Amadeus, from Zero to Hero

Elevator pitch

Amadeus provides a technology that keeps the travel industry moving. From initial search to making a booking, from ticketing to pricing, from managing reservation to managing check-ins and departure processes. Our ambition is to facilitate the entire travel journey form door to door, and in doing so, improving the travel experience for 100s of millions of passengers each year. We do this by joining the dots, connecting the key players in the traveling industry: travel agencies, airlines, corporations, airports, hotels, railways and more. We provide these companies with the tools and the technology to serve travelers better and to manage their own businesses more effectively. Amadeus is at the heart of the global travel industry, our people, our technology, and our commitment to innovate continuously are all dedicated to working with our partners and our customers, to shape the future of travel.

Amadeus in Numbers

- More than 1.6 billion passengers in 2017 = ~4M passengers a day
- 632M bookings in 2017
- 100 000 end-user transactions per second
- More than $5.4b in R&D investment
- 170000 employees in more than 190 countries
- 770 airlines served in 128 airports
- 43 car rental companies
- 650000 hotel properties
- Forbes' top 10 IT companies

A brief history of commercial aviation and Amadeus... (How Amadeus came about)
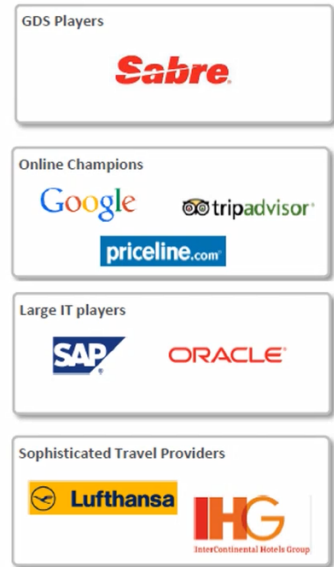
TODO

Amadeus Overview

Our Core Business and Products

The travel industry

As you already now, on top of being GDS, Amadeus is an IT provider for all actors of the tourism industry. This means that we have our foot in different markets and it also means that we have a lot of competition:

Tourism industry: IT landscape
We are in a complex and dynamic ecosystem

Amadeus identity and purpose

key dates

- 1987: Founded by Air France, Iberia, Lufthansa and SAS.
- 1992 the first booking is made through Amadeus' systems.
- 1995, Amadeus becomes world leader in number of travel agency locations
- 2000: Launch of Altéa - our core airline IT offering
- 2010: Initially made for airlines, Altéa is diversified to cater for airports, hospitality and rail
- Big contracts: 2014 with Ryanair, 2017 with Southwest.
- 2018: acquisition of TravelClick (Major Hotel software company)
- 2021: partnership with Microsoft for providing Cloud solutions

Amadeus solutions for our customers

I included this picture just to tell you that basically, we offer A LOT of services to A LOT of customers (both in numbers and types). I don't really need to understand each and every one of them. The only thing that is relevant for me is the services we provide in the RES department.

Amadeus Business model

He didn't really go in detail, he just said that we are a GDS as well as an IT solution provider.

Amadeus Organization

We are organized across 3 core functions: Commercial, Technical, Corporate.
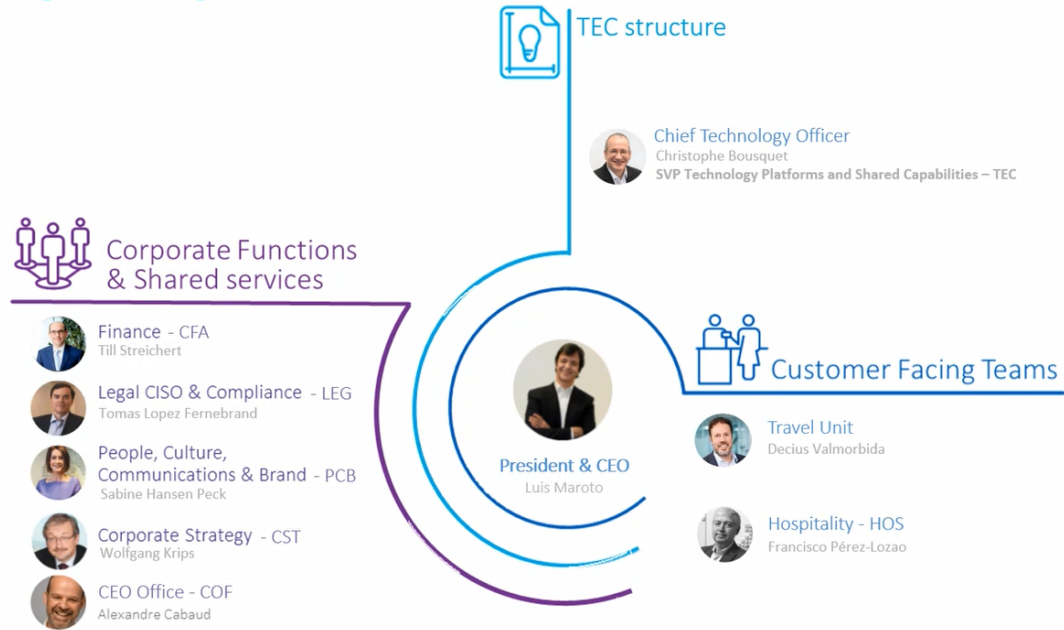
Our commercial area builds partnership with our customers and markets relevant Amadeus products and services to them. (There's a bit of R&D here, but he talked about this very quickly...)
Our technical teams drive product innovation with R&D initiatives. They also provide customer support and ensure data security.
Our Corporate business units help evolve and implement Amadeus' corporate strategy and invest in employee development and well being: (merging and acquisitions, finance, legal side, culture and knowledge sharing for newcomers)

