

# Amadeus for Low Cost Carriers

Business Management

Scalable solutions



world class service



## Amadeus & Low Cost Carriers

While some Low Cost Carrier (LCC) markets are still young, others are more mature, bringing greater competition. Wherever you operate, the reality is this: you want to keep finding new revenues.

Changing markets require evolving business models, expansion plans and new partnerships. There's no doubt that things will keep changing, and changing fast. With our focus on flexible, reliable hosting and technology services, Amadeus offers an unparalleled ability to support these changing dynamics. Technology that adapts as you do.

We recognise that you want to remain true to your roots: leaders in removing cost and complexity. Our partnerships are driven by what each airline needs. The Amadeus consultative approach delivers cost-efficiency and reliability to improve your business processes. Whether your goal is better customer management or greater global reach, we can help.

### **New generation technology, developed and operated by Amadeus for new generation airlines**

Amadeus is supporting an adaptive and refreshed airline industry, in which the low cost model plays a leading role. We have built new Customer Management Solutions (CMS) comprising inventory, reservations and departure control, using Unix and Linux technology with relational databases as operating platforms. Our solutions meet all the requirements of Low Cost Carriers in terms of functionality, cost efficiency and flexibility going forward.



Amadeus Pioneer CMS: easy direct access from the inventory screen to real time reports.



## Dedicated hosting & future-proof solutions

As one of the world's leading providers of hosted technology services for the travel industry, Amadeus has an unrivalled track record for delivering business benefits through consultancy and design, to fully managed solutions.


Most of our airline IT customers use our Application Service Provider (ASP) model. Under this arrangement, we handle their inventory, sales platforms, DCS and both e-ticketing and ticketless needs. Amadeus also hosts business critical applications such as websites (web hosting) and an array of other applications including data warehousing, back office and revenue management systems.

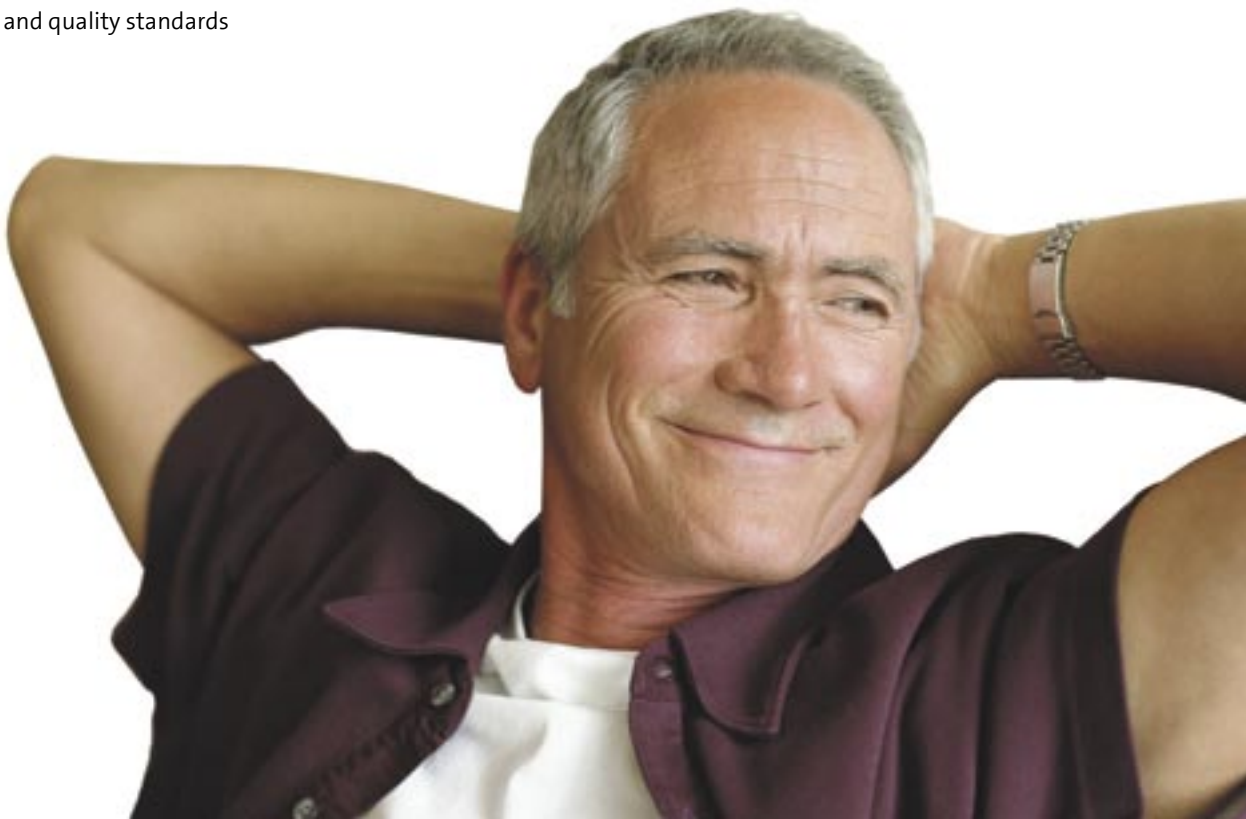
The benefits of Amadeus as your hosting partner include:

