

Mobile services simulation video

© 2005 Copyright Amadeus Global Travel Distribution S.A. / all rights reserved / unauthorized use and disclosure strictly forbidden

amADEUS
Your technology partner

The Role of the TMC

The Cadogan Hotel London

June 5



Agenda



1	An Overview
2	Geography
3	Measuring Value
4	Future application
5	The Role of the TMC





An Overview



Who is the driver?

The Geography

- Where you are in the world will determine the pace of change
- The markets where smartphones dominate are not necessarily where the largest return will be realised



Measuring Value



simple bookings

single “click“ functions

enhanced communication



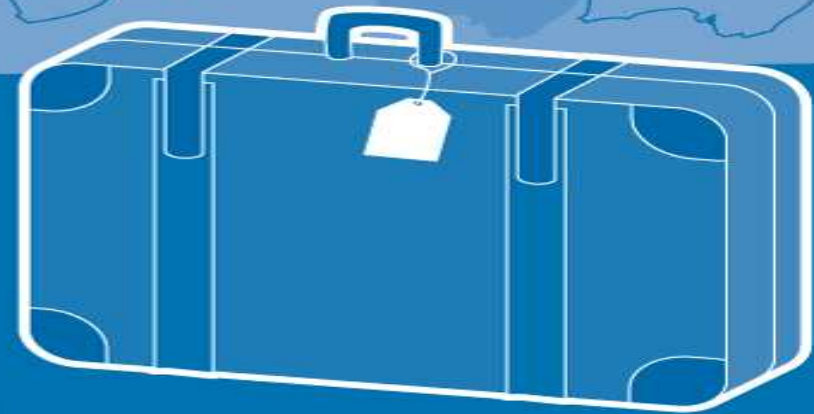
Future Application



Group 1 - The things that you can buy from IT

Group 2 – The things that you can get from your TMC or service provider

Group 3 – Things that need more people in the loop....



The Role of TMCs



- Offerings from TMC are widespread..... then again, it depends on your perspective!
- Will continue to act as the integrator, broker and service provider
- Initially will develop key components, work with partners and integrate services
- As market and uptake matures we will develop and deliver more services via this channel



