

Press Release

Amadeus Adoption Academy helps drive use of self-booking tools amongst corporate clients

Madrid, Spain, 18 July 2007: Amadeus, a global leader in technology and distribution solutions for the travel and tourism industry, today announced that it will be offering an enhanced approach to driving adoption within companies that are introducing self-booking tools into their organisations. With its complete end-to-end consultancy package, the Amadeus Adoption Academy is designed to help corporations maximise adoption and get the most out of their self-booking tools (SBTs).

*“Thanks to our participation in the Amadeus Adoption Academy workshop, and with the support of our TMC American Express, Siemens Sweden has taken on Amadeus’ recommendations which have lead to our adoption rate more than trebling in just one month and we look forward to increasing our overall adoption target of 55% in the next 10 months” stated **Ulrika Grive, Travel Manager, Siemens Sweden.***

Marcos Isaac, Director of Corporate & Distribution Channels, Amadeus commented: *“Many companies adopt a haphazard approach to ensuring that employees actually use a self-booking tool when it is introduced. We have been advising clients about how to drive the adoption of their self-booking solutions for a number of years, thus our in-depth experience has helped us to constantly improve evolve our consultancy approach, helping companies maximise adoption, achieve significant travel savings and a faster return on their investment.”*

Amadeus expects that the Amadeus Adoption Academy will help further drive adoption and educate more companies about the significant time and cost savings they can get from their SBT. The Amadeus Adoption Academy offers a five-step consulting approach that is tailored to corporations’ needs and includes the following phases:

Assessment – Comprising of a workshop that enables Amadeus to get an in-depth picture of how online travel management has worked for a company to date, in order to provide them with an adoption strategy to best suits its needs.

Planning – An integrated plan to grow adoption within an organisation will be developed based on the findings in the assessment report.

Implementation – The execution phase of the adoption plan using Amadeus Project Management methodology.

Measurement and Reporting – Assisted by Amadeus' powerful reporting tools, Amadeus consultants then carefully measure performance of the programme and evaluate its success.

Tracking and Improving – Where additional strategies and tactics need to be employed to optimise the ongoing benefits of companies self-booking tools.

The Amadeus Adoption Academy builds upon Amadeus' continuous support and commitment to the corporate travel industry. Amadeus recently commissioned a worldwide study with Cranfield University looking at factors that influence the adoption rate of Self Booking Tools (SBTs) within organisations.

Further information on the Adoption Academy is available at:

<http://www.amadeus.com/corporations/x23657.html>

Further information on the Amadeus and Cranfield University worldwide study on the adoption of Self Booking Tools (SBTs) is available: <http://www.amadeus.com/corporations/cranfield>

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Notes to the editors

Amadeus is a chosen technology partner for providers, sellers, and buyers of travel. The company provides distribution, IT and point-of-sale solutions to help its customers adapt, grow and succeed in the fast changing travel industry. Customer groups include **travel providers** (airlines, hotels, car rental companies, railway companies, ferry lines, cruise lines, insurance companies and tour operators), **travel sellers** (travel agencies) and **travel buyers** (corporations and travellers). Solutions are grouped in four solution categories – **Distribution & Content, Sales & e-Commerce, Business Management** and **Services & Consultancy**.

Solutions for corporations

Amadeus' corporate travel solution, Amadeus eTravel Management, helps corporations manage their global travel programmes more efficiently and cost-effectively. The solution helps business travellers plan, personalise and purchase their trip while remaining compliant with the global travel policy. Amadeus technology supports the global travel programmes of over 1,000 corporations to integrate all the elements of their programmes into one easy-to-use and easy-to-administer solution.

The move towards mobile technology is an integral part of the vision of what the travel experience should be. Today, travellers making a booking through Amadeus e-Travel Management can read and approve their confirmation email on a wireless handheld device. Customers include Altría, Cemex, Daimler Chrysler, Ericsson, Huntsman, Nestlé, Total and Thales.

The company is majority owned by WAM Acquisition, whose shareholders are BC Partners, Cinven, Air France, Iberia and Lufthansa. Amadeus employs over 7,600 employees worldwide, representing 95 nationalities.

More information about Amadeus is available at: www.amadeus.com

Contact details

Corporate & Marketing Communication
tel : +34 91 582 7809
fax : +34 91 582 0188
e-mail : mediarelations@amadeus.com

Amadeus Press
Christopher Clark/ Rachel Griffiths
Financial Dynamics
T: 020 7269 7201 / 020 7269 7258
F: 020 7831 8438
E-mail: Amadeus Media Centre@fd.com