

Amadeus Selling Platform

Make change happen with Amadeus Selling Platform—the world's most used retailing application for travel professionals.

Why Amadeus?

Amadeus Selling Platform helps travel professionals sell more with single access to a multitude of fares and extensive travel content, move faster with streamlined business processes, and serve better by exceeding your customers' expectations with personalized service.

One-stop shop

Offering integrated, single-screen access to a full range of travel content—including air, cruise, car rental, hotels, rail, tours, insurance, activities & entertainment and much more—Amadeus Selling Platform allows travel professionals to focus on generating bigger revenues and more profitable sales.

Streamlined and customized

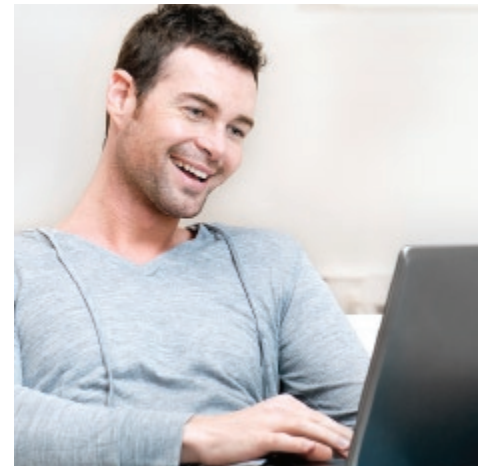
Built-in efficiency tools and automation and customization capabilities ensure internal processes are streamlined and productivity is increased. Travel agents can deliver unique and personalized service to their customers, matching their exact preferences and needs.

It's easy to use

User-friendly icons and intuitive navigation make Amadeus Selling Platform easy-to-operate and implement across your business. Whether you prefer cryptic or the graphical interface, Amadeus Selling Platform lets you work the way you want. Amadeus guides you through the booking process—providing a consistent platform for all agents, reducing training costs and improving the level of efficiency in your office.

Fast and flexible

Designed with flexibility in mind, this platform increases productivity for all levels, from beginners to intermediates to seasoned professionals.

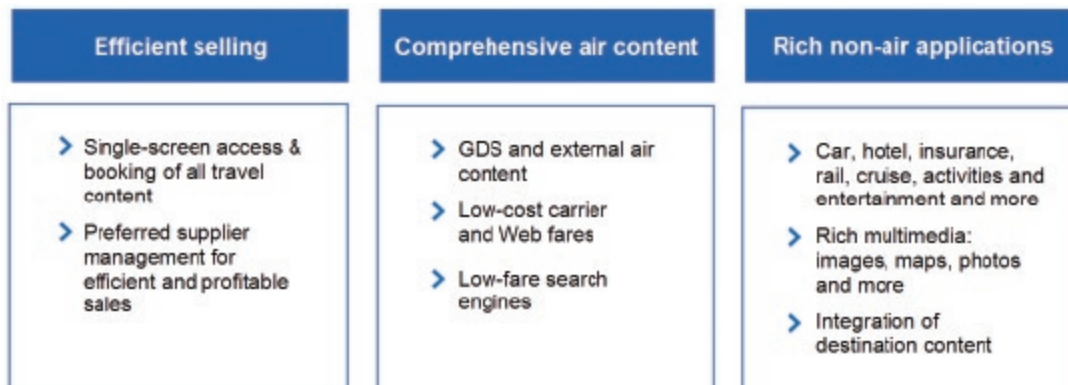


We especially like the Amadeus Selling Platform graphical interface. It's so easy for any associate, regardless of experience, to book hotel, car, air and rail. Amadeus Selling Platform enables us to provide easier and more efficient service for our clients.

