

## Press Release

### **British Airways selects Amadeus Flex Pricer to further enhance BA.com**

Online bookings for connecting flights at BA.com have grown 50 per cent following integration of Amadeus Flex Pricer

*Madrid, 07 June, 2007:* Amadeus, a global leader in technology and distribution solutions for the travel and tourism industry, today announces that British Airways has adopted Amadeus Flex Pricer to enhance the experience of booking connecting flight itineraries through its website [www.ba.com](http://www.ba.com).

British Airways has signed a three-year deal with Amadeus following its trial of Flex Pricer, which resulted in a 50 per cent increase in six months of the number of connecting journeys booked online at ba.com.

The Amadeus Flex Pricer system allows British Airways to provide customers booking connecting flights with the ability to see prices across a seven-day calendar and offer price comparisons across the airline's range of cabins and services.

Carsten Willert, British Airways General Manager ba.com commented: "With a global network incorporating over 550 destinations, and with significant number of customers booking more complicated flights, it's imperative that we offer customers the ability to plan and book flight combinations using our website. Amadeus Flex Pricer allows us to offer customers an enhanced experience by providing us with the capability to present calendar displays on connecting routes, increasing our online revenues and improving loyalty amongst our customer base. The solution, delivered on-time, has produced remarkable results during the first six months."

Jérôme Destors, Commercial Director, e-Travel, Amadeus continued: “In an increasingly competitive environment airlines are racing to improve their penetration in international markets. British Airways is leading the way and the 50 per cent rise in ‘connecting flight’ shopping online demonstrates the effectiveness of best practice e-commerce and the extent of the opportunity open to airlines.”

Amadeus Flex Pricer is a component of Amadeus e-Merchandise, the world’s most widely adopted e-commerce shopping solution. It is based on an intuitive calendar display that provides the online end-user with complete transparency during the booking process. By offering the broadest and most relevant range of fares to the online shopper, the solution has been proven to increase yield by 8 per cent and is currently used by over 30 airlines globally.

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## **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* solution, *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](http://www.amadeus.com/airlines).

## **Contact details**

Amadeus Media Relations  
Corporate & Marketing Communication  
tel : +34 91 582 0160  
fax : +34 91 582 0188  
e-mail : [mediarelations@amadeus.com](mailto:mediarelations@amadeus.com)