



Selling Platform Connect

The travel arena for professionals



Book anywhere, anytime with a personalized, Web-based platform

Behold the booking (r)evolution

Welcome to **Amadeus Selling Platform Connect**—a powerful, Web-based platform for travel professionals. Amadeus Selling Platform Connect requires minimal training, no installation and can be tailored to your specific needs. An industry first, it's the solution you've been waiting for—and it's here now.

Are you looking for a booking platform that:

- > **Thinks** the way you do?
- > **Provides** access to the very best global, regional and local content?
- > **Delivers** optimal efficiency to set your business apart?
- > **Evolves** at the same pace as you do?
- > **Is accessible** anywhere, anytime?

Then look no further!

Because you're one of a kind

Every travel agency's needs are different. Amadeus Selling Platform Connect takes personalization to a whole new level—now and into the future. Leisure or business, novice or expert, you get what you need. You define the specifics of your interface, choose the components you want and can easily integrate any third-party content directly into the booking flow.



A breakthrough to change the way you work

We asked you—the expert travel professionals—what you really want in a booking platform. Here's what most agreed:

- > Freedom and flexibility to customize as needed
- > Best range of content, global and local, whether provided by the GDS or integrated from my favorite third parties
- > A tool that thinks the same way I do
- > Increased productivity with the speed of cryptic and the rich graphical content
- > Fast access from anywhere and on any machine; fast deployment of new features that have an immediate impact on my business
- > Easy-to-use solution with minimal training for new agents

Amadeus Selling Platform Connect delivers on all of these and more! This revolutionary sales platform was purpose-built to enhance the way you work.

Built for you, by you

Amadeus invested heavily to ensure this platform meets your needs as a travel professional. We worked with hundreds of travel agencies to get it right, then designed a solution based on that feedback with user-experience experts. At the heart of the concept was the vision to design not just a new graphical interface, but also a tool you could really call your own.

The result is a multi-purpose platform that works the way you do and empowers you for success.

Tailored for you

Tired of one-size-fits-all platforms? Amadeus Selling Platform Connect is the answer.

Define the way you want your interface to look and specify the exact content you need. Configure the behavior of your platform (activate/deactivate features, change default settings, integrate useful widgets and more) or work directly with Amadeus to develop specific customization. Integrate the third-party content that you specifically want, directly into your booking flow.

Make it happen, anywhere, anytime

Amadeus Selling Platform Connect features a graphical interface completely conceived through the eyes of an Internet Booker, but powered by industrial-strength tools needed by the travel professional.

Access anytime and from any machine¹ simply using your credentials. No lengthy or costly installation or deployment required. You can also deploy new features even faster and get them instantly over the Web.



¹ Amadeus Selling Platform Connect has been certified with Microsoft Internet Explorer 8.0 and beyond, and will soon be certified by Mozilla Firefox 5.0.

Amadeus Selling Platform Connect: the only booking platform offered by a GDS that is fully Web-based and built with the travel professional in mind.

All new, and here now

Key features and the best global, regional and local content

Amadeus Selling Platform Connect is a professional platform that's available on the Web, packed with a powerful set of core features needed to fulfill key booking tasks.

Hotels, cars, air and profiles have been re-thought so you gain the same intuitive workflow across the board.

Access an exhaustive choice of all GDS travel content (not just air, but cars, hotels, rail, cruise and tours) or seamlessly integrate non-GDS content from third-party providers.

Enjoy many productivity-enhancing features, such as pre-population from the air segment, auto-complete entries, progressive displays for fast results and filtering options that instantly adjust your displays.

