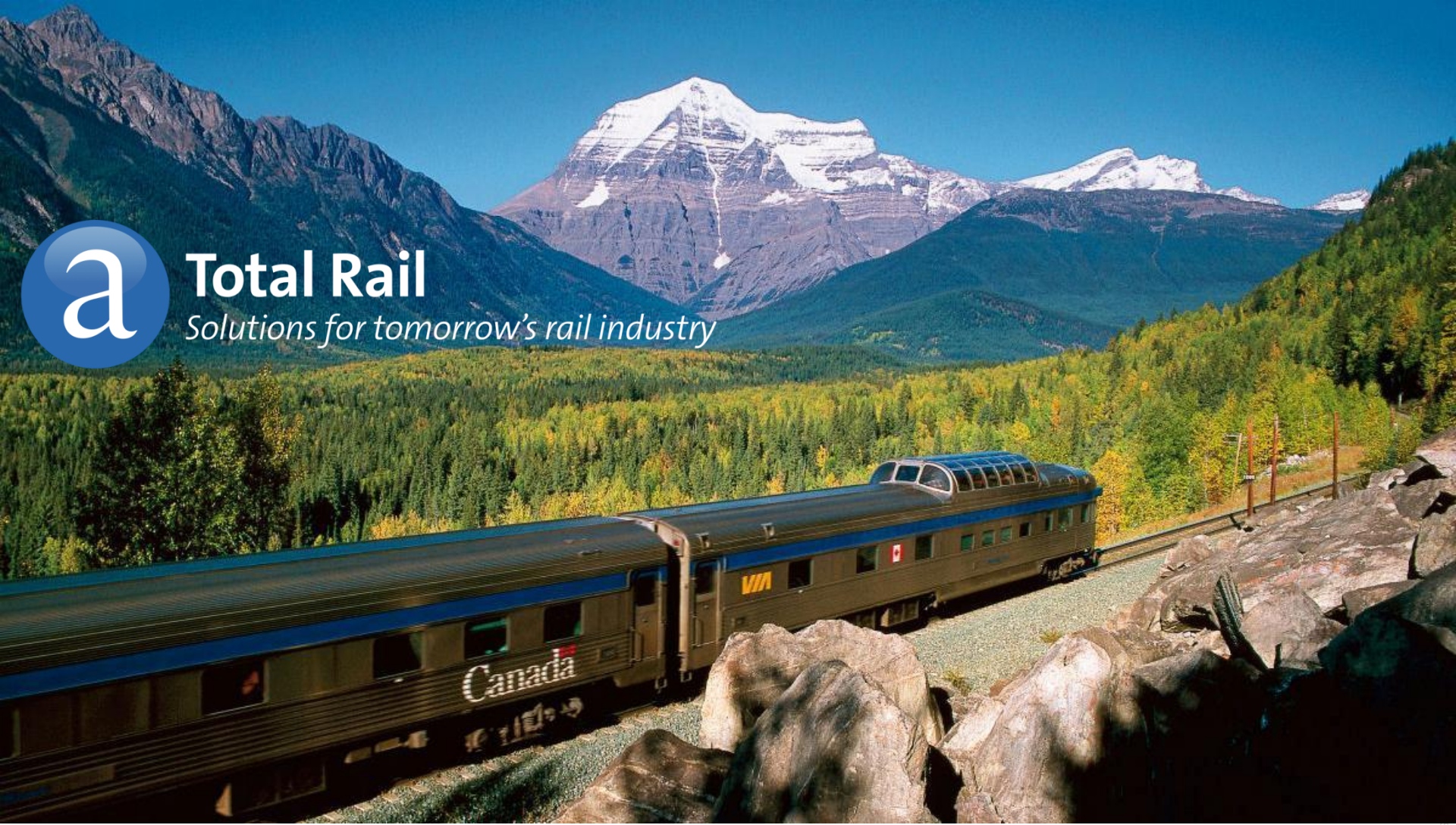




**Total Rail**

*Solutions for tomorrow's rail industry*



# AIR/RAIL Solutions in Amadeus

*Montreal 31<sup>st</sup> May 2012*

**amadeus**  
Your technology partner



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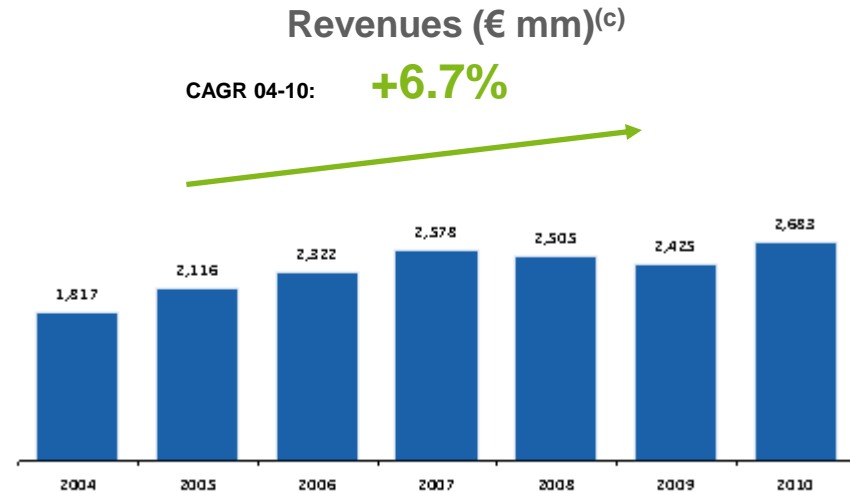