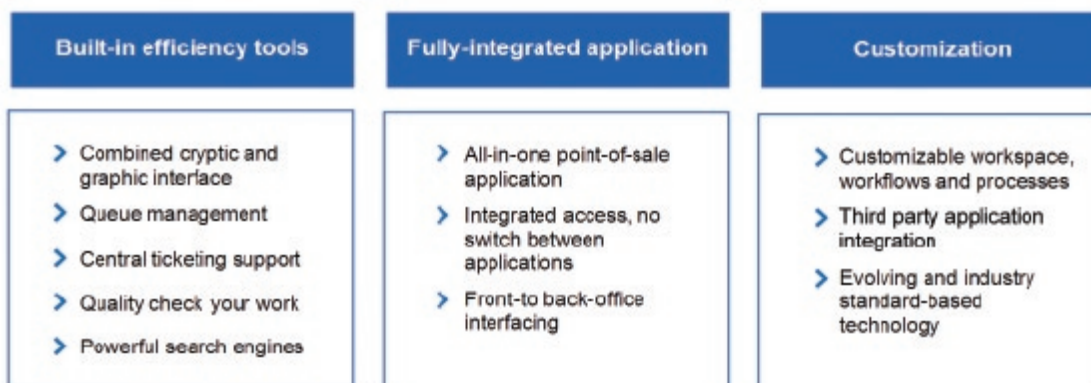
Pat Walsh
Anthony Travel



Sell more: single access to a multitude of fares & extensive travel content



Move faster: streamlined processes to keep your costs down



Serve better: exceed your customers' expectations with personalized services



Timesaving Features

- **Remote Access** – provides access when you are away from the office.
- **Quick PNR** – allows you to speed up the booking process by entering mandatory PNR elements in a single step.
- **Speed Mode** – enables experienced users to work even faster with automatic screen highlighting.
- **Command and Graphic Page** – choose the way you work –command mode, an easy-to-use graphical page, or a mix of both.
- **Travel Preferences Manager** – allows automatic processing of policies and travel preferences.
- **Multimedia Enhancements** – offers car images, maps and photos of hotels you can e-mail to your customers—and flight features, so you can offer your customers more than just a seat number.
- **Dual City Pairs** – allows you to book roundtrip flights in a single step.
- **Smart Keys** – reduces keystrokes and speeds up repetitive tasks using predefined format keys.
- **Amadeus e-University®** – provides a rich learning environment to ensure mastery of Amadeus products and services.
- **Graphic Page Shortcuts** – customize your command page with shortcuts to time-saving graphical windows, such as seat maps, TST and refund record.
- **Split Windows** – configure your command page to display 1-4 viewports.
- **Integration of External Content** – incorporate third party content thanks to our open system technology.
- **checkmytrip.com** – graphical PNR links to checkmytrip.com—so customers can see all of their travel itineraries—and destination information like weather, currency converters, maps and more.

Revenue-generating tools

- **Amadeus Activities & Entertainment** – book activities in over 400 destinations—while earning commission on the sale. A new shopping cart feature makes it even easier!
- **Amadeus Cars** – gain access to 26 car rental companies in 36,000 locations worldwide. Includes a comprehensive breakdown of taxes, coverage and estimated totals and surcharges on a single screen.
- **Amadeus Cruise** – connect to over 90% of all cruise cabins in the world with Amadeus Cruise—more than any other GDS.
- **Amadeus Hotels Plus** – provides you with the most hotel rooms available, booked 60% faster than other systems—plus guaranteed confirmation at the time of booking and the best rates—both negotiated and public.
- **Amadeus Insurance** – cross sell insurance policies with air, car and other segments quickly and without fuss. Fully integrated into PNR. Offers big commissions!
- **Amadeus Rail** – search rail content in real-time—with access to more content than any other GDS.
- **Amadeus Service Fee Manager*** – an integrated solution for the efficient storage, calculation and collection of applicable service fees.
- **Amadeus Tours** – shop by origin, destination, price range or by hot deals. Offers traditional static vacation packages, as well as dynamic packaging. Set your commissions to a specified percentage or flat fee.
- **Amadeus Ticket Changer*** – service change requests anywhere in the world in a matter of seconds, giving your customers the right fare and the right penalty charge at any point-of-sale.



* Available in the US only.

677 million

transactions managed
per year

75 million

active PNRs

99.99 percent

uptime

The Amadeus Difference

- **Fast, single-screen access to travel content** – helping you take advantage of high-revenue, non-air sales.
- **Unparalleled help desk support** – providing virtual troubleshooting, which reduces the need for time-consuming and costly on-site service.
- **Hassle-free implementation** – delivering minimal disruption to your business.
- **A global platform** – providing you with 3rd-party content and applications via the PNR, from front- to back-office for fewer errors and a higher sales volume.
- **Automatic updates** – making it simple to stay up-to-date with the latest product and service enhancements.

The best part has to be the GUI [graphical user interface], which makes it easy to train people who are not coming from a travel agency background. The point-and-click technology means I can hire someone who used to work at Nordstrom without much training. They don't need GDS experience or need to know how to use the green screen.

Tony Maupin
Maupin Travel

In the US, call 1.888.AMADEUS, or send an e-mail to salesinquiries@amadeus.com to learn more.

In Canada, call 1.888.611.5554, or send an e-mail to salesinquiries@amadeus.com to learn more.

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