

A person is paragliding over a vast, snowy mountain valley. The parachute is a bright yellow, and the person is wearing a red and black suit. The background shows steep, snow-covered mountains and a small village in the distance. The sky is a deep blue, and the overall scene is serene and adventurous.

amadeus

Put your  
passion to  
work today

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Amadeus Selling  
Platform Connect

# What do successful businesses have in common?

Passion is a common feature of the businesses highlighted in this brochure. By finding ways to put their passion to work, businesses are able to differentiate themselves in very competitive markets.

Amadeus Selling Platform Connect is the next-generation booking and fulfilment platform for travel agencies that's designed to free you from technology constraints so you can put your passion to work.

This new platform has been built with our customers, for our customers, following thousands of hours of in-depth user research, so it behaves in exactly the same way that travel professionals think.

If you would like to see how other businesses have put their passion to work, visit [amadeus.com/passion](https://amadeus.com/passion) today.



# Think outside the office

A more mobile approach to selling her vintage clothing has transformed Tiffany's passion into a thriving business – attracting the attention of the New York Times.

See Tiffany's story at [amadeus.com/liberate](https://amadeus.com/liberate)





**Tiffany McCreary**  
28 Scott Mobile Vintage  
New York City, USA



# Work anywhere, anytime, anyhow

## Stay connected to your customers

Amadeus Selling Platform Connect allows you to work wherever and whenever you want. All you need is an internet connection and you're good to go.



100% time  
connected to  
your customers

The portability and online accessibility of Amadeus Selling Platform Connect ensures business continuity at all times, enabling you to provide your clients with an excellent level of service 24/7.



Take your  
business  
with you

Access Amadeus Selling Platform Connect on the go, from anywhere with an internet connection. You're now free to do business wherever you want – whether that's visiting your customer, at home, travelling, or hot-desking – as you're no longer tied to your desktop.



The choice  
is yours

With Amadeus Selling Platform Connect, you are free to choose the hardware that suits you. It is also accessible on all main operating systems and fully certified to work with all the latest versions of the main internet browsers (Internet Explorer, Edge, Firefox, Chrome and Safari).



Save time  
and money

With no software installations or manual upgrades required, you'll be saving time right from the start. And you will save money through global consistency and standardisation: with everyone in your organisation always on the same version, using the same workflows and tools, you and your travel professionals will experience fewer frustrations and improved productivity all round.



## You can be connected to your customers 100% of the time

“Freedom is knowing that I can connect  
anywhere and on any computer.”

**Lisa Metzl**

*Personal Travel Manager, TravelManagers  
Australia*

“Amadeus Selling Platform Connect lets us  
work anytime, anywhere, on any device,  
without losing any features.”

**Meir Weingarten**

*President, Ariel Tours  
USA*





**Kane McDowell**  
Sugardough Bakery  
Brighton, UK



# Quality in, quality out

A focus on discovering and sourcing the very finest ingredients has turned Kane's passion for baking into an award-winning success.

See Kane's story at [amadeus.com/create](https://amadeus.com/create)



# Create amazing travel experiences

## Benefit from great content

It's the individual choice of ingredients that creates truly personalised travel packages for your customers. Amadeus Selling Platform Connect combines great content with relevance and efficiency, allowing you to sell more, service better and grow your earnings.



### Offer great additional services

Easily book a wide and continuously growing range of merchandising content from airlines globally through Amadeus Selling Platform Connect. Ancillary services can easily be added on via the "seats and services" catalogue, efficient upselling with fare families and see the air offer come to life through visuals on your display.



### Diverse and rich content at your fingertips

Amadeus Selling Platform Connect gives you access to the largest choice of full-service carriers (FSCs) as well as low-cost carriers (LCCs) from all over the world, all integrated seamlessly for the simplest workflows and retailing experience. The new platform also allows you to integrate content from your own partners and suppliers into the same workflows.



### Leading air shopping technology

Choose from the top portfolio of air content and enjoy the exact same technology that powers the world's major online travel agencies. Just like they can, you will quickly find the most relevant rates for your customers and the most profitable fares for you.



### Grow your revenues through advanced retailing

Offer your customers so much more than air travel alone. Amadeus Selling Platform Connect allows you to also book extensive hotel content, rail journeys and hire cars, as well as local services such as activities and transfers. All this from one single retailing platform.