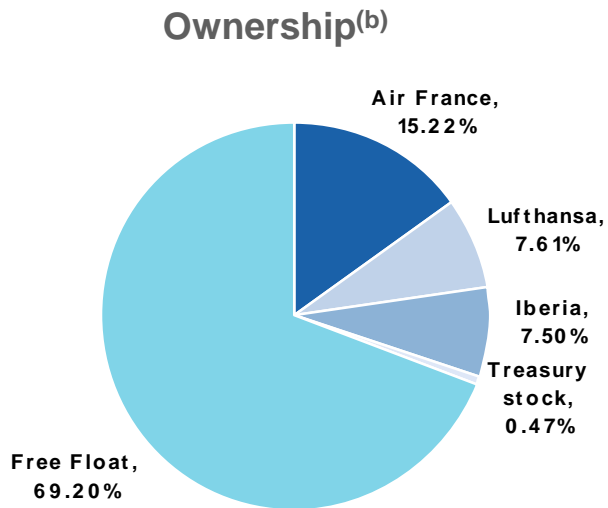
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# Facts and figures on Amadeus

- ▶ More than **195** countries served
- ▶ Over **9,899** employees worldwide
- ▶ **850 million** billed transactions<sup>(a)</sup> in 2010
- ▶ **150 million** lines of written programme code



