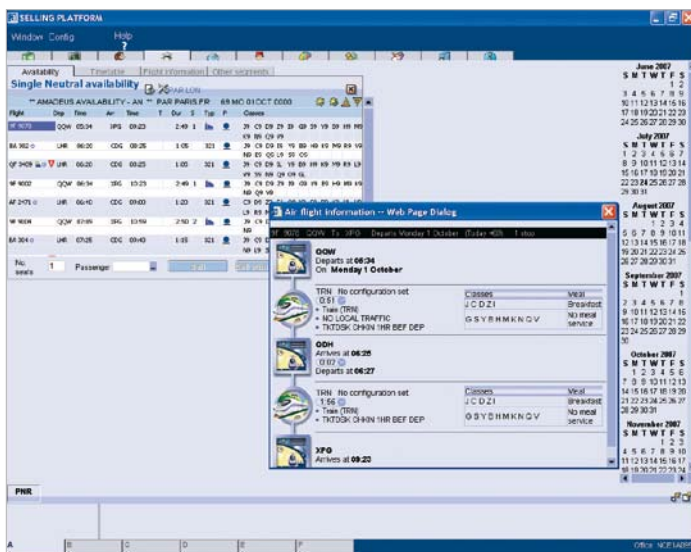
### Focus on your customers

Benefit from available technologies (eg e-Ticketing) and from new Amadeus technology (eg seat allocation). Let our technology liberate your resources to focus on key customer touchpoints, - call centres, ticket vending machines, train stations and boutiques.

**amadeus**  
Your technology partner

## Benefits at a glance

Compete with airlines on competitive routes	> High-speed train services are displayed alongside flights. The travel agent can present the customer with a choice of transport thereby increasing demand and growing your market share.
Reach international travellers	> Increase market exposure through mixed air-rail display. International travellers are often not aware of high-speed rail offerings and would therefore not consider them, even on short-haul routes.
Enjoy code sharing and interlining with partner airlines	> Make connections simpler for passengers by working with partner airlines. Also make the best of code sharing. Enable distribution in a market where you are not a BSP participant and enjoy significant cost savings.
Make your best fares visible at the right time	> Various fare search products facilitate simple and quick comparison of fares from different providers, something customers value greatly. This gives you the opportunity to give visibility to your best fares.
Benefit from Amadeus Web Services for complementary content (air/hotel/car/insurance) and generate additional revenue.	> Amadeus PNR integration and Web Services content provided by Amadeus.
Maximise your load factor	> Decide which availability you offer to which requesting point of sale, and use real-time adjustment of your availability information (up until the sale is made), thereby maximising your load factor.
One connection to Amadeus opens access to much more	> With Amadeus you have the possibility to offer core reservation functionalities to third-party systems (including GDS or airline CRS) without additional developments, thus allowing a shorter time to market and lower implementation costs.
E-ticketing for you and your customer	> Benefit from a fully industry-standard compliant implementation that provides you with the benefits associated with a state-of-the-art application at a fraction of the normal cost.



“This development will help Eurostar both in growing its share of the business market in the UK and in developing new markets overseas. Being on the primary screen of a GDS benefits both Eurostar and its trade partners as the travel management companies will be able to achieve greater efficiencies, and we will be more obviously presented as an alternative to short-haul air travel.”

**Emma Harris**  
UK & International Sales Director, Eurostar.

Be seen & be successful with Amadeus Fly by Rail.

Contact the Amadeus Rail team or visit our website.

E-mail: [rail@amadeus.com](mailto:rail@amadeus.com)

[www.amadeus.com/railwaycompanies](http://www.amadeus.com/railwaycompanies)

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