## 68% average time saving just by booking ancillary services alone\*

“We’ve been very impressed with the new productivity features which have cut down on unnecessary, repetitive data entries so we can concentrate on more important work. And the fact that it’s web-based means we can make and change bookings at any time of the day from any location.”

**Richard Munday**

*Operations Manager, Cambridge Business Travel  
UK*

“Amadeus Selling Platform Connect makes our job easier; anywhere and anytime. We can run our business much more smoothly and purposefully, enabling us to increase our revenue.”

**Wulandari**

*International Ticketing Officer, Daytama Tour & Travel  
Indonesia*

\*Average time savings based on Amadeus value calculations.  
If you wish to know the total time savings for your business, contact us.





# Your business, your way

Standing out from the crowd has earned Edgar the loyalty of many of Mexico City's most famous actors and celebrities.

See Edgar's story at [amadeus.com/differentiate](https://amadeus.com/differentiate)





**José Edgar Mejía Rojas**  
El Catrin Barbershop  
Mexico City, Mexico

# Differentiate your business

## Customise your own platform

No two travel agencies are the same. That's why Amadeus Selling Platform Connect has been designed so you can adapt it to your precise requirements. It's a platform that's as individual as your own travel business.



Add new tools  
and content

Amadeus Selling Platform Connect's open ecosystem means you can work with us or any third-party developer to add whichever content or tool you need. You can even integrate the third-party content you want, directly into your booking flow with automatic PNR synchronisation.



Stand out from  
the crowd

All agents working with the same version doesn't mean that they all need to have the same set of functionality – if there are features or functionalities that you don't think they'll need, you can simply turn them off. With in-built technological flexibility, you are free to devise your own strategy that will set you apart from your competitors.



Work the way  
you want to

You can design an Amadeus Selling Platform Connect package with set-up of workflows to serve your business in the best way possible. Either customise a set of functionalities yourself or work with us to develop the specific customisation you are looking for. The system exists to support the way you want to work.



Work more  
efficiently

Deploy scripts throughout your whole network instantly, saving time and expense. Share your newly defined productivity rules with any other travel professional or office in your organisation. Your travel consultants will always have the same, latest version of the platform, which means that everyone can access the latest functionalities, including custom scripts. This standardisation of working processes, coupled with superior integration of productivity tools, ensures all your customers will enjoy the same excellent level of service.



## 54% average time saving when you integrate external content\*

“It’s now much easier to respond quickly to my customers and get more from my day.”

**Leissa Burdette**

*Personal Travel Manager, TravelManagers  
Australia*

“Ever since we started using Amadeus Selling Platform Connect, we have been very happy with the system and have found it very user-friendly. Being a web-based application it enables our agents to access information from anywhere and get in touch with our clients any time.”

