



Increase productivity and revenues, improve customer loyalty and retention and optimize operations management with **Amadeus Selling Platform**

Amadeus Selling Platform

Sell more, move faster, serve better

The travel industry is constantly changing and the challenges you face change with it. You need your professional platform to evolve so that you can continue to offer a premium service, using one comprehensive tool to manage all your needs with no adverse impacts to your workflows and booking habits.

[The most-used retailing application for travel professionals](#)

Amadeus Selling Platform continues to be the world's most used retailing application for travel professionals.

Increase productivity and revenues, improve customer loyalty and retention and optimize operations management with enhancements which follow the direction the marketplace is taking.

[Amadeus All Fares Plus](#)

Get new features immediately via the web. No installations or upgrades required

[Amadeus Profiles Plus](#)

The quickest way to make a booking. Fully compliant with your customers' preferences.

[Amadeus Offers](#)

The first professional booking platform to give you a tool to store and exchange travel proposals

[Amadeus EMD](#)

Amadeus continues to lead the industry shift to a fully paperless environment

[Amadeus Banners - \[click to go\]\(#\)](#)

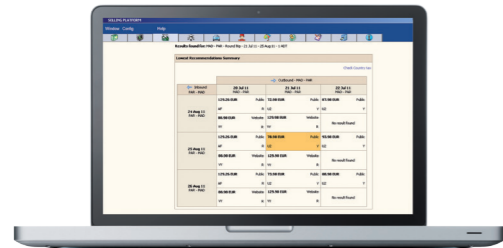
Increase up-selling and cross-selling

[Enhanced portability](#)

Better portability, easier installment and faster deployment

"We love Amadeus Selling Platform because it lets us offer our customers the best rates on hotels, cars, air – and more. Working with Amadeus saves us time and helps us work faster – so we can spend more time with customers."

[Beth Reiss](#)
Manager, The Travel Place Ltd.



Amadeus All Fares Plus

Amadeus All Fares was already your single point of reference to access, browse and sell the widest range of aggregated air fare content, saving you time, making you more efficient and giving your customers the optimal service package: the best deals with professional advice.

Dramatically increase productivity when booking non-GDS fares: 4 minutes using All Fares Plus compared to 10 minutes without Amadeus All Fares Plus*

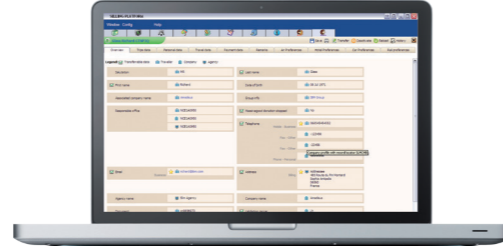
Now fully web-based, Amadeus All Fares Plus adds the benefits of "Plus" architecture: development of interface enhancements can happen faster and new features are available immediately over the web – no install or upgrade required.

Continue to enjoy browsing your low fares on the calendar display. Get up to 230 flight/fare recommendations and even beat the price already booked in your PNR: a great time-saver.

In addition, new features help you focus better on business travel. A host of filtering options instantly update your display as soon as they are changed. You can now book speedy boarding and the new web-site credentials management feature enables you to manage your arranged rates with low cost carriers, without leaving your selling platform.

Amadeus All Fares Plus is now the only low fare search tool you need to reinforce your customer service in the most efficient and productive manner.

* Source: Amadeus Show Me The Value Calculator



Amadeus Profiles Plus

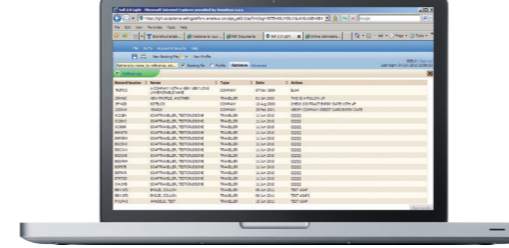
The quickest way to make a booking, while remaining fully compliant with your customers' preferences.

Amadeus Profiles Plus covers a vast array of customer information and profile types: traveller, agency, company and group profiles

The unique, intuitive Amadeus Profiles Plus interface was available in pilot releases of Amadeus Selling Platform and is now ready for full market deployment. Manage all profile types (traveller, company, agency and group), and get unified access to business and leisure profiles. In addition, traveller preferences can be managed for your non-air bookings: cars, hotels and rail.

Enjoy a host of new features which will save you time. Create "to-do's" and reminders for an individual profile or consult a full profile history for faultless follow-up. Searching for profiles is now quicker and easier thanks to internet search engine type technology. The new 'merge' display combines data from the traveller, the linked company and the owning agency for a much clearer view. Transfer data to the PNR in just one click.

As with Amadeus All Fares Plus, a web-based architecture will give you much faster access to new features from now on.



Amadeus Offers

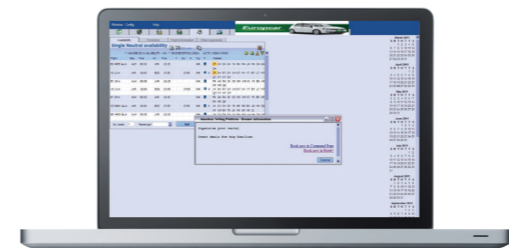
Amadeus Selling Platform is the first professional booking interface to give you a tool to manage alternative travel proposals to your customers.