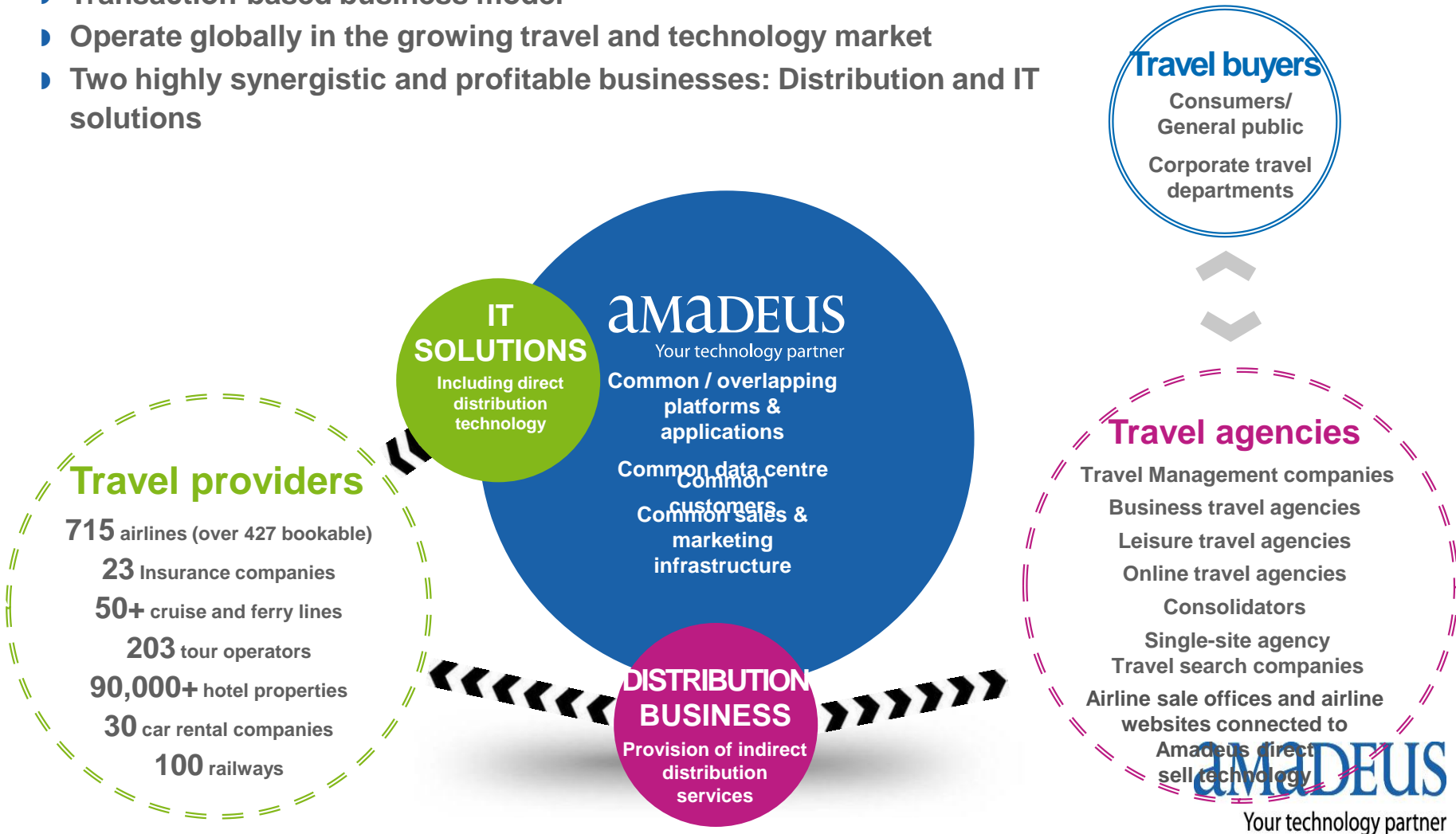
(a) Billable travel transactions include air and non-air travel agency bookings, passengers boarded (PB) & e-Commerce passenger name records (PNR)

(b) Ownership as of 19 October 2011.

(c) 2004 figures refer to Amadeus predecessor group entity

# Amadeus: The largest transaction processor in travel

- ▶ Transaction-based business model
- ▶ Operate globally in the growing travel and technology market
- ▶ Two highly synergistic and profitable businesses: Distribution and IT solutions



# Global presence

195  
countries



- Markets in which Amadeus has local presence
- Markets in which Amadeus has no or limited activities
- Amadeus central and regional sites
- Additional local ACO commercial offices

# An essential industry provider for distribution

**95%**

of world's scheduled network airline seats

**90,000+**

Travel agency subscribers

**441 million**

Bookings processed (air and non-air)

