

Amadeus and Singapore Airlines reach deal to bring content via NDC to Amadeus-connected travel agents

Singapore Airlines makes content available via NDC through the Amadeus Travel Platform, reaching the world's largest travel agency network

When Singapore Airlines first joined Amadeus NDC [X], the carrier focused on digital transformation, enhancing retailing capabilities, and creating a more personalized experience for its travelers. Today, Singapore Airlines deepens this commitment to modern retailing, supported by Amadeus technology, by making its NDC offers available to travel sellers through the Amadeus Travel Platform. Travel agents worldwide connected to the Amadeus Travel Platform will soon be able to shop, book, and pay for all Singapore Airlines offers made available through NDC as part of the airline's KrisConnect program.

This includes ancillary services such as seat selection, excess baggage, special fares, and personalized merchandising offers for loyalty members and corporate travelers. This is just the start of more exciting opportunities that NDC will bring, with more content becoming available soon such as dynamic fares. The content will be available in the Amadeus NDC-enabled solutions used by agents today, providing a familiar and efficient booking environment. The Amadeus Travel Platform includes critical servicing functionalities that agents need, such as the cancellation, void, refund and modification of NDC bookings. It's a one-stop-shop that brings together all relevant travel content from any source (EDIFACT, NDC, and other APIs) into a single view, allowing agents to search, compare, buy, and service bookings all from one display. This will ensure travel sellers can continue to deliver fast, professional service levels to their travelers and at the same time help Singapore Airlines drive the adoption of NDC.

Bryan Koh, Divisional Vice President, E-Commerce and Distribution, Singapore Airlines says, "We look forward to providing more attractive and customized offers on Amadeus' extensive travel agency network via NDC. Singapore Airlines remain committed to improving our retail capabilities and extending them to travel agents through multiple channels and touchpoints such as self-booking tools, web services, travel agency front office solutions, and mobile."

Cyril Tetaz, Executive Vice President, Airlines, Asia Pacific, Amadeus comments, "Singapore Airlines is truly transforming the way offers are created, sold and serviced across channels, so that the airline can continue to pioneer in the area of customer-centric retailing and merchandising. This partnership is further proof of our strategic commitment to NDC, as we are delivering sustainable, long-term value for our customers, which is more important than ever amid the current market circumstances. We are working hand-in-hand with Singapore Airlines to increase NDC adoption and enhance retailing capabilities through our best in-class technology and the world's largest travel agency network."

Travel sellers will be able to make bookings through Amadeus' NDC-enabled solutions – Amadeus Selling Platform Connect and Amadeus Travel API – starting from January 2021 in several markets in APAC and beyond. The airline's NDC-sourced content will continue to be progressively rolled out in other markets globally throughout H1 2021 in order to reach all Amadeus-connected agents. In addition, Amadeus' flagship solution for corporations, Amadeus cytric Travel & Expense, will be able to process Singapore Airlines' bookings via NDC during 2021. Today's announcement builds on Singapore Airlines and Amadeus' existing partnership in NDC.

Singapore Airlines has been using Amadeus Altéa NDC, a full Offer and Order Management solution, and Amadeus Anytime Merchandising, since 2018. The combination of these technologies together with the latest integration of content into the Amadeus Travel Platform ensures full retailing capabilities and servicing for Singapore Airlines, with a truly customer-centric approach and full control over its offers across all channels. "This exciting announcement is yet another leap forward for Amadeus in our NDC journey.

Driving NDC forward and realizing its next generation retailing capabilities for our customers is a key part of our long-term global strategy. We have processed NDC bookings through the Amadeus Travel Platform since 2018, and the capabilities and content are not only here today but also continually being enriched as more and more airlines and travel sellers gear up on NDC.

We are working closely with the industry to increase adoption and drive volume by delivering the performance, scalability, market reach, and global support that airlines and travel sellers need," adds Javier Laforgue, Executive Vice President, Airlines Distribution and Content Sourcing, Amadeus.

Notes to the editors:

About Singapore Airlines The SIA Group's history dates back to 1947 with the maiden flight of Malayan Airways Limited. The airline was later renamed Malaysian Airways Limited and then Malaysia-Singapore Airlines (MSA). In 1972, MSA split into Singapore Airlines (SIA) and Malaysian Airline System. Initially operating a modest fleet of 10 aircraft to 22 cities in 18 countries, SIA has since grown to be a world-class international airline group. Singapore Airlines is committed to the constant enhancement of the three main pillars of its brand promise: Service Excellence, Product Leadership and Network Connectivity. The SIA Group fleet and network are also expanding in support of the development of its portfolio strategy, in which it has investments in both full-service and low-cost airline operations.

This portfolio of airlines serving short-, medium- and long-haul markets gives the SIA Group more flexibility and nimbleness, with the right vehicles to serve the right markets. In 2018, Singapore Airlines launched the world's longest commercial flight, with non-stop services between Singapore and New York, as well as non-stop services between Singapore to Los Angeles, and increased non-stop services to San Francisco, using the new Airbus A350-900ULR (ultra-long-range). In September 2019, Seattle became the fifth US city in Singapore Airlines' route network – and the fourth to be served non-stop from Singapore. About Amadeus Travel powers progress. Amadeus powers travel.

Amadeus' solutions connect travelers to the journeys they want through travel agents, search engines, tour operators, airlines, airports, hotels, cars and railways. We have developed our technology in partnership with the travel industry for over 30 years. We combine a deep understanding of how people travel with the ability to design and deliver the most complex, trusted, critical systems our customers need. We help connect over 1.6 billion people a year to local travel providers in over 190 countries.

We are one company, with a global mindset and a local presence wherever our customers need us. Our purpose is to shape the future of travel. We are passionate in our pursuit of better technology that makes better journeys. Amadeus is an IBEX 35 company, listed on the Spanish Stock Exchange under AMS.MC. The company is also part of the EuroStoxx50 and has been recognized by the Dow Jones Sustainability Index for the last eight years.

To find out more about Amadeus, visit www.amadeus.com

Contact details:

Amadeus press contact Laura Cobbold laura.cobbold@amadeus.com
+34609141695

Singapore Airlines Press contact public_affairs@singaporeair.com.sg