Thank you



HRG

Upwardly mobile: the next step for travel management

Albert Pozo
VP Multinational Customer Group,
Business Travel, Amadeus

5 June 2008
Amadeus/ITM Breakfast
London



amadeus
Your technology partner

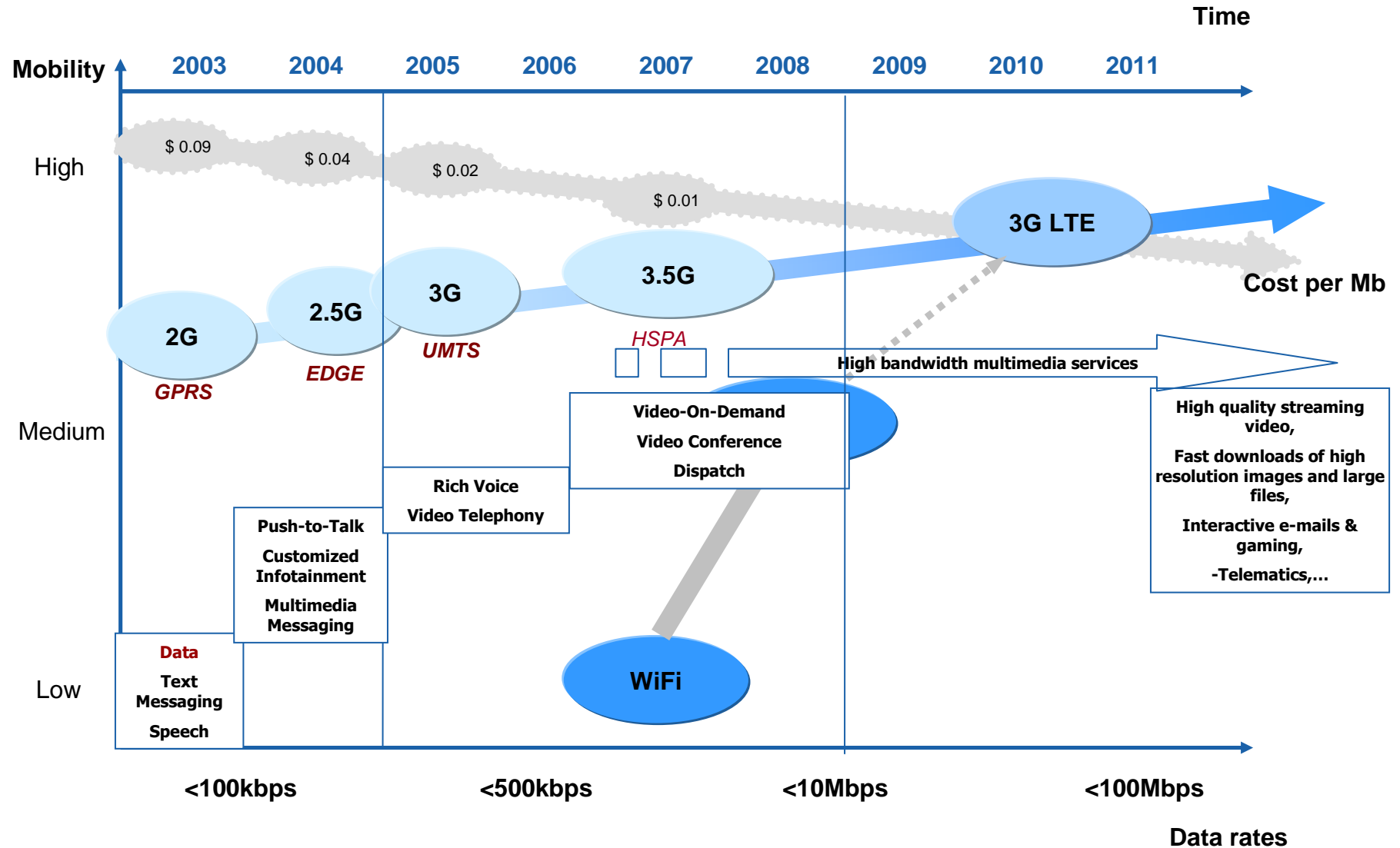
Food for thought

“Mobile Travel will make the “online travel revolution” look like a slow elephant”