Amadeus Offers is unique to Amadeus Selling Platform. It will eventually replace time-consuming workarounds to bring savings of up to €0.65 per offer*

You can now access offers in the PNR via the graphical page as soon as they are available in the Amadeus central system.

Amadeus Offers will eventually be extended to all Amadeus channels including Amadeus e-Travel Management (so that proof of offers can be made to corporate customers) and Amadeus CheckMyTrip (so that confirmed offers can be accessed directly by the traveller).

*Amadeus pilot research

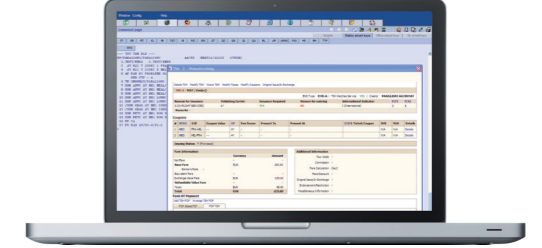


Amadeus Banners click to book

Increase up-selling and cross-selling thanks to banners appearing at sell time. Special deals advertised are always related to your customer's itinerary, just like with all Amadeus Media Solutions.

A real-time marketing campaign that highlights relevant deals to travel agents in the context of their booking flow

To sell faster, just click a Car or Hotel banner and proceed immediately to the booking flow.



Amadeus EMD

Amadeus is again leading the way to a fully paperless environment with the move to Electronic Miscellaneous Documents (EMD), as we did with the move to Electronic Ticketing a few years ago.

EMD is an integrated, standardised and fully secure solution that speeds up the sale of airline services

Amadeus EMD server became operational well before the IATA deadline and all travel agency markets have since been launched.

Amadeus Selling Platform enables you to issue electronic documents for standalone services as well as for associated services.

EMD facilitates the sale of ancillary services which are not necessarily linked a flight segment but which can be issued in connection with the ticket for reference.

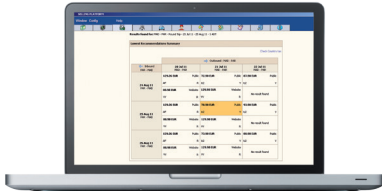
Amadeus EMD is fully integrated with standard PNR workflows, including Amadeus Ticket Changer and document print facilities, making it a real cost saver.

Compatible and future-proof

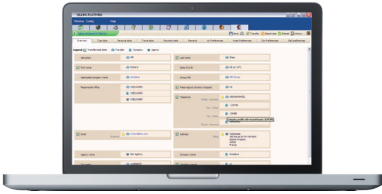
- Selling Platform is fully compatible with the latest Microsoft Operating Systems, including Windows 7, and with the latest versions of Internet Explorer.
- Amadeus will also continue to ensure rapid compatibility with all future Microsoft releases.
- Additionally, all the recent enhancements described have been brought to you with no adverse impact to response times and no difference to previous releases in terms of hardware requirements.



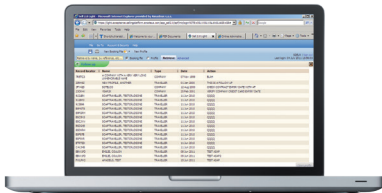
Key enhancements



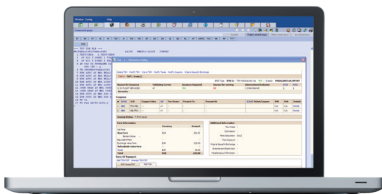
- ### Amadeus All Fares Plus
- Fully web-based
 - Faster enhancements
 - No installations/updates
 - Beat the PNR price
 - New filtering options



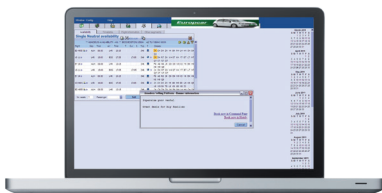
- ### Amadeus Profiles Plus
- Fast booking; respect customer preferences
 - Create “to do” lists & reminders
 - Faster search for profiles
 - New “merge” display
 - Transfer data to PNR in a single click



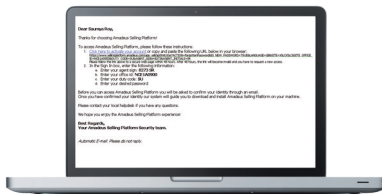
- ### Amadeus Offers
- Manage alternative travel proposals for customers
 - Access offers in GUI



- ### Amadeus EMD
- Issue EMDs for standalone services
 - Sell ancillary services which are not linked to a flight segment
 - Fully integrated in PNR workflows



- ### Amadeus Banners — click to book
- Banners now displayed at sell time
 - Upsell and cross sell
 - Click on banner and book!



- ### Improved Portability
- Installation in 4 easy steps
 - Access from any trusted PC

Portability

- Portability enhancements are an optional feature of Amadeus Selling Platform. They make access to – and deployment of – your selling platform much more efficient.
- Your selling platform can be installed now in 4 easy steps while waiting for release of fully web-based versions. This means you will no longer need a Certificate ID or Hardware ID.
- Access your selling platform from any trusted PC and gain in operational costs.

Trusted technology partner

As the global travel industry’s leading technology partner, Amadeus is committed to helping you overcome your biggest business challenges by continuing to provide innovative and advanced integrated solutions, plus best-in-class support and expert consulting services.

Find out more

For further information, visit amadeus.com or speak to your Amadeus Account Manager today.