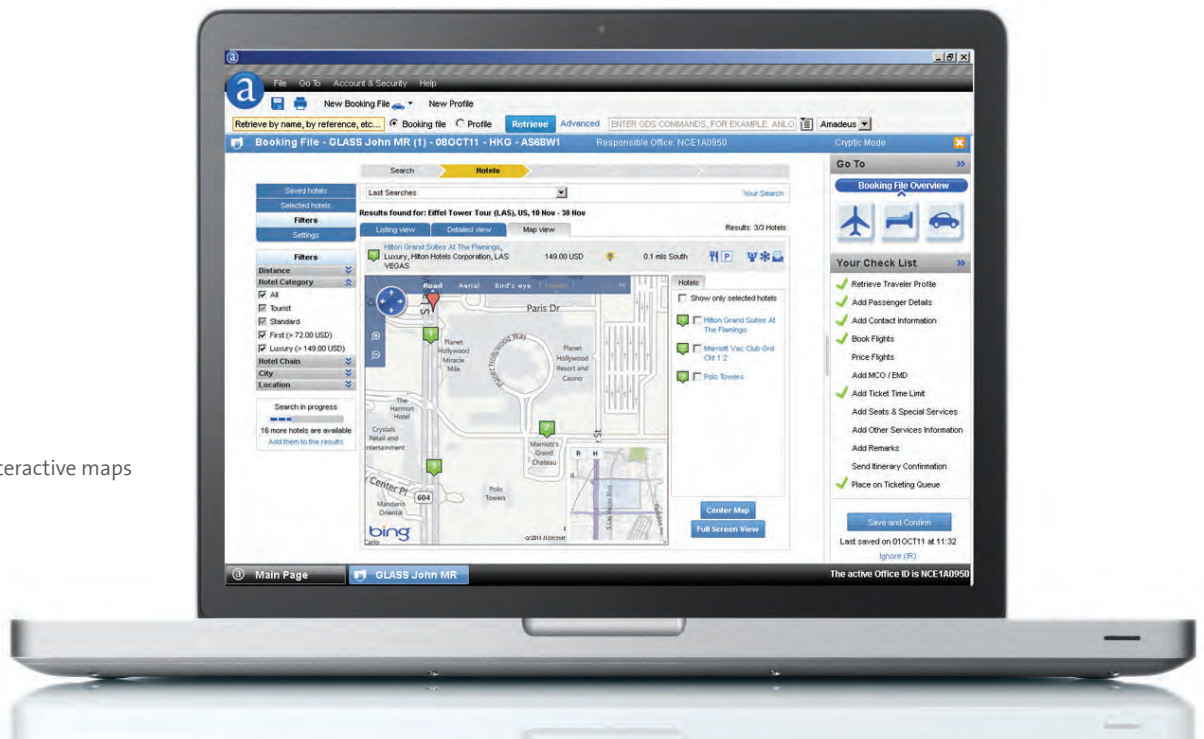
Air

All your air, fares and low-fare search functions are grouped together in one area, merging multiple content sources in the same display.

Low-fare search results are clearly split by source and grouped by inbound/outbound flights.

Powerful and customizable search criteria give you the flexibility of alternative airports, up to 230 low-fare recommendations displayed and updated instantly as you adjust your filtering criteria, the convenience of a three-day calendar, and the ability to beat the fare already booked in a booking file.

Hotels: interactive maps



Hotels

Features specific to hotels will make your service even more efficient. Save your favorite hotel lists, revisit your last recent searches, check hotel ratings, view single or multiple availability on the same display, compare hotels side-by-side, and even e-mail suggestions to your customers.

Navigate through the highly intuitive graphical interface, search by landmark and get results on an interactive map. Browse through the extensive bank of hotel images.

Cars

Centralize all your car booking needs in one easy-to-use graphical interface.

Quickly compare public, corporate and pre-paid rates in one display and access pricing and conditions directly from the availability display.

See graphical images of car categories and locate the various pick-up and drop-off points on interactive maps.

Profiles

Efficiently manage all your customers' preferences and details in one area, across all four types of profiles: traveler, agency, company and group.

Store your profiles then retrieve them easily using the same search technology as leading Internet search engines. Preview the profile's key contents before opening the profile fully or automatically transferring all relevant details straight into the booking file, for uncompromising accuracy.

Bring together all relevant data from any other profile associated with the traveler's profile, in one easy-to-manage spot using the new merged display.

Looking for more productivity helpers? Reminders, to-dos and full profile history are also in your back pocket with Amadeus Selling Platform Connect.



Cars: vehicle categories

Booking file

The new Amadeus Selling Platform Connect framework boasts re-engineered toolbars, tabs and a dashboard, with an intuitive navigation that's centered around the booking file.

The booking file concept is the foundation for a new PNR approach, offering one unique repository for all information an agency needs to store for a passenger's trip.

Easily access trip components from the "Go to" window and use "Your check list" to remind you of key steps when building a customer's itinerary.

Attract and impress customers by demonstrating your speed and expertise in booking!

Amadeus Selling Platform Connect: your way of working, your business needs and your travel content

Cryptic Magic

This "translation" tool lets you enter GDS cryptic commands and obtain the same results as an agent operating in a graphical environment. Amadeus Selling Platform Connect offers you dual mode—a choice between a Web-based command page and a graphical user interface. You can even use cryptic entries from the other GDSs and Cryptic Magic will translate them into the corresponding Amadeus display.

Cryptic Magic truly will improve your productivity and give you an optimal balance between the speed of cryptic entries and the rich content of the graphical page. It also brings significant cost savings when training new hires or converting to Amadeus.

Cryptic Magic also incorporates productivity tools such as auto-complete, history and short-sell commands.

Integrated Partners

As well as the external Web sites that can be brought into your Amadeus Selling Platform Connect through the "External links" feature, you can also fully integrate those providers important to your business through the Integrated Partners framework.

Book non-GDS content using the same workflow as your GDS content and integrate it fully into the booking file and back office.



Integrated Partners: your local content

Customize Amadeus Selling Platform Connect with additional features



Productivity suite

Amadeus Selling Platform Connect already boasts revolutionary, time-saving features, but even more options can be added to further increase productivity.