**70+**

Low Cost Carriers

**Over 260**

Airline websites

**100,000+**

Hotel properties

**427**

Airlines bookable

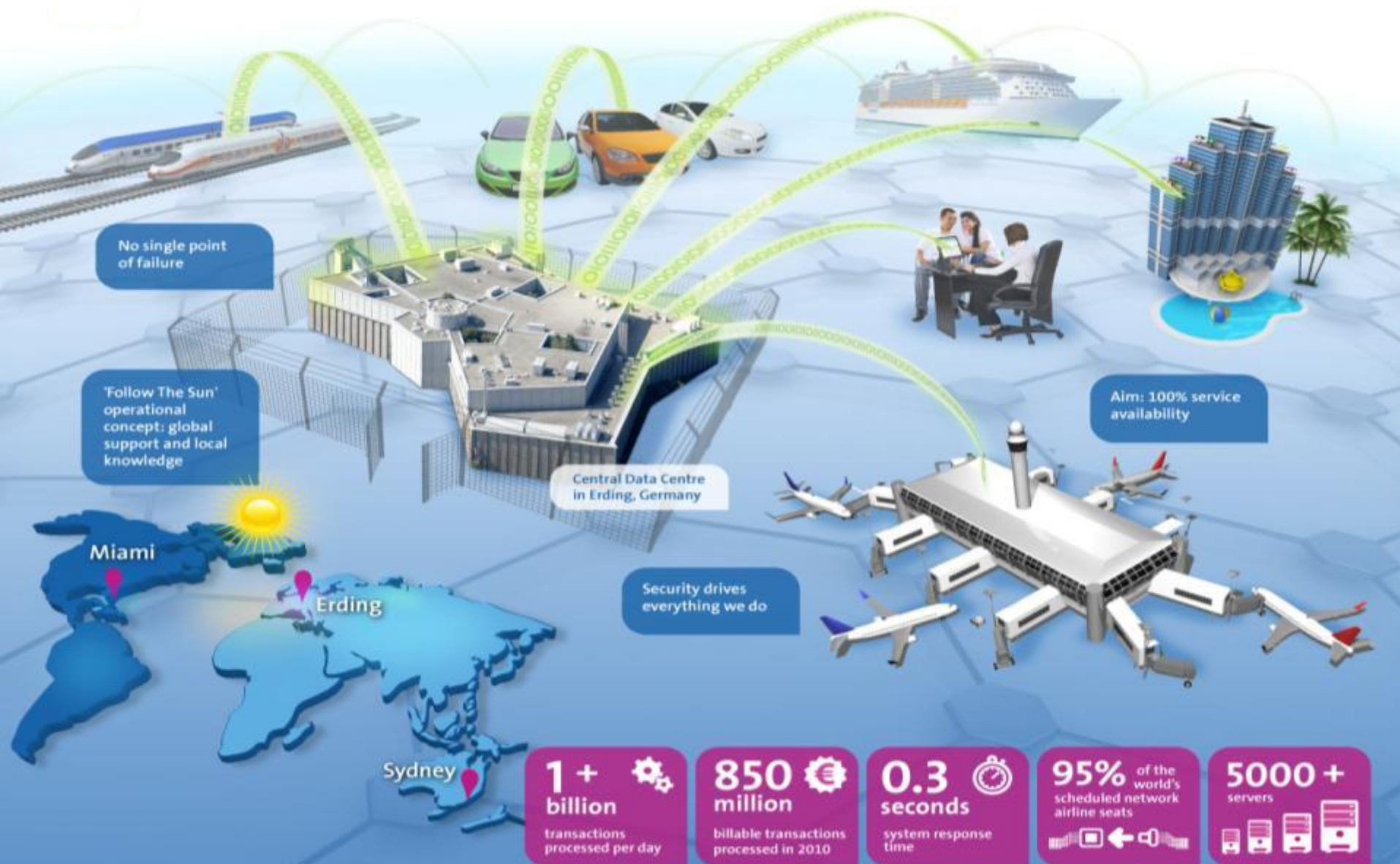
**150 million**

Lines of written program code

**100**

Railways bookable

# Erding data centre



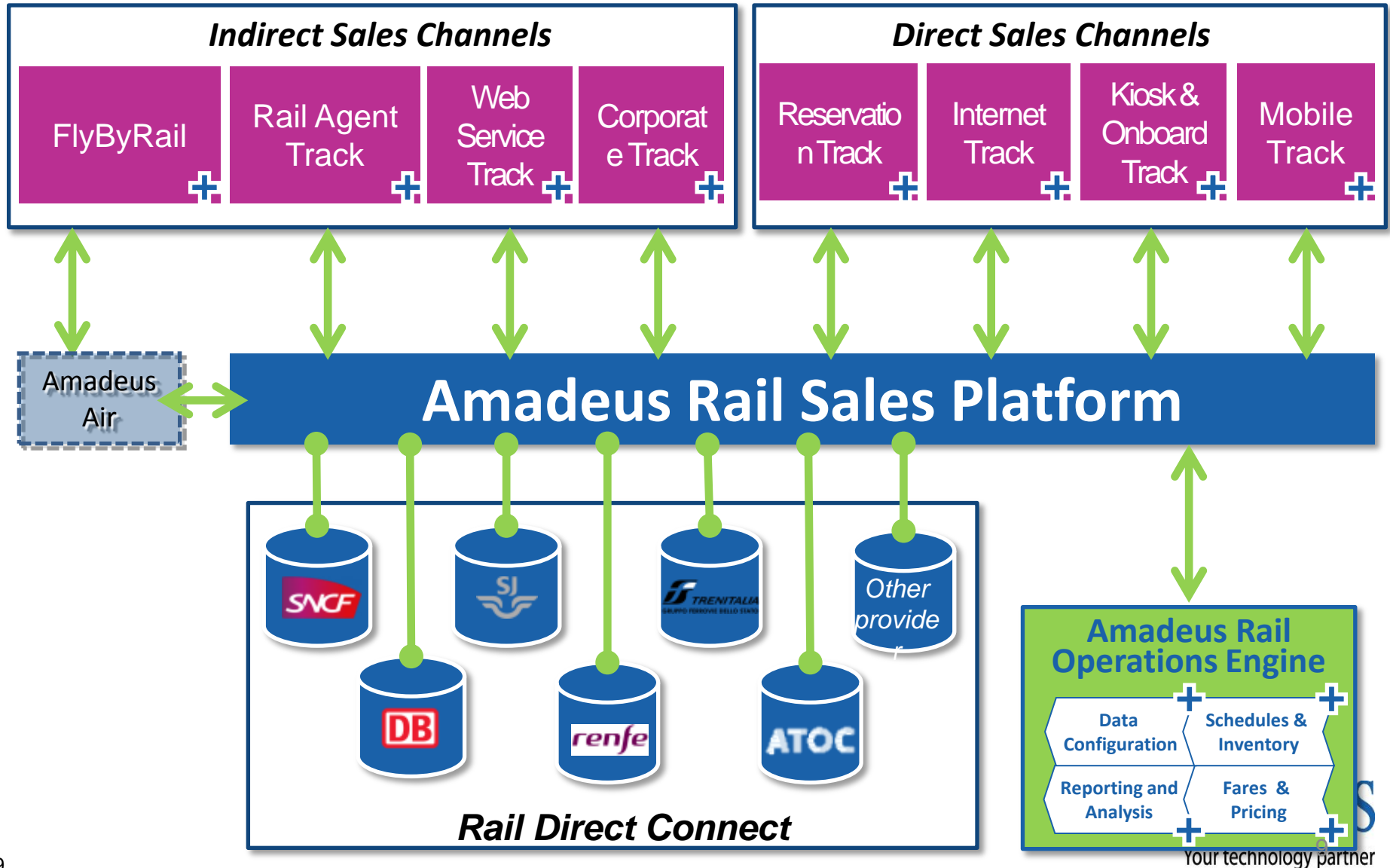


## Air/Rail solution induction

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# Total Rail



# Why AIR/RAIL makes sense ...



## European Rail Market

- ▶ The High Speed network offers a **viable alternative to Air** on most of the key routes.
- ▶ The High Speed network offers **efficient extensions** to long haul flights for or from Europe.
- ▶ The High Speed network will **increase significantly** in the 10 coming years (mainly in Germany and France).



