

Amadeus India hosts industry roadshows starting November 2nd 2022

Automation with Amadeus

New Delhi, November 1st, 2022: Pioneering the Indian travel industry for over 28 years of innovation, collaboration and better journeys, Amadeus India gets set to embark on a series of products and solutions roadshows in six major cities of India : Delhi, Mumbai, Bangalore, Chennai, Ahmedabad and Jalandhar to help its partners maximise revenue and productivity.

There is excitement and optimism in the travel industry as destinations reopen worldwide and travellers rush to explore new places and enjoy experiences they have been dreaming for quite some time. Today the focus is on an evolved traveller and an ecosystem fuelled by ground breaking technology and automation. In the agile world of digitisation, Amadeus is leading from the front, rebuilding travel, fostering collaborative solutions as a digital connector and an orchestrator, collaborating across a whole new ecosystem of digital components like digital passports, digital security, biometrics, contact less travel, virtual reality and beyond.

Amadeus India Roadshows are designed to get travel agencies up to speed with the latest innovations and facilitating automation with its suite of products and solutions that can help them unlock new revenue opportunities, deliver better value, help optimise performance, maximise productivity, enhance efficiency, reduce costs, and access a wide range of dynamic content, all in one place. The roadshows aim to focus on **three core areas**:

World of new content:

This offers a glimpse of what's new in the world of air and non-air content, plus the latest insights into how **Amadeus is leading the NDC (New Distribution Capability)** revolution, a critical enabler which has redefined travel distribution and retailing. Showcasing the stellar suite of products and solutions like, Amadeus Selling Platform Connect, Amadeus E-Tickets & EMDs, Amadeus Ancillary & Merchandising Services, Amadeus Web Services, Amadeus Check My Trip, the roadshows aim to unlock a world of new content and how to book it efficiently.

Automation tools for enhanced efficiency and customer service:

This would enable travel agents to get acquainted with the portfolio of **Amadeus Efficiency Enhancers** like the Amadeus Productivity Suite: Amadeus Master Pricer, Amadeus Fare Families, Amadeus Dynamic Travel Documents, Amadeus Travel Alerts Notifier and Amadeus Remote Ticketing Solution to increase customer satisfaction, profitability and enhance customer relations.

Save costs and maximise revenue:

The ultimate goal of every thriving business is to save costs, maximise revenue and to optimise performance. The portfolio of products and solutions especially designed to help achieve this goal are a must have for every travel agent. Get introduced to the Amadeus Ticket Changer, Amadeus Offers, Amadeus Robotics (Amadeus Auto HX Cleaner, Remote Ticketing

Solution) that help save manual labour and affiliated costs, Amadeus reports to monitor sales, cancellation, refunds and unused tickets, Mid and Back Office System (CashX).

Amadeus India Roadshows will also feature live demos showcasing the benefits and full integration of NDC, which is bringing retailing capabilities to life through dynamic and more personalized content. Amadeus is pioneering several technological breakthroughs on NDC and continues to work closely with its partners to make sure NDC addresses the needs of all stakeholders. Amadeus-powered travel agencies are already managing NDC bookings through both Amadeus Selling Platform Connect as well as the Amadeus Web Services. When it comes to NDC operational readiness, the challenge many agencies face today is integrating different workflows and different processes in third-party aggregators and other GDS systems. **In the Amadeus environment, interoperability is a key strategic initiative.** Amadeus offers an unparalleled capacity of NDC aggregation, content harmonization, end to end servicing, full integration and reliability as well as an ability to manage transactions at scale, with an aim to provide a seamless and personalised experience.

“Amadeus is leading the global travel industry with cutting edge innovation, offering a host of automated products, solutions and services that help travel agents unlock new market potential, enhance efficiency, step up performance and maximize revenue. We are committed to rebuild travel! These roadshows are an opportunity to rekindle the connect with our existing travel partners, help them design better journeys with ease and efficiency and foster new connections to join us on this exciting journey!” said *Rakesh Bansal, CEO, Amadeus Indian Subcontinent.*

The Amadeus India Roadshows plan is as follows:

Delhi: November 2nd, 2022

Chennai: November 9th 2022

Bangalore: November 10th, 2022

Ahmedabad: November 14th, 2022

Mumbai: November 15th, 2022

Jalandhar: November 24th, 2022

About Amadeus India

Amadeus in India, wholly owned by Bird Group, one of India’s largest travel conglomerates, has been a pioneer in providing a global platform to the Indian travel industry by enabling access to advanced travel automation technology. Established in 1994, Amadeus provides IT and software services, develops software products and automated tools for the travel trade industry, including customized software products for travel agents and travel service providers. It also offers access to a wide array of scheduled airline seats as well as hotel rooms, insurance packages, car hire and other travel services worldwide. With a wide network of 45+ branch offices across the Indian sub-continent, Amadeus India’s head office is located in New Delhi.