- › Pricing structure: you pay for what you use, with no hidden costs
- › Flexible, scalable solutions
- › Continual enhancement & automatic upgrades
- › 24/7 maintenance & support
- › No 3rd party dependency
- › Fully integrated platform – no patchworking or bolt-ons
- › Access to market leading services, IT & expertise
- › Industry best practices and quality standards

**Today over 215 network, regional and low cost airlines rely on Amadeus to deliver and support mission-critical applications**

Amadeus is more than a software supplier. Our global support structure spans over 200 markets, with 6,000 employees worldwide. Close to 700 are specialist airline technology developers, based in Nice, London and Sydney to provide 'follow-the-sun' support. Our data centre in Germany manages more than 230 million transactions a day and processes up to 2 million net bookings per day...

...with this immense  scale of resource and expertise behind them, our customers enjoy 99.98% systems reliability.



# Customer focus & competitive solutions

The Amadeus Customer Management Solution (CMS) portfolio offers a range of services and solutions tailored to suit your business.

Whether you are an LCC player looking to evolve and exploit new models, or a full service carrier running a low cost operation, we can develop and implement, painlessly, a solution to support your strategy.

The Amadeus Customer Management Solution (CMS) portfolio offers a range of services and solutions tailored to suit your business.

Amadeus delivers:

- > End-to-end planning, delivery and ongoing support
- > Industry-leading expertise in safe systems migration
- > Guaranteed business continuity
- > Reduced business risks
- > Day to day operational support

## Customer Management Solutions

CMS solution	Designed for	Use it to...	Features & benefits
<b>Amadeus Pioneer CMS</b> "Adaptive IT"	Low Cost Carriers seeking to exploit new business models Low cost operations of Full Service Carriers	Increase revenue and yield Target new customer types Differentiate fare classes, advanced seating etc. Expand into new markets Access structured leisure markets eg tour operators Support co-operation with other carriers, partnerships, interlining & codeshare	Full range of CMS, including <ul style="list-style-type: none"> <li>&gt; Sales &amp; Reservation platforms               <ul style="list-style-type: none"> <li>- Real time fare filing</li> <li>- Non-air content</li> </ul> </li> <li>&gt; Distribution channels               <ul style="list-style-type: none"> <li>- Online sales platform (corporate sites and end-user web site)</li> <li>- Call centre solution</li> <li>- Last seat availability through TA distribution</li> </ul> </li> <li>&gt; Inventory</li> <li>&gt; Real-time revenue management</li> <li>&gt; Departure control systems               <ul style="list-style-type: none"> <li>- Check-in</li> <li>- Weight &amp; balance</li> </ul> </li> <li>&gt; Data warehousing and online business information</li> </ul> Optimum scalability to handle any volume Flexibility to match any business model Future-proof to support increased functionality
<b>Results CMS by Amadeus</b> "Off the shelf IT"	Dedicated Low Cost Carriers	Integrate and deliver all basic CMS functions to the highest standards Gain 'entry point' to CMS without being limited by inferior technology Meet today's commercial needs and be ready for tomorrow Provide interfaces to internal and external systems	Core integrated CMS, including <ul style="list-style-type: none"> <li>&gt; Sales &amp; Reservations</li> <li>&gt; Inventory</li> <li>&gt; Fare &amp; Pricing</li> <li>&gt; Revenue management</li> <li>&gt; Web platforms &amp; GUIs</li> <li>&gt; Departure control systems               <ul style="list-style-type: none"> <li>- Check-in</li> </ul> </li> <li>&gt; Data warehousing &amp; Management Reporting</li> </ul> Latest generation technology Flexible functionality with scalable and expandable architecture Highly configurable for rapid deployment

## Distribution & network solutions

Amadeus services for Low Cost Carriers extend beyond CMS. We have solutions that can help you expand your sales reach, without changing the way you work.

Are your web sales restricted by weak internet penetration in different countries?

Do you want to reach a different customer-profile, such as business travellers?

Would you benefit from sales tools that allow you to target more precisely?

Amadeus has designed a new solution for ticketless airline models that connects your inventory, fares, availability and seats to a global network of over 67,000 travel agencies.

This 'new model connection' based on XML reduces many of the costs and complexities traditionally associated with travel agency distribution. In particular, it eliminates the need for you to change or translate data into GDS standards. You simply file your fares on your database, and Amadeus does the rest.

### 27 Low Cost Airlines use Amadeus today

Amadeus also offers traditional managed global network services connecting all of the major players in the travel industry - from airlines to GDSs to travel agencies – for both interactive type A and store and forward type B messaging.

Using a combination of the Amadeus existing core IP backbone network (including airline community networks), Amadeus private end point networks and the Internet, you benefit from a comprehensive and very cost effective solution for all your messaging and communications needs.



Results CMS by Amadeus: advanced seat reservation module.

For more information on how Amadeus can help you find new revenues and strengthen your low cost business model, call Jesper Soderstrom on + 34 91 5827 747, or email [airline.marketing@amadeus.net](mailto:airline.marketing@amadeus.net)