## Added-Value of a Multi-Modal Solution

- ▶ **Multi-Modal standardization** is what end customers and Travel Sellers are looking for.
- ▶ Increase **Rail Business opportunities** by AIR/RAIL combination and competition on AIR routes.



## Goal of a combined AIR/RAIL solution

- ▶ **Mixed air – rail** on the same product.
- ▶ **Simplified and common booking process** for air & rail.
- ▶ **Increased productivity** in using the same tools as for air travel.
- ▶ **Alternative** to short-haul air or **complement** to long-haul flights.



## The Rail & Fly offer

**amADEUS**  
Your technology partner

# Introduction to the Rail & Fly offer

## What is it?

Solution that pushes Deutsche Bahn content into the Amadeus AIR display through ACCESRAIL (9B).

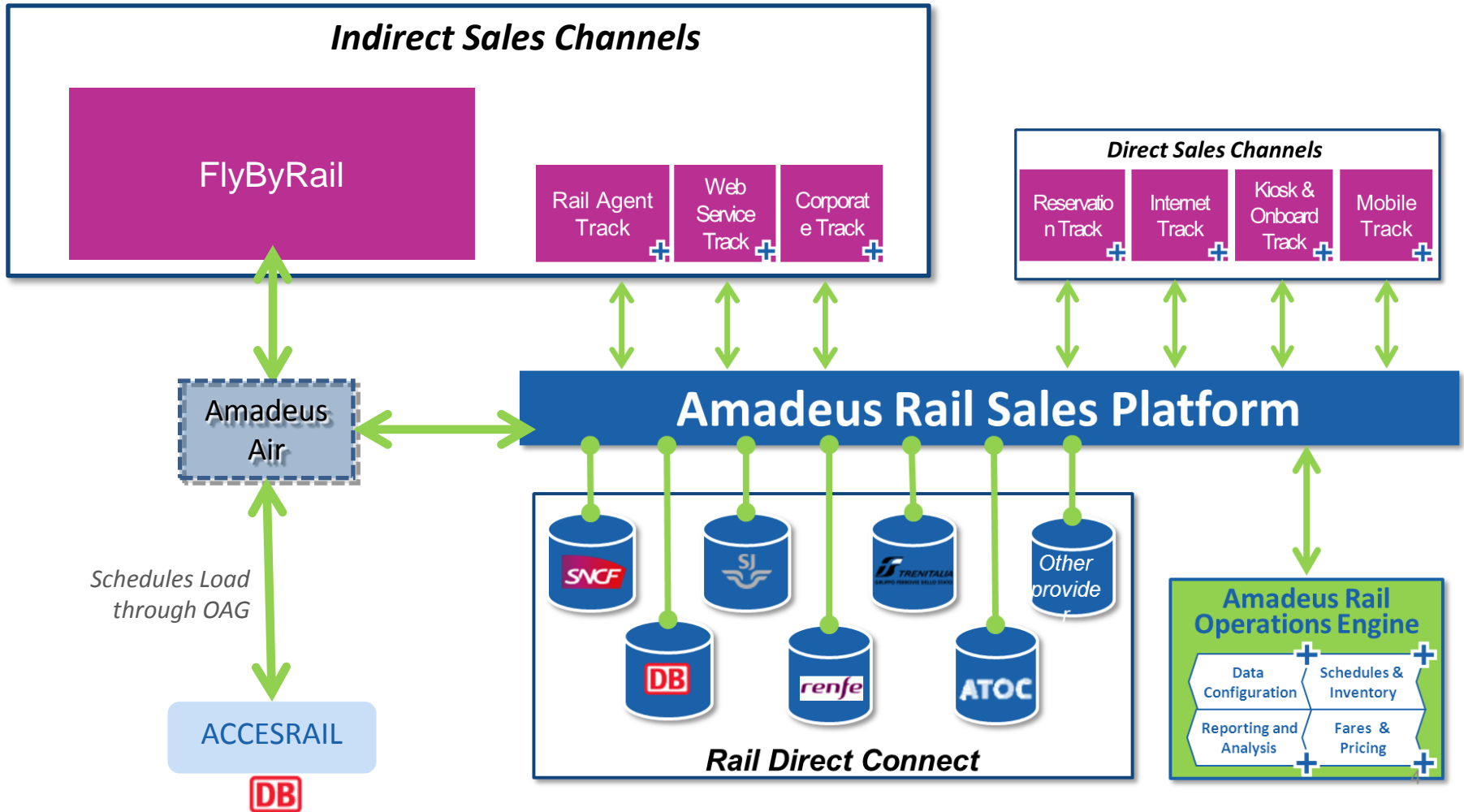
## Who uses it?