- › **File finishing (or “touchless” processing):** Facilitates the completion of booking files based on defined rules
- › **Agent assistant:** The evolution of “smart keys,” predefined workflows to help you complete tasks more efficiently
- › **Quality monitor controls in the booking file:** Ensure adherence to rules. Includes warnings, “stop signs” and checks triggered by predefined actions
- › **Booking file templating:** Facilitate the creation of standardized booking files by pre-filling specific data

Customization

Take customization to a new level by fine-tuning Amadeus Selling Platform Connect to meet your every business need.

- › **Application integration:** Plug in specific applications
- › **Scripts and smart keys:** Develop specific scripts (small applications with or without UI) to generate remarks, perform quality checks and more
- › **Personalization:** Tailor elements of the platform to suit your exact needs, including default search parameters, integration of widgets and more

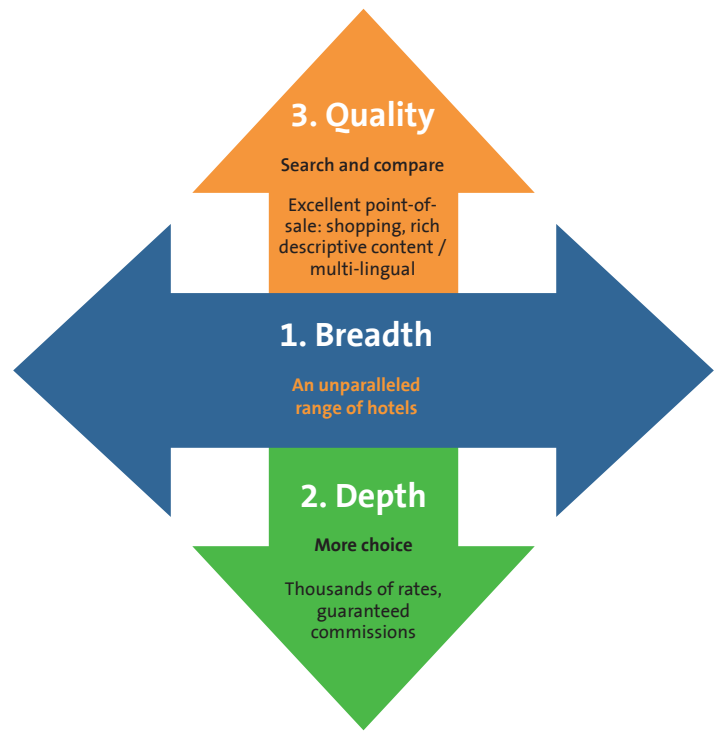
Hotels Multisource

Amadeus Hotels Multisource will be integrated soon, bringing full non-GDS aggregator and consolidator content to Amadeus Selling Platform Connect. With an unparalleled range of 25,000-60,000 hotels for every new provider implemented, the breadth and scope of hotels and rates will allow you to search and compare from one centralized platform.

More productivity features

More products from the Amadeus portfolio will be integrated, such as ancillary services, the creation and follow-up of itinerary offers, Amadeus Ticket Changer and more.

Your productivity will also continue to be a focus of our attention with features such as the support of Plus scripts, Web-based printing, agent customizable workspace and more!



“This is just the kind of booking interface I’m looking for: easy to access on the Web, yet designed with my needs as a travel professional in mind. I’m constantly on the go and need to immediately respond to my customers’ wishes, wherever I happen to be. I also want my agents to be fully productive from day one, and the new harmonization of components and booking file makes total sense to my business. Amadeus Selling Platform Connect allows me to make optimal use of my time and will save me money.”

Pia Hanlon-Olsen
President
Beyond and Back Travel
Florida

Amadeus Selling Platform Connect – key features and benefits

Anywhere, anytime	<ul style="list-style-type: none"> > Easy to install, deploy and access 	<ul style="list-style-type: none"> > Fully Web based; account-based authentication and roaming profile (from any PC or tablet)
Tailored approach	<ul style="list-style-type: none"> > By agents, for agents > Increased productivity > Reduced training costs and time > More efficient processing and follow-up > Customizable 	<ul style="list-style-type: none"> > Intuitive GUI, user-friendly toolbars and menus, productivity tools > Inexperienced users can acquire booking skills rapidly > Booking file concept > Fine-tune to local market and content requirements
Innovative technology and the best content	<ul style="list-style-type: none"> > Increased flexibility > Enhanced customer service 	<ul style="list-style-type: none"> > Air, hotels, cars and profiles harmonized > Rich content and interactive maps > Cryptic Magic, Integrated Partners > Multiple support tools at all stages of the booking process

Find out more:

In the US, call 1.888.AMADEUS, in Canada call 1.888.611.5554 or e-mail salesinquiries@amadeus.com