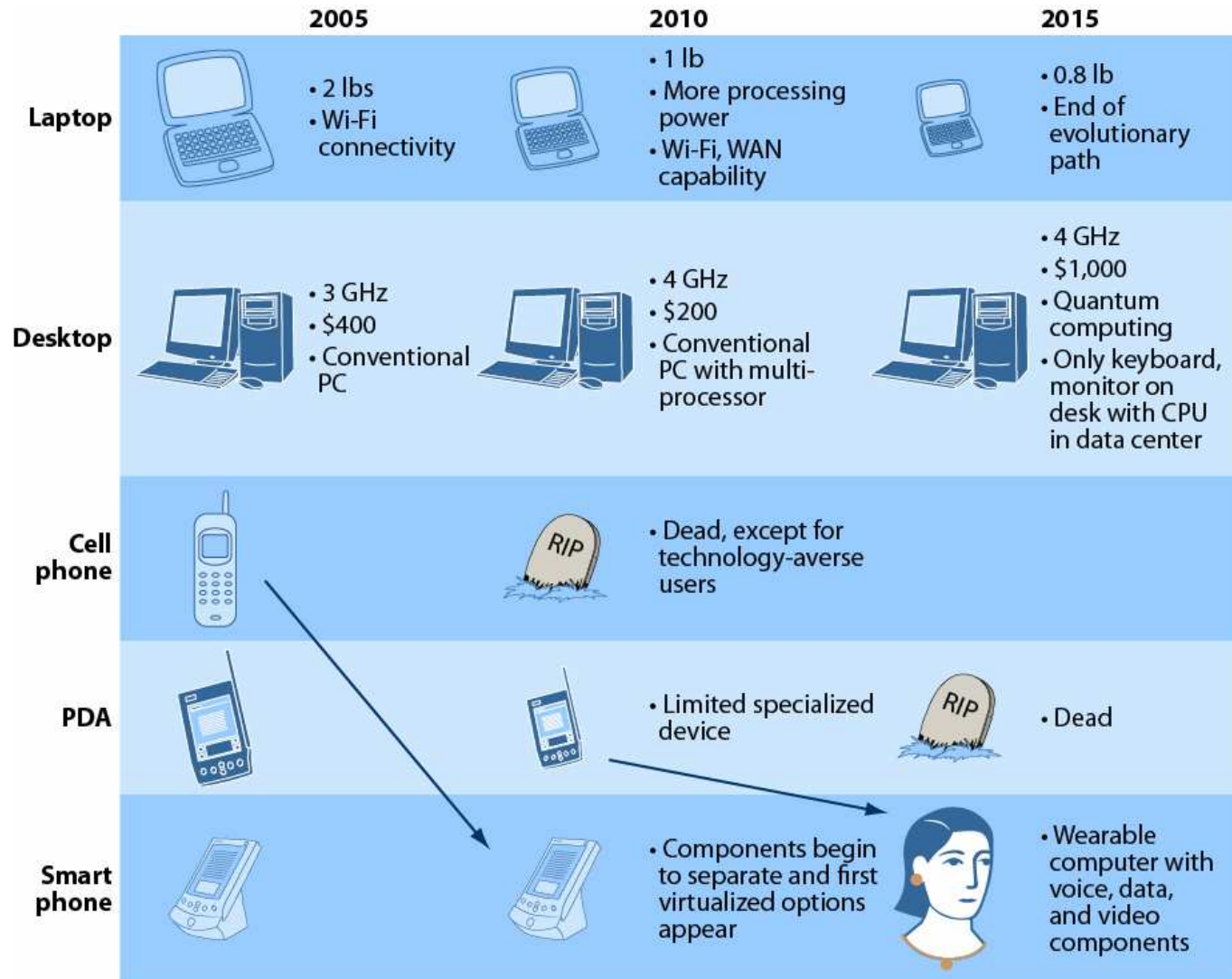
“Mobile Travel is the first travel technology component solely aimed at helping the actual traveler”

“Mobile Travel will identify and understand travellers’ needs before travellers themselves”

Food for thought: Speed of evolution



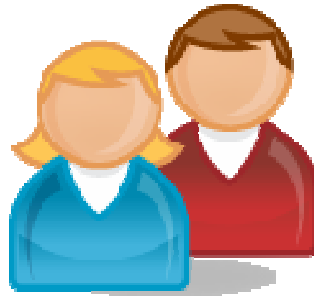
Food for thought: From Personal to Portable to Wearable devices



Source : Forrester – October 2005, “Is It Too Early For Managed International Mobile Services?”

What travellers really want

And what mobile technologies can help deliver



Make
my life easier

Service Delivery

Ticketing

Barcode boarding pass

'Remote Control'

Via NFC (Near Field Communication): Check-in, boarding, room 'key', car 'key'

Location-based services

Local content

Entertainment, activities..

Local Navigation

Mapping, itineraries

Optimise my time



Feel secure

Traveller Relationship Management - *Service*

Messaging

Active and passive notification

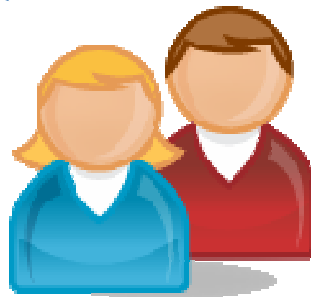
Portal

Transactional and informative

©2005 Copyright Amadeus Global Travel Distribution S.A. / all rights reserved / unauthorized use and disclosure strictly forbidden

'For Me'
Offer

Optimise my choice




**Traveller Relationship
Management - *Marketing***

Messaging

Coupons, rebates, points, offers...

