

aMADEUS

Your technology partner

Amadeus for Hotels

Customer Solutions



Make technology work for you
& your guests

Amadeus - technology partner to the global hospitality industry

We provide hotels - from single properties to chains and representation companies - with solutions that optimise profits, manage inventory and help you get closer to your guests.

We put technology to work for your business, enabling you to focus on the vast opportunities created by globalisation and travel industry growth.

And we never stand still: every year Amadeus invests hundreds of millions of euros in travel technology innovation. Our goal is to keep our hospitality customers at the forefront of change.



Ready for the future, today

Technology is creating amazing opportunities for the hospitality industry. Opportunities to distribute inventory on a global scale. Opportunities to precision-manage yield and maximise profits. Opportunities to grow deeper, longer lasting relationships with your customers.

But as IT has enabled you to do more, the proliferation of different IT systems doing different things has made the world a more complex place. The Internet has created new customer channels, but also brought new challenges in managing those channels.

Wouldn't it be great if you could cut through all the complexity and gain a single view on your customer?

A vision for convergence . . .

Amadeus has a vision for a converged future, where all the different IT systems work in concert for your business. A converged future where you are in control.

With Amadeus you have a partner who delivers multichannel distribution solutions, key data integration and streamlined processes across revenue management, customer reservations and property management. Available as an integrated whole or as standalone solutions.

All our solutions are ASP-ready. We can host and operate applications centrally from a single unit allowing you to radically cut operating costs.

. . . that puts you in control

Only Amadeus offers a completely integrated IT and distribution platform. An environment where you have a fully-formed up-to-the-minute view on your inventory. Critical processes work together seamlessly and enable you to make the best decisions at every stage of interaction with your customer. Before, during and after their stay.

An environment where hotels are always able to sell that very last room, to the right guest, through all channels, at an optimal yield.

Global strength, local insight

Today, Amadeus has over 400 people dedicated to servicing the full spectrum of hotels. We have a global network that combines unrivalled IT development capabilities with local delivery and insight. With offices in over 70 countries, wherever you do business, Amadeus expertise is never far away.

We are focused on growing long term relationships with our customers, so we take a consultancy approach to designing and delivering custom-built solutions that work for your business. Today, and into the future.



Make technology work for you

Amadeus offers a complete portfolio of proven IT and distribution solutions. Each is available as a standalone solution or as part of an integrated package.

Whatever the size of your business - from a single property to chain or representation company - we can provide a solution that makes technology work for your business.

Plus we provide a complete range of interfaces, allowing you to seamlessly exchange data between your Amadeus solution and your business systems.

These are our solutions:

Amadeus Revenue Management System

A decision support tool that enables optimal revenue strategies and a deeper understanding of customer behaviour to work your assets harder and optimise profitability.

CRS/Hotel Distribution Platform

The world's first scalable and fully integrated platform for distribution and reservation management giving better control, greater simplification and improved margins for your business.