Our management team

Amadeus high level organization chart

TEC structure

Chief Technology Officer
Christophe Bousquet
SVP Technology Platforms and Shared Capabilities – TEC

Corporate Functions & Shared services

Finance - CFA
Till Streichert

Legal CISO & Compliance - LEG
Tomas Lopez Fernebrand

People, Culture, Communications & Brand - PCB
Sabine Hansen Peck

Corporate Strategy - CST
Wolfgang Krips

CEO Office - COF
Alexandre Cabaud

President & CEO
Luis Maroto

Customer Facing Teams

Travel Unit
Decius Valmorbida

Hospitality - HOS
Francisco Pérez-Lozao

Our vision of the future

1. Sustain our leadership position
2. Owning the full trip experience
3. Enable traveler centricity

I agree, these are very general points, but this is how "mission statement" kind of goals are formulated. It is the general vision that get translated in more actionable steps after.

Ok, the current section is about Travel unit under Decius supervision. I am more interested about the TEC part, so let me bypass this and go directly to it. First, let me just name the different parts a give a brief description:

- Travel unit - Decius
- CST - Nexwave - Marion Mesnage : "Our mission is to provide unique, memorable, seamless and tailored end-to-end experiences to travel" = Business Incubator : Identify potential business and work as a startup to develop an MVP. Projects are validated if we see they can become a €m100 business
- Hospitality - Francisco Perez-Lozao Ruter: Big emerging area for Amadeus: This includes hotels, tours, entertainment, insurance and providing all of these options to the distributors.
- TEC - Technology Platforms & Shared Capabilities: Leads the technology strategy across Amadeus' different business lines.
- Amadeus customer services = ACS

Our products

Discover Airline Products

1. Distribution Channels: bookings can be distributed via different types of channels listed below. For each of these channels, we provide a product!

-	Online channel	Offline Channel

Dire ct dist ribu tion	▪ **Example:** Airline website ▪ **Product:** 1. E-retail Digital Experience (DX) (upgraded to a new version called Reference Experience or Ref-X): Tailored to small airlines that do not need/can't afford websites with customizations etc... Example: Air Calin = flights to new Caledonia. The landing page is not owned by Amadeus, but as soon as you look for a flight, the URL changes (you can see a DX extension = Amadeus website) 2. Competency centers Equivalent for bigger airlines allowing for full customizations. To do that, the airline is allocated an Amadeus team to develop the exact website it needs. 3. The first two products were more about the front end of the booking process. The back-ends parts are different products callable via a Digital Commerce API. The API in itself is a product and the back-ends are also product. 4. Example of a back-end (quite important one) is the Amadeus Flex Pricer to compute the prices		▪ **Example:** going physically to an airline agency ▪ **Product:** Altéa Reservation Desktop web (ARD web) or Amadeus Reservation (cryptic)
Indi rect dist ribu tion	▪ **Example:** OTAs & metasearch engines: Kayak, Expedia, Supersavers, ebookers.fr... We provide them access to our GDS through APIs ▪ **Product:** 1. **Amadeus Master Pricer** Directed to OTAs, service that allows to search for flights and their prices. ~35000 trx/sec at peak. Very important service that responsible for most of the cost of our data center. 2. Amadeus Meta Pricer Directed to MSEs, subtle difference with previous product because "what you want to display here is the airline content and not the distribution content" 3. Amadeus Cytric corporate booking tool targeted to... you guessed it, corporations! On top of basic booking possibilities/features, it allows for added workflows needed in corporations such approvals from higher ups, travel policies (if more than 6 hours, you can upgrade to business class) etc...		▪ **Example:** going physically to a travel agent ▪ **Product:** Selling Platform Connect + web app that serves as entry point to book all the amadeus distribution content (Hotels, cars, flights...)

Difference between OTA and MSE: in kayak, you will be redirected to the airline website (MSE), in Expedia, you will do the whole booking in expedia's website.

Difference between NDC and NDC-X: NDC is a solution that we provide in the first quadrant (online and direct) we provide the solution: the airline outsources to us the ability to propose NDC content. NDC-X is the third quadrant (Online + Indirect) capability of booking NDC content via our GDS.
 An example of this possibility of proposing NDC content: when you go on skyscanner (metasearch engine) and you book a flight, it usually redirect you to a website to do the booking (OTA). Now it has changed! for airlines that have NDC content, you can see them as well in the list proposed by the MSE and book in an intermediary interface: still in skyscanner, but kind of made by the airline. (J'avoue que les explications sont approximatives mais je suis fatigué...)

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