

**850 million**  
transactions managed  
per year

**24/7**  
global operations

**99.99 percent**  
uptime

**amADEUS**<sup>®</sup>  
Your technology partner

## Amadeus Selling Platform

### The Amadeus difference

- **Fast, single-screen access to travel content** – helping you take advantage of high-revenue, non-air sales.
- **Unparalleled help desk support** – providing virtual troubleshooting, which reduces the need for time-consuming and costly on-site service.
- **Hassle-free implementation** – delivering minimal disruption to your business.
- **A global platform** – providing you with third-party content and applications via the PNR, from front- to back-office for fewer errors and a higher sales volume.
- **Automatic updates** – making it simple to stay up-to-date with the latest product and service enhancements.

Make change happen with Amadeus Selling Platform—the world's most used retailing application for travel professionals.

### Why Amadeus?

Amadeus Selling Platform helps travel professionals sell more with single access to a multitude of fares and extensive travel content, move faster with streamlined business processes, and serve better by exceeding your customers' expectations with personalized service.

### One-stop shop

Offering integrated, single-screen access to a full range of travel content—including air, cruise, car rental, hotels, rail, tours, insurance and much more—Amadeus Selling Platform allows travel professionals to focus on generating bigger revenues and more profitable sales.

### Streamlined and customized

Built-in efficiency tools and automation and customization capabilities ensure internal processes are streamlined and productivity is increased. Travel agents can deliver unique and personalized service to their customers, matching their exact preferences and needs.

### It's easy to use

User-friendly icons and intuitive navigation make Amadeus Selling Platform easy to operate and implement across your business. Whether you prefer cryptic or the graphical interface, Amadeus Selling Platform lets you work the way you want. Amadeus guides you through the booking process—providing a consistent platform for all agents, reducing training costs and improving the level of efficiency in your office.

### Fast and flexible

Designed with flexibility in mind, this platform increases productivity for all levels, from beginners to intermediates to seasoned professionals.



The best part has to be the GUI [graphical user interface], which makes it easy to train people who are not coming from a travel agency background. The point-and-click technology means I can hire someone who used to work at Nordstrom without much training. They don't need GDS experience or need to know how to use the green screen.

**Tony Maupin**  
Maupin Travel



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## Sell more: single access to a multitude of fares & extensive travel content

Efficient selling	Comprehensive air content	Rich non-air applications
<ul style="list-style-type: none"> <li>&gt; Single-screen access &amp; booking of all travel content</li> <li>&gt; Preferred supplier management for efficient and profitable sales</li> </ul>	<ul style="list-style-type: none"> <li>&gt; GDS and external air content</li> <li>&gt; Low-cost carrier and Web fares</li> <li>&gt; Low-fare search engines</li> </ul>	<ul style="list-style-type: none"> <li>&gt; Car, hotel, insurance, rail, cruise and more</li> <li>&gt; Rich multimedia: images, maps, photos and more</li> <li>&gt; Integration of destination content</li> </ul>

## Move faster: streamlined processes to keep your costs down

Built-in efficiency tools	Fully-integrated application	Customization
<ul style="list-style-type: none"> <li>&gt; Combined cryptic and graphic interface</li> <li>&gt; Queue management</li> <li>&gt; Central ticketing support</li> <li>&gt; Quality check your work</li> <li>&gt; Powerful search engines</li> </ul>	<ul style="list-style-type: none"> <li>&gt; All-in-one point-of-sale application</li> <li>&gt; Integrated access, no switch between applications</li> <li>&gt; Front- to back-office interfacing</li> </ul>	<ul style="list-style-type: none"> <li>&gt; Customizable workspace, workflows and processes</li> <li>&gt; Third-party application integration</li> <li>&gt; Evolving and industry standard-based technology</li> </ul>

## Serve better: exceed your customers' expectations with personalized services

Custom offer	Enhanced service	Educated choice
<ul style="list-style-type: none"> <li>&gt; Quick and easy profile creation and administration</li> <li>&gt; Company policies and customer preferences management</li> <li>&gt; Personalized search criteria</li> </ul>	<ul style="list-style-type: none"> <li>&gt; Cross- and up-selling capabilities</li> <li>&gt; Extra services such as baggage pre-check and e-documents</li> <li>&gt; More pricing transparency towards customers</li> </ul>	<ul style="list-style-type: none"> <li>&gt; Rich media applications (multimedia, seat maps)</li> <li>&gt; Informative messages that help you along the booking process</li> <li>&gt; Useful information on flight features</li> </ul>

## Timesaving features

- **Remote access** – provides access when you are away from the office.
- **Quick PNR** – allows you to speed up the booking process by entering mandatory PNR elements in a single step.
- **Speed mode** – enables experienced users to work even faster with automatic screen highlighting.
- **Command and graphic page** – choose the way you work: command mode, an easy-to-use graphical page or a mix of both.
- **Travel preferences manager** – allows automatic processing of policies and travel preferences.
- **Multimedia enhancements** – offers car images, maps and photos of hotels you can e-mail to your customers—and flight features, so you can offer your customers more than just a seat number.
- **Dual city pairs** – allows you to book round trip flights in a single step.
- **Smart keys** – reduces keystrokes and speeds up repetitive tasks using predefined format keys.
- **Amadeus e-University**<sup>®</sup> – provides a rich learning environment to ensure mastery of Amadeus products and services.
- **Graphic page shortcuts** – customize your command page with shortcuts to time-saving graphical windows, such as seat maps, TST and refund record.
- **Split windows** – configure your command page to display 1-4 viewports.
- **Integration of external content** – incorporate third-party content thanks to our open system technology.
- **checkmytrip.com** – share up-to-date itineraries with customers, who can also download a free mobile app to view trips and post them on social networks!

## Revenue-generating tools

- **Shore excursions** – sell quality shore excursions at discounted prices your customers will love.
- **Amadeus Cars Plus** – gain access to 25 car rental companies in 36,000 locations worldwide. Includes a comprehensive breakdown of taxes, coverage and estimated totals and surcharges on a single screen.
- **Amadeus Cruise** – connect to over 90% of all cruise cabins in the world with Amadeus Cruise—more than any other GDS.
- **Amadeus Hotels Plus** – provides you with the most hotel rooms available, booked 60% faster than other systems—plus guaranteed confirmation at the time of booking and the best rates—both negotiated and public.
- **Amadeus Insurance** – cross sell insurance policies with air, car and other segments quickly and without fuss. Fully integrated into the PNR. Offers big commissions!
- **Amadeus Rail** – search rail content in real time—with access to more content than any other GDS.
- **Amadeus Service Fee Manager**<sup>\*</sup> – an integrated solution for the efficient storage, calculation and collection of applicable service fees.
- **Amadeus Tours** – shop by origin, destination, price range or by hot deals. Offers traditional static vacation packages, as well as dynamic packaging. Set your commissions to a specified percentage or flat fee.
- **Amadeus Ticket Changer** – service change requests anywhere in the world in a matter of seconds, giving your customers the right fare and the right penalty charge at any point-of-sale.
- **Amadeus agent tools** – capitalize on the power of the Internet using the travel industry's first Web-enabled platform of integrated agency desktop tools and services.

\* Available in the US only.

