

Press Release

Aerosvit to enhance customer service with Amadeus technology

Amadeus will supply the Ukrainian carrier with a state-of-the-art platform for Reservation, Inventory and Check-in

Madrid, Spain, 17 April, 2007: Amadeus, a global leader in technology for the travel and tourism industry, and Aerosvit Airlines, the leading Ukrainian carrier, have signed an agreement by which the airline's legacy passenger service system will be replaced with the new generation technology Amadeus Altéa Customer Management suite (CMS).

Already a user of Amadeus' Altéa Reservation for its sales and reservation, Aerosvit will migrate, within 2007, all its inventory management activity to Altéa Inventory, implement Amadeus Revenue Integrity to improve yield and load factors, as well as Amadeus e-Retail Engine to drive online sales. The solutions contracted will provide Aerosvit with complete control over all its distribution channels and management of inventory, seat planning, route network and online sales.

Avi Schwartz, Deputy Director General, Aerosvit Airlines, commented: "The Altéa community platform brings us world class technology to deliver on our commercial strategy; to expand our route network globally and to become a strong regional player. We will be better equipped to maximise yield on every seat and gain better insight and the flexibility to execute our distribution strategy in the most profitable way. In the process, Aerosvit will remain compliant with evolving industry standards, which frees us to focus on customers."

To date, 35 airlines have chosen the Altéa Customer Management suite, including Rossiya Russian Airlines, Air Astana – both based in the CIS region - and other major carriers in Europe, Asia Pacific, America, Middle East and Africa. Altéa Reservation, which provides a seamless reservation service across multiple channels, is currently used by over 150 airlines as their internal sales system.

Frédéric Spagnou, Vice President, Airline Business Group, Amadeus, noted: "In global terms, the CIS region is among the fastest growing and most dynamic regions in the aviation

sector. Using our advanced suite of solutions means Aerosvit is able to continually stay one step ahead of the competition and deliver a first class service to all passengers.”

Alexey Murovtsev, General Manager, Amadeus Ukraine, added: “Aerosvit’s decision in favour of Altea Customer Management platform coupled with Amadeus’ unmatched travel agency network in the CIS region, will ensure additional, operational benefits for Ukrainian travel agencies as well as for their customers”.

[Notes to the editors:](#)

About Amadeus

A world-leading technology and distribution solutions provider, Amadeus delivers unparalleled expertise to the travel and tourism industry, including leading-edge solutions that cover airlines’ unique business needs, independent of their size, business model or market reach.

Amadeus’ pioneering new-generation Customer Management Solution (CMS) portfolio, Amadeus Altéa CMS, serves network and regional carriers. The Altéa portfolio, based on a pioneering community platform concept, enables improved operational efficiency and increases revenue. The portfolio consists of the Altéa Reservation, Altéa Inventory and Altéa Departure Control solutions.

Low Cost Carriers also have a specific CMS for LCCs - based on adaptive technology and already used by carriers in Europe and the USA - that provides robust options that easily adjust to their evolving operational requirements.

Further complementing these integrated IT solutions is the Amadeus e-Travel Airline Suite. Over 70 of the world’s leading airlines use the Amadeus e-Travel Airline Suite to power over 250 websites in more than 80 markets.

Other standalone IT solutions include amongst others; Amadeus Revenue Integrity, Amadeus Ticket Changer, an automatic ticket reissue tool, and a full range of ticketing solutions; including e-ticket interlining and ground-handling management technology services.

More information about Amadeus’ solutions for airlines is available at: www.amadeus.com/airlines.

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