Search

Advice, best fit to my profile...



Connect to my buddies
and share

Social computing

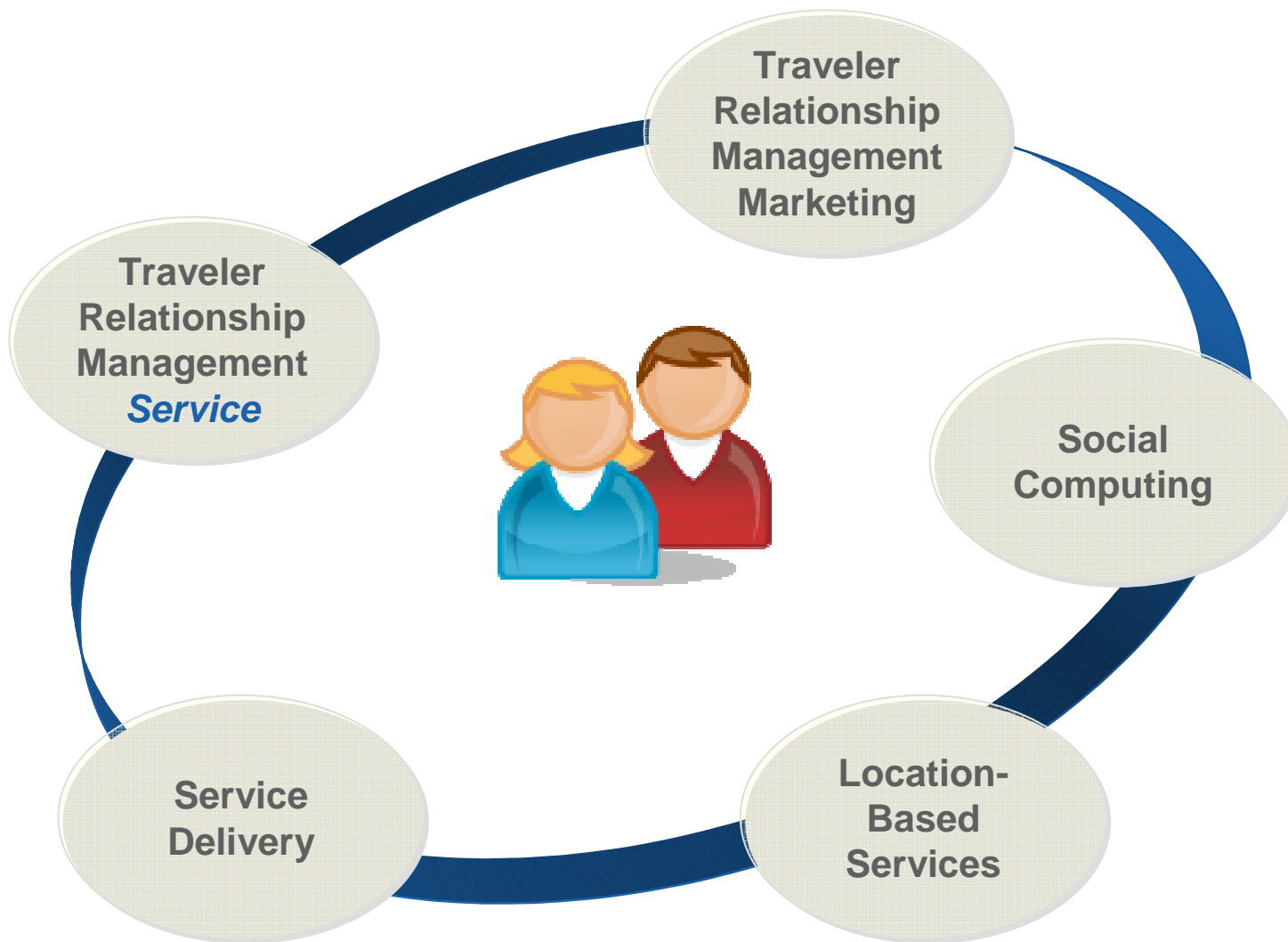
Feedback management

Multimedia

Social networking

Connect to Community

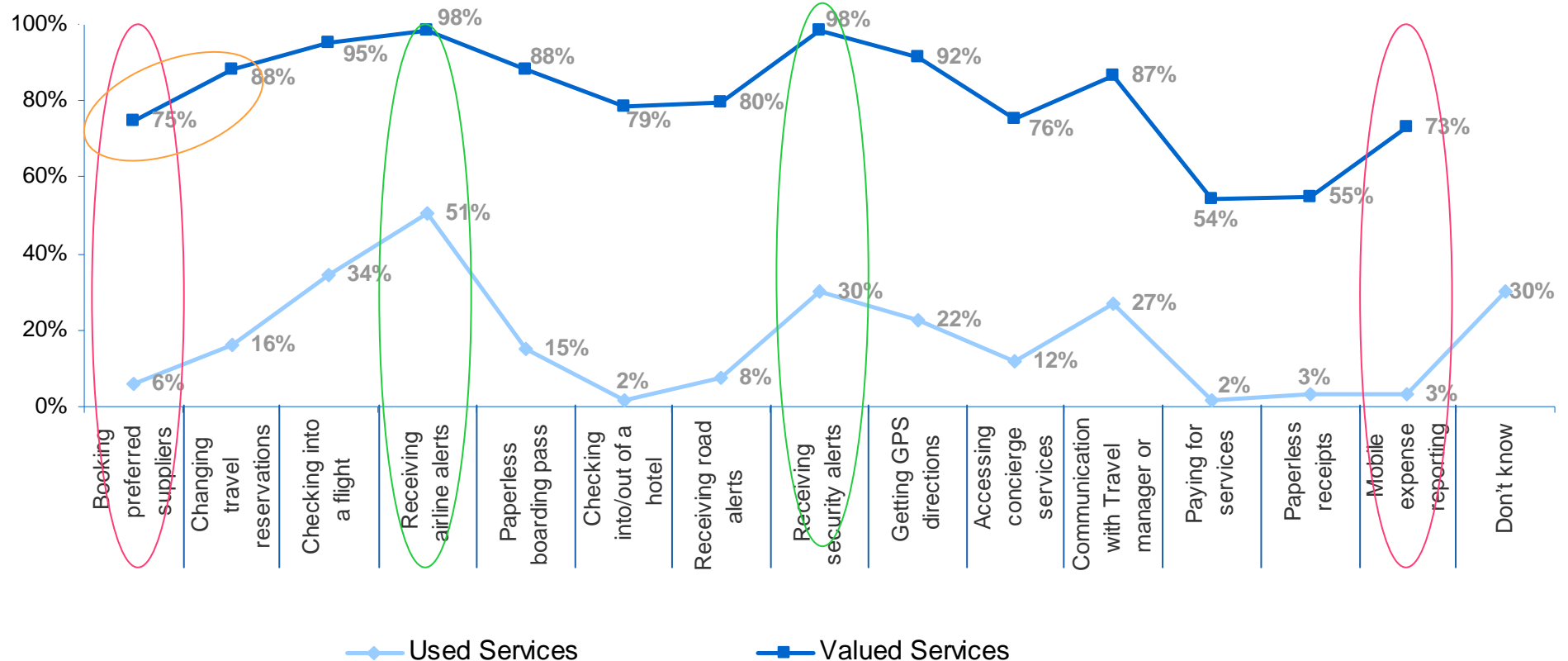
Mobile services cushioning travellers all the way



© 2005 Copyright Amadeus Global Travel Distribution S.A. / all rights reserved / unauthorized use and disclosure strictly forbidden

Which services are most valued?

Mobile Travel Services Valuable to the Travel Programme



Source: Amadeus research 2008: Upwardly Mobile – the next step in travel Management

Thank You

aMADEUS
Your technology partner