amadeus

A world without Amadeus is quite simply chaos incarnate. This global distribution system is the premier reason why travel happens smoothly, hotel bookings are quickly confirmed and car rental services can be easily accessed. Today, Amadeus has emerged as the world leader providing robust solutions and quelling a potential riot. It provides access to bookable content from 430 airlines, 31 car rental companies, 20 cruise liners, 250,000 hotels, 239 tour operators, 100 rail operations and 22 travel insurance companies. This breathless exposition of its prowess has won it awards across the world and made it the indispensible arm of the travel industry.

Market

As India's deficient infrastructure improves and facilities for tourists are revamped to international standards the influx of tourists will only increase. Today, India is already amongst Asia's emerging giants, expected to continue its meteoric rise for at least the next 20 years.

Concurrent with this shift is the back-end that is working to keep pace. At the heart is the Global Distribution System (GDS) which enables automated transactions between vendors and booking agents and keeps order in what might otherwise be complete chaos. A GDS is completely online, 100% safe and very user-friendly.

These systems have become electronic supermarkets, linking buyers to sellers and allowing reservations to be reached quickly and easily. Today, more travel is sold over the internet than any other consumer product. The internet is a perfect medium for selling travel as it brings a vast network of suppliers and a widely dispersed customer pool together into a centralised market place.

Amadeus has the greatest number of travel agency locations with the highest productivity per terminal in the world. It has emerged as the market leader providing robust solutions to its

high-end users and travellers. With the increase and the surge in demand, Amadeus has kept up with introducing new technology in the market so it comes off as not just a leader but also as a very effective organiser.

Achievements

The Amadeus IT group was initiated in 1987 in Madrid, Spain and has been evolving ever since. As a brand it has garnered many accolades and felicitations in the journey from establishing itself as a niche brand as well as a trusted technology partner

globally. Amadeus has been making continuous efforts to reach an outstanding competitive position within the marketplace and enriching its technology by making investments in high-end research and development. In 2010, Amadeus Global was awarded a top sector ranking and recognised as a European R&D leader in travel and tourism.

Amadeus has become the first Global Distribution System provider to launch Electronic Miscellaneous Document (EMD) functionality with Finnair in India. EMD is the single standardised method to issue all airline services replacing automated MCO (miscellaneous charge order), Amadeus virtual MCO & IATA virtual MPD (multi-purpose document).

Amadeus India offers booking facility to Indian rail which enables travel agents to offer their customers the option of making rail bookings through the Amadeus Global Distribution System platform.

At the global level, Amadeus received the 2012 Air Transport News award as the Best IT Company of the Year. In the previous year, Amadeus India had been felicitated with the Best GDS awards for Excellence in Backend Systems by the Times Group's Times Travel

Honors.

For the second consecutive year in 2011, Amadeus was named the Most Admired Technology Provider in Reader's Choice Awards for The Beat – the industry leading travel business newsletter and in 2010, Amadeus India was felicitated as the Best GDS of the Year by the Travel Agents Association of India.

History

Established in 1994, Amadeus India Private Limited, wholly owned by the Bird Group, one of the India's largest travel conglomerates, has been a pioneer in providing a global platform to the Indian travel industry. This has enabled it to access state-of-the-art travel automation technology, speed up operations and merge with the global community. Amadeus has a well established track record and very extensive market expertise.

Today, it is the chosen technology partner for providers, sellers and buyers of the global travel and tourism industry. Amadeus GDS enables leading travel providers to accomplish their job efficiently and effectively. It provides solutions to full service and low cost airlines, hotels, rail operators, cruise and ferry operators, car rental companies and tour operators. Amadeus

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applications streamline and enhance the value of business processes for travel providers and users and deliver a decisive competitive advantage to them.

In addition to a leadership position in India, Amadeus has operations in Bangladesh, Nepal and Sri Lanka. In India, it is present at more than 13,000 locations, hosts in excess of 42,000 terminals and supports 400+corporate implants.

Product

The key to the success of any business enterprise is its ability to keep pace with market needs. In India's increasingly complex, highly competitive and ever-changing





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environment Amadeus has spawned a barrage of new products and areas for potential business growth. Today, this nimble company has four distinct areas of interest: airline distribution IT, travel agency IT, hotels and rail.

Amadeus continues to grow in the airline sector. It has recently forged several new ties and strengthened its long-term association with the International Airlines Group (IAG), Air France, Korean Air and Munich-Copenhagen. Amadeus has marked its presence globally and is witnessing a gratifying rise in business and profits in India as well as in China, Bangladesh and Indonesia.

