



Company profile

Founded in 1987

Head Office Spain (Madrid)

Countries with offices 70+

Main activities Travel powers progress. Amadeus powers travel. We provide the solutions that keep the world of travel moving, developed in partnership with the industry for over 30 years. Amadeus' solutions connect travellers to the journeys they want through travel agents, search engines, tour operators, airlines, airports, hotels, cars and railways.

Number of employees 16 000+

Countries with operations 190+

Global revenues 4,852.7 million EUR (Full Year 2017)

Main references in airline industry N/A

IATA *Strategic Partnerships*

Intended positioning on the market

“ At Amadeus, our purpose is clear: we work with our customers, partners and other industry players to shape the future of travel. We do this by anticipating the needs of both our customers and travellers; by developing inspired solutions that help our customers enhance their businesses and enrich the travel experience for hundreds of millions of people every year. We will continue to facilitate stronger and more profitable commercial relationships among all travel industry players. We will develop new technological solutions and services to deliver increasing value and capabilities, helping travel providers, travel sellers and travel buyers to optimise their operations and services to travellers. We will realise our promise to shape the future of travel and deliver sustainable growth to our shareholders by focusing on the core values that have defined our company since its inception. ”

**Product name :**

- Amadeus Altéa NDC
- Amadeus Travel Platform NDC
- Navitaire NDC Gateway

Addressed Clients :

- IT Provider solutions : Airline customers, distributing content to aggregators, meta agents, sellers, partner airlines or GDSs.
- Aggregator solution: sellers (online, metas, retail, TMCs, corporations) and airlines

Value proposition

As a PSS provider and IT provider, Amadeus enables airlines to distribute their offers to 3rd parties using Amadeus Altéa NDC or Navitaire NDC Gateway:

- Amadeus Altéa NDC is a key enabler of the latest merchandizing techniques. Amadeus has developed a solution natively integrated to the PSS offering the NDC capability to their Altéa customers. These customers can benefit from a complete integrated solution for performance, scalability and evolution gains. Amadeus will ensure a seamless approach to Altéa customers providing them the capability to distribute offers to 3rd parties.
- Allows New Skies customers to extend their ticketless direct channel retailing capabilities to NDC enabled sellers and aggregators.

With Amadeus Travel platform, Amadeus will evolve current environment used by thousands of sellers to integrate in a normalized way NDC content, simplifying sellers adoption and allowing airlines to access Amadeus' distribution network.

Current NDC offer

- As an IT provider, Amadeus supports its Altéa & Navitaire New Skies hosted airlines to expose their content using either Amadeus Altéa NDC or Navitaire NDC Gateway.
- As an aggregator/GDS, Amadeus aggregates content via the airline's preferred connectivity that meets their needs (EDIFACT, proprietary XML, NDC XML) and we ensure that airline content can be efficiently consumed and processed by Travel Agents (with Search, Shopping, Merchandising, Rich Content, back office integration, ...)

What differentiates this solution

- Amadeus Altéa NDC provides any Altéa carrier with the capability to distribute their rich offers based on advanced merchandizing techniques to 3rd parties using Offer & Order Management capabilities, as well as servicing and reporting.
- The Navitaire NDC Gateway enables New Skies customers to support optimized pricing in the indirect channel using industry standard XML messages.
- Amadeus Travel Platform -will return all relevant content, from multiple sources including NDC, to any touch point, relying on robust, industry compliant and futureproof technology.

**Currently in production with**

Amadeus Altéa NDC: Finnair, Avianca, Singapore airlines, Saudia, Corsair. Navitaire NDC Gateway: one airline
Amadeus Travel Platform NDC: One seller and one airline by end of 2018

NDC Roadmap

- Amadeus Altéa NDC roadmap will focus on the following key initiatives: enhanced personalization and merchandizing techniques, Servicing (Order modification using the NDC standard) and Interlining, as well as Reporting capabilities.
- Navitaire NDC Gateway roadmap includes upgrading to version 18.1 verbs and implementing enhanced Servicing (Order modification using the NDC standard).
- NDC content integration in Amadeus Travel Platform will be rolled out 1st quarter 2019 with booking, servicing and notification functionalities. Multiple releases are then planned through the year to enrich functionalities and add new content

NDC perception**Modules bringing most value**

- Personalization
- Dynamic Pricing
- Rich media

**Main pain points heard from industry**

- No clear view on how to transition
- Standardization of flows (servicing flows notably)
- Ability to scale
- Address more sellers use cases beyond prime booking flow

**Areas of innovations**

- Merchandizing capabilities
- Order Management functions
- Connectivity (for sellers or aggregators)