

# AMADEUS

**Product Type(s)** Global Distribution System

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## **Company Information**

AMADEUS Global Travel Distribution is used in both travel agencies and airline sales offices worldwide. Amadeus provides access to the schedules of over 752 airlines, over 490 of which can be booked. More than 63,000 hotel properties and the products of 50 car rental companies can also be booked. Amadeus launched its new IP products in 2000. Amadeus AgentNet is an integrated, Web-enabled platform dedicated to the travel agency market, including reservations applications, marketing services and content. Available with AgentNet - Amadeus Vista allows users to utilise standard cryptic inputs or to use a graphical mode that guides them through unfamiliar sales channels to maximise revenue opportunities. The product is available via a dedicated IP line, ADSL or over the public Internet. Pro Web (available with or without AgentNet) is a low cost connectivity solution for agents over the public Internet. To harness the power of the Internet, AMADEUS has a comprehensive range of products developed by its e-Travel division to suit all agencies. e-Travel® Aergo and e-Travel® Planitgo both bring the Internet to an agency's fingertips - and their customers.

Amadeus has recently acquired travel IT solutions supplier ICOSA T. Further information on the company and its product portfolio can be found on page 4.

AMADEUS Global Travel Distribution is a Holding Company, based in Madrid, Spain and is owned by Air France, Iberia Airlines, Lufthansa and public consortia. Its three subsidiaries are:

- AMADEUS Data Processing GmbH & Co KG based in Erding near Munich, Germany. Its role is the management and operation of the Amadeus technical infrastructure.
- AMADEUS Development SA is based in Sophia Antipolis near Nice, France with activities also in Miami, USA. Its roles include the design, development and testing of software.
- AMADEUS Marketing SA and AMADEUS Marketing SARL based in Madrid, Spain and Sophia Antipolis, France.
- AMADEUS Services with offices in London, Heathrow and Sydney provides hosting and IT services for airlines.

Regional offices are located in Buenos Aires, Boston and Bangkok plus 74 national marketing companies serving the travel agency community covering 200 markets.

**1987:** AMADEUS was founded by Air France, Iberia, Lufthansa and SAS (no longer a shareholder.)

**1992:** The AMADEUS Central System became operational, delivering products to travel agents (previously served only by their national systems.)

**1995:** AMADEUS consolidated with System One, a major US computer

reservation system. Continental Airlines became a shareholder in Amadeus.

**1997:** AMADEUS voted top CRS in Europe for the fifth consecutive year and won a third silver award for its Hotels product.

**1997:** AMADEUS confirmed its presence on Internet with the opening of its global Web site.

**1999:** AMADEUS floated 25% of the company on the Madrid Stock Exchange. Part of the flotation saw Continental Airlines sell its stake in the company.

**2000:** AMADEUS was selected by British Airways and Qantas to operate their reservations, inventory and departure control systems.

**2001:** AMADEUS acquired e-Travel, Inc., a leading U.S. supplier of hosted corporate travel technology solutions.

Amadeus has around 400 staff located in the UK split into two distinct areas of business:

- Amadeus NMC, located in Crawley and looking after the travel agency community; this is headed by Managing Director Arnaud Debuchy.
- Amadeus Services based at Heathrow servicing the needs of airlines.

## **Product Information** **Front Office Applications**

Amadeus offers a range of front office applications giving customers a choice of connectivity.

### **Amadeus AgentNet**

An integrated, Web-enabled platform dedicated to the travel agency market, including applications, marketing services and content. The AgentNet portal provides a comprehensive source of World Wide Web content which has been specifically selected to provide busy travel agents with travel-related information and news applicable to the travel trade on a single web site. The system is fully IP compliant and can be made available through varying network connections, ranging from a dial-up Internet access through to a direct connect IP based service.

The following products are included within the Amadeus AgentNet package:

- Amadeus Cruise - a graphical (GUI) booking tool helping travel agents capitalise on the sales potential in this fast growing sector. Amadeus Cruise delivers productivity and quality benefits including the elimination of time-consuming phone reservations. Available as a standalone product, or with full PNR integration to Amadeus Vista, Pro Web or Pro Tempo front office reservations systems. Amadeus Cruise currently has booking capability with Royal Caribbean, P&O, Swan Hellenic, Fred. Olsen, Celebrity and Princess Cruise Lines.
- Amadeus Ferry (UK) supplies easy to use ferry products linked to a wide range of providers. Amadeus Ferry (UK) is a 'Closer Link' to providing a complete reservation service for travel agency customers. With a user-friendly, fully graphical booking application (GUI), ferry reservations can be made with speed and accuracy using real time links to the ferry companies' own reservation systems.
- With Amadeus AgentNet customers can access all their reservations applications.