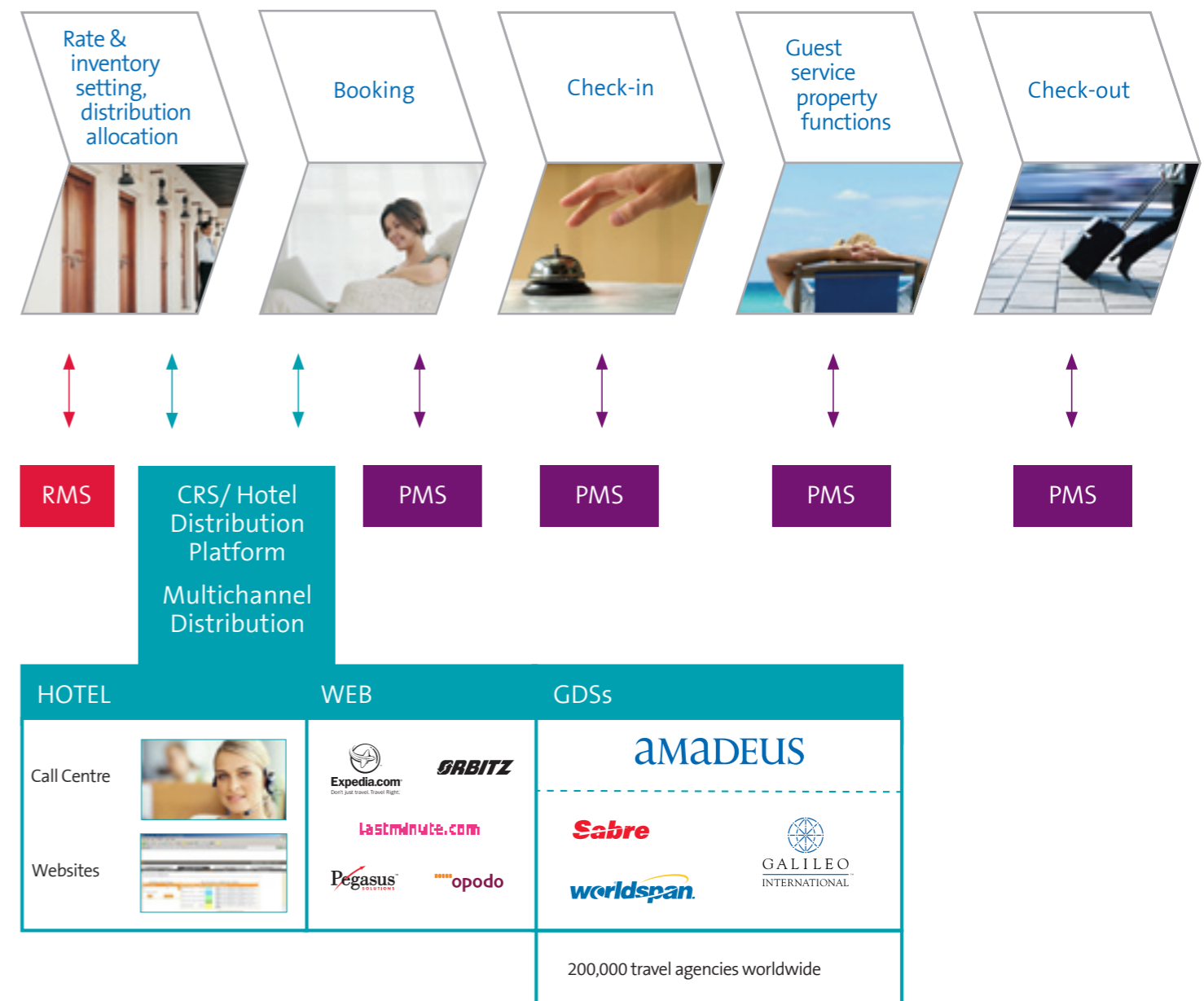
Amadeus Multichannel Distribution

Put your hotel on the map with tools that make it simple to distribute, market and sell your rooms worldwide. A vast point of sale network provides unparalleled global reach.

Amadeus Property Management System

A suite of solutions to give you a single view on guest data for every room across multiple hotel properties covering front office, point-of-sales, inventory management, accountancy, sales and banqueting.

The Amadeus portfolio of IT solutions for hotels



Solutions and services that put you in control

All Amadeus solutions are fully customisable and are delivered by local Amadeus consultants to ensure the solution completely matches your evolving business needs through its life cycle.

Service is a key component of our offering: customers consistently cite our service and support as the factor that made them choose Amadeus as their technology partner.



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With Amadeus Revenue Management System (RMS) we are generating double digit increases on room revenue. That incremental alone is worth millions and millions of dollars - and no significant change in our occupancy. It's all about setting better room rates which we can do easily with Amadeus RMS.

Mohamed Yusof Hamzah
Director of Yield Management and Business Development,
Royal Plaza on Scotts, Singapore

Optimise your profitability - Amadeus Revenue Management System (RMS) ■

Revenue Management is about understanding guest demand patterns and using that knowledge to create highly targeted guest offers. The goal is to boost occupancy, achieve the best rates and optimise profitability.