The promulgation of the next-generation Amadeus Altéa suite has seen many airlines migrate to it. While 15 of the 26 members of the Star Alliance are its users, Sri Lanka recently became the first in the Indian sub-continent to adopt it. In a recent breakthrough, AirAsia became available for booking via Amadeus travel agencies in India.

Amadeus Travel with an improvement in technology has launched an Android app called Amadeus e-Travel Management. This is an ecorporate self-booking tool that enables

travellers to chalk out their plans and book and purchase complete travel itineraries within the corporate guidelines.

With Amadeus Ticket Changer - a first for any GDS in India – a travel agent can reschedule, re-plan and re-draw an entire itinerary with a few strokes of the keypad.

In 2013, Amadeus yet again took enormous stride when it launched the m-power app. This is an all-in-one mobile solution

that combines itinerary management, search, book and pay functions for flights, in-trip services and post-trip sharing.

With its ear to the ground, Amadeus once again showed that it was a people's company. Accepting the views of corporations, travel agents and travellers in the region, it introduced a consultancy-led approach to grow the hotel

Amadeus Hotel Store is an industry-first solution that offers travel agencies access to hotel consolidator content and delivers upfront payments for both the hotel and the travel agent. The Amadeus selling platform is making the Indian rail content accessible to the travel agent with just one click on the Amadeus Smart nearly 10,000 people worldwide – across central sites in Madrid, its corporate headquarters, in Nice, its development hub and in Erding its operations command. This is in addition to 73 local Amadeus commercial organisations globally. The group operates a transactionbased business model. In 2012, hotel distribution

continued to grow

steadily as the hotel-to-air ratio or attachment rate from business travel agents grew by 7.70% in the year-to-date. This important ratio, measuring the number of hotel bookings relative to flight bookings, has increased due to focused content integration and user adoption programmes initiated by Amadeus.

Over the years, the brand has launched both air and non-air products including Amadeus Master Pricer Fare Families, Amadeus Ticket Changer, India Rail Integration, Amadeus Hotel

Store, Custom Desktop, Amadeus Quality Control and Call Centre Solutions.

Amadeus has continued to be the industry leader in the Asia-Pacific region primarily because of the power it wields in the key markets of India and its knowledge of local teams.

Promotion

Amadeus is now aiming to grow and will leave no stone unturned to achieve its

objectives.

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Being a business-to-business brand, Amadeus interacts with its client in an attempt to build confidence by displaying its vast and versatile product range. Amadeus India approaches its promotional programmes from three perspectives: advertising and communications, distribution and customer relationship support. It offers a high-impact promotional platform for business, reaching travel booking professionals worldwide

The brands' India in-house marketing communications team strategically engages with stakeholders to ensure that up-to-date corporate information is packaged into brochures, presentations, multi-media channels

tab technology and making India the first market to pilot Rail Europe. The use of smart tab technology with BirdRes.com, a state-of-the-art B2B distribution channel from the Bird Group, changed the outlook of the rail booking industry in India

Recent **Developments**

The Amadeus group employs and other print materials. This effort has had a cascading impact. Amadeus is used by more travel agency locations than any other GDS, making it a primary marketing channel for any organisation targeting the travel and tourism sector

But Amadeus is not just all about business. It extends its support to improving the lives of those the company interacts with and works around ways to minimise human suffering. It contributes extensively to social development and, in a hundred different ways, expresses its concern for the deteriorating environment. It has touched the lives of the underprivileged sections of society especially women, adolescents and children. Amadeus recently partnered with UNICEF to work together to improve children's lives across the world.

Brand Values

The power of brand Amadeus can be gauged from the fact that when the Indian rupee went into a free fall, altering powerful balance sheets, Amadeus remained untouched by the mayhem. It continued to develop technology, improve distribution and provide increased. opportunity to both, travel agents and



The 'Brighter, Bolder, Better' campaign that the company launched helped create a special bond with its clients. The campaign embodied Amadeus's deep involvement with the travel industry and showed its people working and interacting with each other and with the company's customers around the world.

Amadeus' ultimate goal is to enable customers to create more personalised, connected and sustainable services and experiences. That's where, the company believes, the future is.

Things you didn't know about **Amadeus**

- The Amadeus system gives access to bookable content from 430 airlines, including companies, representing over 35,000 car rental locations, 20 cruise liners and the accumulated inventories of over 250,000 hotels, 239 tour operators, 100 rail operators and 22 travel insurance companies
- Amadeus India services more than 42,000 points of sale terminals across the country >
- International Civil Aviation Organisation's Carbon Emissions Calculator as a neutral and legitimate source of estimating aviation carbon emissions worldwide
- Amadeus is the world's largest distributor of leisure packages
- Some 100 of the world's leading airlines use > the Amadeus e-Commerce Airlines Suite