### **Amadeus Vista**

A browser-based front-office system, offering a fully graphical interface to the

Amadeus System. It also provides the travel professional access to the Internet, e-mail, desktop faxing, travel related content and on-line training. The product uses the latest Internet technology enabling agents to work freely at all times of the day, with no concerns about traffic levels on the public internet. Being totally browser-based, there is no installation required and users benefit from automatic upgrades whenever applicable.

Vista Smart Tabs now enable agents to integrate third party applications including websites to form part of the integrated reservations environment.

### **Amadeus Pro Tempo**

AMADEUS' PC-based, graphical front-end solution. Speed mode significantly reduces keystrokes and errors and focuses the agent on sales activities using a series of toolbar buttons to prompt the agent during PNR creation. Toolbar commands can be activated at a mouse click. All the features of Pro Tempo have been imported into Amadeus Vista, which is steadily replacing PC-based applications.

### **Amadeus Pro Web**

Pro Web provides a connection to Amadeus, using a standard browser. No Amadeus software installation or configuration is required. Users enter Amadeus formats to receive a host response. Incorporates some popular productivity tools such as Command Line Recall, History, Host Keys and You Select.

### ***Corporate Solutions***

Amadeus offers a range of corporate solutions through its subsidiary e-Travel. More information can be found in e-Travel's entry on page 46.

### ***System User***

#### **Airline System Users**

Amadeus provides IT services for more than 140 airlines worldwide, including many major European carriers - British Airways, bmi British Midland, SAS Scandinavian Airlines, Lufthansa, Iberia and Air France. All reservations, fares and ticketing for these airlines are made on the same Amadeus system used by travel agency customers. That means that for airline and agency customers using Amadeus, the PNR will look identical - they will be looking at the same booking data from anywhere in the world. Amadeus is now also constructing a community host system for British Airways, Qantas and Finnair to replace their current systems.

### ***Central System***

The core of the AMADEUS product offering is the Central System that provides users with a database and reservation tools. Some of the product within the central system is detailed below.

#### **AMADEUS Air**

Amadeus Air features over 316 carriers with last seat availability, often from the principal display – claimed to be more than any other GDS. Amadeus provides access to the schedules of over 757 airlines of which over 490 are bookable. Other features include:

- Dual City Pair enabling agents to view two sets of availability on the same screen.
- Seven Day Availability allowing an agent to search for specific availability over a full seven day period instead of requesting availability on a day-by-day basis.
- Negotiated Fares - a flexible GDS host database for negotiated air rates,

extending numerous distribution options to the agency. Comprehensive rule validation and familiar Amadeus formats ensure the fares are correctly and simply applied.

- The Amadeus Non-Homogeneous PNR - a flexible PNR-Build tool allowing for passengers with varying travel dates and routings to be booked in one PNR, requiring only one input of common data.
- The Amadeus Queue System offers an extensive combination of categories and date ranges to ensure PNR management meets the most rigorous of standards. Automatic PNR placement by agent sign-in code is just one of the productivity tools offered.

### **Amadeus Cars**

Amadeus Cars gives the user access to information to make car reservations that are reliable from the booking through to the pick-up point. Main features include:

- Displays with detailed accurate information for every rate and decoded indicators on every screen. All rates displayed are available and saleable, with screens designed to show a maximum amount of information on the first screen.
- Customisable displays, letting agents see only the data that is relevant to their needs.
- Car Policy information is a single source reference point for all mandatory and optional charges including local taxes and insurance fees.

Amadeus Cars offers a range of connectivity solutions to meet agency needs, and to ensure that users get the most up to date information on the first screen:

- Complete Access Plus gives users seamless connectivity, including estimated totals, plus full validation when viewing and booking, and access to negotiated rates.
- Complete Access sends bookings via high speed communication lines, and returns confirmation numbers and other data in just a few seconds.
- Standard Access sends bookings via teletype, and the car companies return confirmation numbers via teletype or by updating the PNR directly.

### **Amadeus Hotels**

Amadeus features real time hotel room availability and rates, guaranteed confirmation at the time of booking and a high quality database. Main features include:

- Negotiated Rates - letting the client and agent's specific rates be loaded, displayed and sold. Integrated into the normal displays, the user can shop across all rates to find the best value.
- Comprehensive displays where all information required to make a sale is shown on the first screen.
- Points of Reference – enables agents to rapidly search for properties using geo-coding or distance from landmarks and other points of interest.

Amadeus Hotels offers a range of connectivity solutions to meet agency needs.