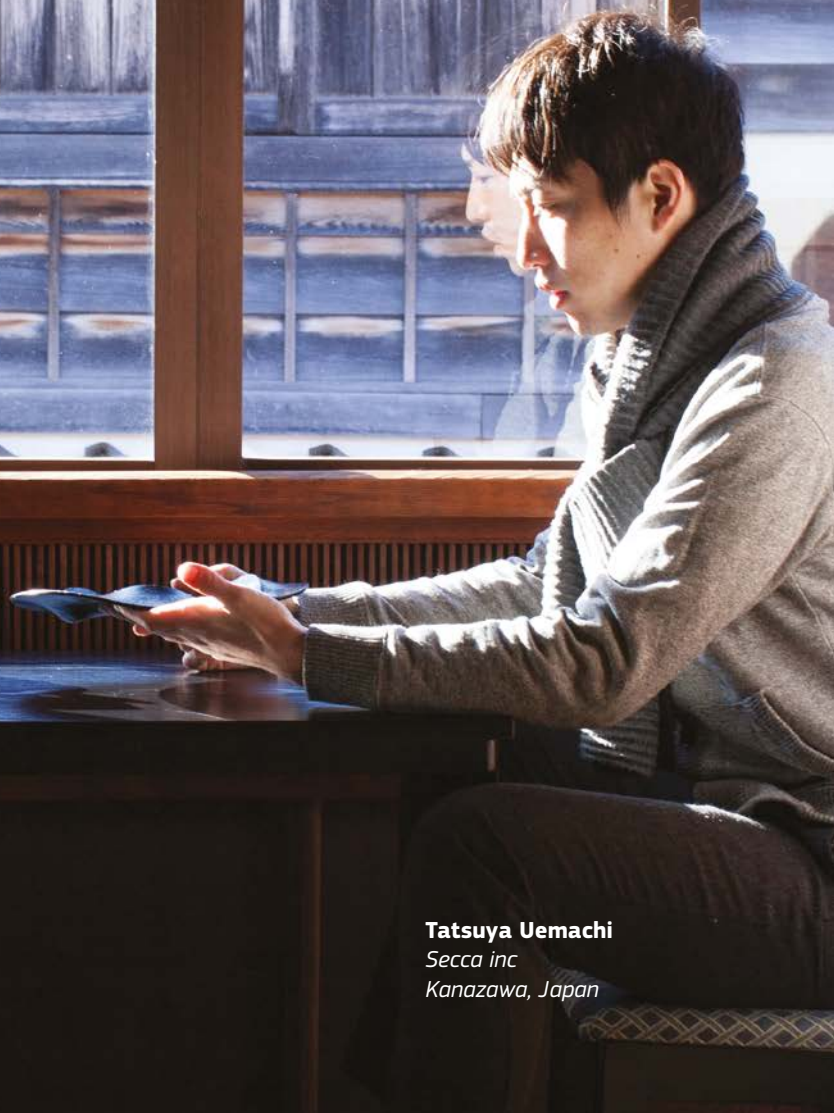
**Usha Lama**

*Owner, Third Eye Travel  
USA*

\*Average time savings based on Amadeus value calculations.  
If you wish to know the total time savings for your business, contact us.



**Yuichi Yanai**  
Secca inc  
Kanazawa, Japan



**Tatsuya Uemachi**  
Secca inc  
Kanazawa, Japan

# Do what you love

Blending modern technology with traditional ideas, Yuichi and Tatsuya are doing what they love most – redefining Japanese ceramics.

See Yuichi and Tatsuya's story at  
[amadeus.com/innovate](http://amadeus.com/innovate)

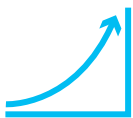




# Focus on what you do best

## Boost your productivity

Amadeus Selling Platform Connect was created with a spirit of innovation in mind. Its advanced features reduce administrative tasks and boost your productivity. The result? You get to spend more time on what you do best: creating amazing travel experiences for your customers.



### Increase your productivity

Amadeus Selling Platform Connect delivers a range of time-saving features – such as Smart Flows, File Finishing, Smart Triggers, Quality Monitor and Cryptic Magic GDS translation tool – designed to improve both your performance and your productivity, saving you time and money.



### Easy, intuitive interface

The simple-to-use Graphical User Interface (GUI) adapts completely to your way of working and you can easily and seamlessly switch between cryptic commands and the graphical interface at any point in time during your booking while preserving the context. Expert cryptic users can still use the cryptic environment, with an alternative easy solution to perform complex or infrequent tasks by switching to graphic, when they want. On the other hand, newcomers will be able to get started quickly with minimal training, by going straight to graphic from day 1.



### Manage the entire journey from one place

Manage your customer's entire journey by creating quotes, booking, amending, invoicing and checking payments, all seamlessly from one place.



### Ease and efficiency

You can open, and work on, six independent tasks at the same time, similar to different sheets in Microsoft Excel. Each task is independent, yet remains visible and accessible at all times.



## 49% average time saving on complex and repetitive tasks\*


“Finally, a platform that understands my busy lifestyle.”

**Paula Smith**  
*Independent Travel Manager  
Australia*

“With Amadeus Selling Platform Connect, you can connect on any platform and in any operating system. This helps us improve our speed of service.”

**Juan de la Huerta**  
*Buenos Aires Branch Manager, Delfos Tours  
Argentina*

\*Average time savings based on Amadeus value calculations.  
If you wish to know the total time savings for your business, contact us.



Amadeus provides solutions which facilitate the entire travel journey and improve the traveller's experience. We are at the heart of the global travel industry, working with our customers and partners to shape the future of travel. Our people, our technology and our innovation are dedicated to working with all of our customers to shape the future of travel. This way, together, we can improve the traveller's experience.

**Together, let's shape the future of travel.**

For further information, visit  
**[amadeus.com/passion](https://amadeus.com/passion)**  
or contact us at  
[travelagencies@amadeus.com](mailto:travelagencies@amadeus.com)