

Nothing can be worse than being unable to deliver what your customers expect of you. And they expect more and more from their airline. And they want it now. So you need the fastest and easiest access to the most accurate information and the whole range of prices down to the very lowest fare available.

With the Amadeus Fares and Pricing engine, your agents have reliable and well-structured pricing information at their fingertips, freeing them to make your customers welcome and providing the attention that will make them come back. Few can resist the combination of accurate information and a fast and charming service.

The Amadeus Fares and Pricing engine is at your service 24 hours, 7 days a week. But that's not all – a comprehensive display allows your agents to price each enquiry without having to create a PNR; and now it becomes truly impressive: the Amadeus Fares and Pricing engine manages itineraries for up to 99 passenger and 16 segments at one time.

Gain competitive advantage while increasing your productivity with the Amadeus Fares and Pricing engine.

Customer testimonial:

“Since we adopted the Amadeus Flex Pricer, we were able to launch substantial marketing campaigns and saw an immediate increase of over 60% in our online bookings.”

Iberia.com, VP Sales

Turn passengers into your customers

Before the sale is finalized, your customers want to understand their options. The **Fare Display** makes selling so much easier because it gives your agents clear and well-structured information. They no longer have to create PNRs in order to check out a complex itinerary and informative pricing. The system calculates all applicable taxes and surcharges as it would in a real PNR. If the offer is acceptable, a PNR is created at the “push of a button” .

Low, lower, lowest ...

The **Best Pricer** transaction automates the search for the lowest available booking classes with the cheapest applicable fares in a unique and highly productive process.

Create a PNR in record time

Nobody does it faster (or smarter): The Amadeus Fares and Pricing engine allows your agents to prepare and price itineraries before transforming them into PNRs and calculate itineraries for up to 99 passengers and 16 segments! Target your results by using the huge choice of options available; expanded parameters, for example, allow you to scan immediately any restriction associated with the proposed fare.

History can be repeated

Amadeus provides you with 24 months of history for both displays and pricing. In other words, pricing transactions, fare rules and taxes can be researched and repeated for up to 24 months after they were first stored in the system.

More, more accurate, flexible

The Amadeus Fares and Pricing engine is built on a community model and is a truly international solution yet serving the local needs of airlines. Its world-leading processing capabilities enable totally reliable and accurate pricing. In fact, Amadeus is internationally recognized as the most accurate pricing system, having made "best-of-class" in independent surveys in 2002 through to 2005. It is fully IATA compliant. The Amadeus Fares and Pricing engine is a super flexible system that meets different customer requirements and business needs, while connecting seamlessly with the Amadeus Customer Management Solution (Altéa).

A database both robust and reliable

- Full reengineering of Amadeus' fares database.
- The Amadeus Fares and Pricing Engine has now moved to open and scalable systems based on the Oracle relational database and UNIX and/or Linux servers.
- Thanks to the increased reliability and availability of the system, Amadeus can provide you with robust and reliable pricing solutions.
- Unrivalled content of the database, including public and private fares.
- The database is very dynamic and automatically updated seven times a day from ATPCo loads and twice a day from SITA loads. Amadeus is also reactive between fare loads for corrective actions in case of emergency.
- In 2006, Amadeus will subscribe to the encoded rules product from SITA so that Airlines can retain their current filing product, whether with ATPCO or SITA.

System access and migration

- Our Amadeus System can be made available at any time.
- The System is accessed in a simple query/response mode, using a set of EDIFACT messages. The data exchange is between Amadeus on the one hand and your reservation system on the other hand.
- For your web site the information is exchanged via the Amadeus API.
- Amadeus has extensive experience in integration with other airlines' systems.
- Highest quality procedures for standard implementation and project management, including the provision of standard interfaces to facilitate implementation and system migration.
- Amadeus has developed a specific workflow process that highlights the tasks to be undertaken by both Amadeus and the airline in order to allow for planning on both sides and minimize any risks. The system migration approach is low-risk because we tailor a plan to your specific needs. Key driver: to minimize business and operational impact.

Pricing Structure

- Amadeus has developed value pricing - depending on the type of transactions used. Not all transactions are charged in the same way. For example: scrolling transactions are free of charge; follow-up and standalone transactions are charged at a lower rate than basic display and pricing transactions.

Facts and Figures

- The Amadeus Fares database has grown to hold over **140 million** active public and private fares, **150 million** historical fares, plus all the associated data such as rules, taxes, currencies and mileage.

- The Amadeus Fares and Pricing engine is a readily available server application that is currently being utilized by more than **150 airlines** worldwide and by more than **70,000 travel agency** locations (including online travel agents) in more than **200 markets** globally.
- According to an independent travel agency customer survey conducted on a yearly basis, Amadeus has repeatedly been ranked **Top GDS in Terms of Fares' Accuracy and Reliability**. The latest study carried out in 2005 shows that Amadeus has again proven to be in the lead.
- Over **30 million fare transactions** are performed each day on the Amadeus system.
- Up to **600 million transactions** per second at peak times.