- Dynamic Access provides real time links to providers rates and availability information right from the initial multi-property shopping screen.
- Complete Access Plus gives users seamless connectivity, letting them get information and make bookings from the hotel provider's own reservation system, ensuring last room availability, full validation when viewing and booking, and access to negotiated rates.
- Complete Access sends bookings via high speed communication lines, and returns confirmation numbers and other data in just a few seconds.

- Standard Access sends bookings via teletype, and the hotel or representative company returns confirmation numbers via teletype or by updating the PNR directly.

In 2003, Amadeus invested in Optims, a supplier of IT services to the hospitality industry in Europe. Subsequent developments will enable smaller, independent hotels to be integrated into the Amadeus Hotels offering.

### **Amadeus Fares**

Amadeus Fares enables the user to display, compare and sell fares for air, rail and ground transportation. The Amadeus Fares Database contains over 50 million specified fares. Using the dynamic add-on process, this results in an unlimited number of constructed fares. Four daily fares data-loads using the Amadeus Automated Rules processing ensure up-to-the minute accuracy. Main features include:

- Best Buy - finds the lowest possible, available and applicable fare on a given flight with automatic re-book facility.
- Value Pricer is a combined fare and availability search returning up to 9 available fare recommendations for easy rebooking with or without an existing reservation.
- Ability to specify out/inbound travel dates for exact date fare display processing.
- Automatic No-Stopover application allows users to price itineraries more quickly, not having to worry about specifying transfer and/or stopover points.

Amadeus Unifares provides database management for view and distribution of special and discounted fares, controlled by a sophisticated security package. Users can instantly compare published, negotiated, airline CAT35 and dynamically discounted fares on a single screen. Fully integrated ticketing allows for automatic ticket issuance and BSP reporting.

### **AMADEUS Documents**

Enables the user to provide a full range of document services, and documents related to travel arrangements. The range includes Itinerary, Invoice, ATB Mini-Itinerary, Tickets, E-Ticketing, Internet STP, EU STP, STDO, Automated Refunds and Automated MPDs.

Amadeus Documents includes the complete ticketing process, and completes the transaction between the customer and their travellers, delivering clear and understandable documents and records, in paper and electronic form.

A flexible product allows issuance for a range of passengers or segments and up to 60 (for groups) with one keystroke. Tickets can be printed via satellite, letting users deliver remotely to implants.

### **Amadeus Rail**

Domestic Rail / Eurostar - this allows customer to view, book and quote on the train services operated by ATOC train companies and Eurostar from a Pro-Tempo terminal and provides customers with a real time connection to the Elgar system. Ticketing can be achieved through a dedicated ATB ticket printer with air and rail bins. This is available via the standard IP network.

Access Rail - currently offers train services operated by NSB – Norwegian Rail and SJ – Swedish Rail. Standard Amadeus entries will display schedules, availability, and permit reservations. The displays are in identical format to those for airlines and the reservations are fully integrated into the Amadeus booking. All the functionality normally associated with airlines such as fare displays, pricing and ticketing are available on AccesRail.

Amtrak - provides real time connection to their Arrow system and enables customers to display availability and schedules, book rail services with or without seat reservations and seat assignment and to display Fare information and pricing.

SNCF - this allows customers to view, book, quote and ticket on the train services operated by SNCF.

### ***Partnership in development***

Amadeus have a number of products designed to allow integration with other systems.

- Amadeus API allows users to develop applications within their existing technical environment, interfacing to the Amadeus system. The customer can customise the booking and reporting process, defining the data/transaction flow to suit the customer's specific business logic and needs.
- Amadeus AIR is a structured record of data that can be sent to another computer system, such as travel agency back office system. It is one-way communication. Back office A.I.Rs can be used for accounting (A.I.R) and statistical purposes (IMR). The A.I.R/IMR enables external systems to be able to find the data as it requires, as all information is stored in a particular place.
- Amadeus EDI is a set of agreed industry standard message structures that cover the main functionality within Amadeus. It uses EDIFACT full structured and semi-structured messages that are agreed by IATA and the United Nations.
- +Script is a tool that allows scripts to be developed specifically to customers' requirements, working environment and workflow. It allows for complicated host entries (e.g. Value Pricer, direct sell cars etc) to be made easy to use without the need to remember the cryptic host entry. A well-designed script will often be quicker than using a cryptic entry. The current programming languages are visual basic, C++ / XML and Borland. It works with Amadeus Vista and Pro Tempo platforms.
- Back office systems – Amadeus have established links to all the major back office systems currently available in the UK. Amadeus also owns and offers unique full integration with ICSA-T applications.