Amadeus Revenue Management solutions turn vast volumes of data into useable management information. Intelligence about channel volumes, rate codes and booker behaviour:

- > gain a greater understanding of your business with over 250 customisable reports
- > always secure the best rate for your rooms
- > up to the minute picture of your guest mix and bookings, enabling you to chase-up bookings
- > benefit from customised consultancy and training requirements

In today's complex multichannel world, Amadeus Revenue Management solutions put you in control.

Seamless integration between distribution and hotel IT - CRS/Hotel Distribution Platform ■

Through our multimillion euro investment programme, Amadeus is building the next generation CRS. And it is more than just a CRS: it is a unique single platform that brings global distribution together with key hotel IT functions including CRS and RMS.

The net result is streamlined operations, optimised profits and new opportunities to sell on a global scale. As the hotel industry moves towards consolidated and more agile business models, Amadeus is delivering the platform on which the future will be built.



Manageable multichannel distribution - worldwide ■

The more channels you are in, the easier it is for customers to find and book your rooms. Amadeus connects your customers with your inventory:

- > When they visit one of over 200,000 travel agency sites using Amadeus, Galileo, Sabre or Worldspan
- > When they make a direct reservation through your own-branded website

- > When they use an online agency such as opodo, Orbitz or Travelocity

You get everything you need to distribute and manage your rates on a global scale. Amadeus can even build your very own booking engine for your Website, to make it easy for customers to learn what you have to offer and make a booking.

A single view on guest data - Amadeus Property Management System (PMS) ■

Every time a guest makes a purchase or expresses a preference, you gain valuable intelligence which you can use to tailor a great experience.

But consolidating large volumes of guest information - particularly across a chain - is a challenge. That is why Amadeus has created a property management system (PMS) with single and multiproperty versions - to give you a single consolidated view on your guests.

Amadeus Property Management System makes guest and property data manageable, making this information available across your operations:

- > anticipate guest preferences and offer a truly welcoming experience
- > identify high spending customers to reward their loyalty
- > open up new opportunities to cross sell by giving your sales agents a complete picture on the availability of rooms that meet the booker's requirements

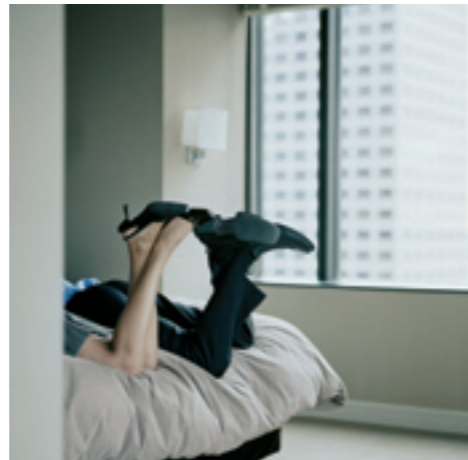
Amadeus Property Management System is installed and sold in over 70 countries. It complies with local tax requirements in each country and is available in 18 languages.

Complete the picture

Amadeus provides a range of sales and management solutions to support every aspect of the guest experience.

Amadeus Point of Sale systems turn your cash register into an added-value marketing tool by giving you a complete picture on customer behaviour and a high level of inventory management to help you in your day-to-day operations.

In addition we offer other standalone solutions such as Conference Management, Spa and Resort Management and more.



The shared guest information among all City Lodge hotels enables a real caring relationship that matches our credo: 'People caring for people'. Thanks to the transparency gained through the Amadeus Property Management System, we make sure that return guests are treated as special guests in every single City Lodge hotel - even if it is their first stay in that property.

Stuart Mattinson
IT Manager at City Lodge,
South Africa

Amadeus: a technology partner you can trust

For over 20 years, Amadeus has served the global hospitality industry, addressing hotels' evolving direct distribution and IT needs. Our hotels portfolio encompasses leading-edge distribution and IT solutions covering CRS, PMS and RMS for leading chains, representation companies and independent hotels.

Amadeus combines global reach with local insight. We have 6000+ people in over 70 countries, with 400+ dedicated hotel specialists covering every aspect of the development, delivery and support of hospitality IT solutions.

We work as a partner: delivering future proof IT solutions and leaving you free to focus on competing and succeeding.



To find out more

If you would like more information or
to set up a meeting, please email us at:
hospitalitymarketing@amadeus.com