

## Press Release

*The latest evolution of Amadeus Altéa Reservation gives airline agents access to complete travel content and airline internal applications via a single graphical screen*

# Amadeus Altéa Reservation Desktop deployment underway with LAN Airlines

*The new-generation selling and reservation application has already enabled LAN Airlines to reduce operational costs and improve agent efficiency*

*Madrid, 02 October 2006:* LAN Airlines, one of the leading airlines in Latin America, and Amadeus, a global leader in technology and distribution solutions for the travel and tourism industry, have today announced the first phase of deployment of *Altéa Reservation Desktop* for airlines, with full deployment planned for 1,500 LAN points-of-sale worldwide. *Altéa Reservation Desktop* is the travel industry's first browser-based selling and reservation platform and represents a significant evolution for *Amadeus Altéa Reservation*, the industry's only community-based sales platform.

Using *Altéa Reservation Desktop*, airline sales agents can process any travel booking request – including non-air– and handle any customer query via a single graphical screen. In addition, it is highly customisable, allowing seamless integration with airlines' internal applications and third party solutions. This helps airlines to streamline and improve their sales and reservation processes in airport and city ticket offices, plus call centres. While supporting the traditional cryptic interface, the browser-based application also provides an intuitive interface that removes the need for extensive training. This means that productivity is increased and sales are maximised through easy and efficient booking workflows. Since the implementation of *Altéa Reservation Desktop* began, LAN Airlines has seen significant improvements in booking process efficiency.

According to Sergio Mendoza, Vice President Distribution and Revenue Management, LAN Airlines: "Since starting the implementation of *Altéa Reservation Desktop*, we have noticed a significant reduction in training time, which has improved the sales process and our customer service. The training is simpler and allows our agents to focus on delivering to our customers a more flexible and efficient product. We have also integrated the solution with internal applications such as our frequent flyer programme, LANPass, allowing us to provide our most loyal customers with quality service."

Frédéric Spagnou, Vice President Airline Business Group, at Amadeus, commented: "The evolution of *Amadeus Altéa Reservation* represents our commitment to deliver a complete selling and reservation solution that meets the needs of airlines today. *Altéa Reservation Desktop* generates tangible improvements in productivity, efficiency and revenue maximisation, which benefit airlines and their customers alike."

## Notes to the editors

### **About LAN Airlines**

LAN Airlines is one of Latin America's leading airlines. LAN is comprised of a consolidated entity that includes LAN Airlines, LAN Express, LAN Peru, LAN Ecuador, and LAN Argentina, as well as LAN Cargo and its affiliates. Through its own operations and code-share arrangements, the LAN Alliance serves 15 destinations in Chile, 11 destinations in Peru, 9 destinations in Argentina, 2 in Ecuador, 20 destinations in other Latin American countries, 25 in North America, 10 destinations in Europe and 4 in the South Pacific. Currently, the LAN Alliance operates 67 passenger aircraft and 9 freighters.

LAN Airlines is a member of **oneworld**<sup>™</sup>, the world's leading alliance. It has bilateral commercial agreements with **oneworld** partners American Airlines, British Airways, Iberia and Qantas and also with Alaska Airlines, AeroMexico and TAM.

For more information visit [www.lan.com](http://www.lan.com) or [www.oneworldalliance.com](http://www.oneworldalliance.com).

### **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 have alternative Customer Management Solutions – *Amadeus Pioneer CMS* and *Results CMS by Amadeus* - based on adaptive technology 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: revenue integrity and automatic ticket reissue tools, in addition to full e-ticket interlining and ground-handling management technology services.

More information about Amadeus' solutions for airlines is available at: [www.amadeus.com/airlines](http://www.amadeus.com/airlines).

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