Travel Agencies , looking for combined AIR and RAIL recommendations (ie interlining) from or to Germany.

## Characteristics

DB “Rail & Fly” to book and E- Ticket Deutsche Bahn segments as a complement to an Air travel in interline agreements with partners airline - From/To 16 airports in Germany to QYG (Generic Station Code). To be ticketed simultaneously. 1 ticket.

# Total Rail – Focus on Rail & Fly



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# Rail & Fly – How does it work? (1/3)

## Availability Request: AN15JULLISQYG

Deutsche Bahn 'Rail & Fly' Code Share segment 2A\*9B proposed in interlining with TAP air segment. 2A Operating carrier/ 9B Marketing carrier.

The screenshot shows the Amadeus SELLING PLATFORM interface. The window title is "SELLING PLATFORM". The menu bar includes "Window", "Config", and "Help". The toolbar contains various icons for navigation and actions. The command page has tabs for "Scripts", "Public smart keys", "Corp. smart keys", "Office smart keys", and "My smart keys". Below the tabs are several buttons for smart keys, including ET, ER, RT, IG, IR, TQT, XI, MD, MU, QT, QD, QN, QI, QU, RL, AP, ARNK, FXX, ACR, AN, DO, DNE, FOD, F/S, SM, S1, MN, and MY.

The main display shows the following text:

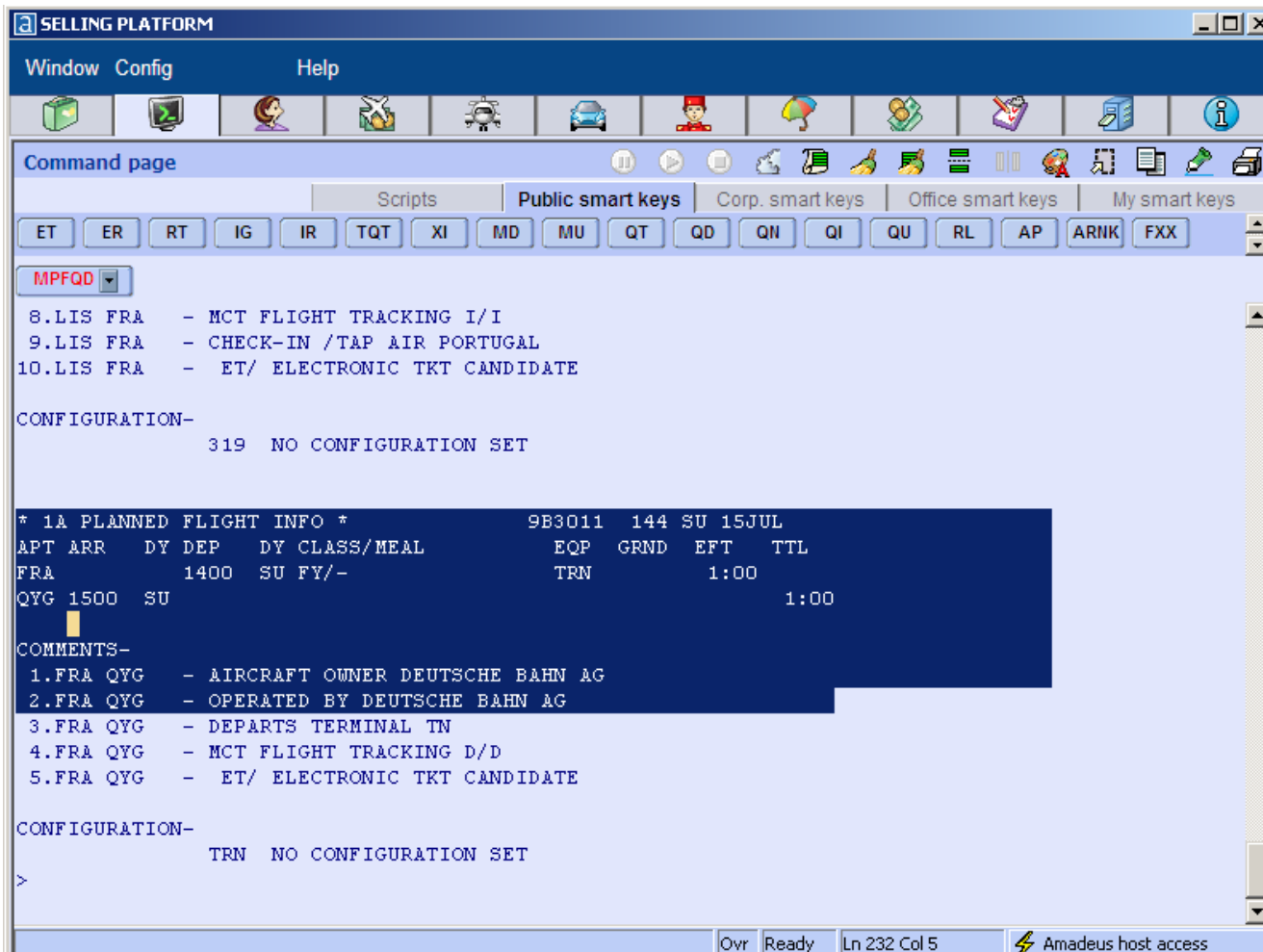
```

AN15JULLISQYG (1A)
** AMADEUS AVAILABILITY - AN ** QYG RAILWAY GERMANY.DE      144 SU 15JUL 0000
TEST
1  4U 603  I9 Y9 C9 B9 M9 H9 Q9  LIS 1 CGN 1  1405    1750  EO 319
    V9
    2A*9B3056  F9 Y9                CGN 2 QYG    1900    2000  EO TRN      4:55
2LH:UA8862  J9 C9 D9 Z9 Y9 B9 M9 /LIS 1 FRA 1  0655    1100  EO/321  TR
    U9 H9 Q9 V9 W9 SR TR
    2A*9B3009  F9 Y9                FRATN QYG    1200    1300  EO TRN      5:05
3  TP 572  CL DL ZL R9 Y9 B9 M9 /LIS 1 FRA 1  0840    1245  EO/319
    H9 Q9 V7 W1 S1 P9 K1 A1 L1 U1 E1 T1 O1 GR N1
    2A*9B3011  F9 Y9                FRATN QYG    1400    1500  EO TRN      5:20
4  8X6506  C9 J9 D9 I9 U9 Y9 B9 /LIS  FRA    0840    1240  EO/319
    H9 K9 M9 L9 V9 S9 N9 Q9 O9 X9 E9 R9 G9
    2A*9B3011  F9 Y9                FRATN QYG    1400    1500  EO TRN      5:20
5TP:UA9610  C9 D9 Z9 Y9 B9 M9 H9 /LIS 1 FRA 1  0840    1245  EO/319  TR
    Q9 V9 WR S9 T9
    2A*9B3011  F9 Y9                FRATN QYG    1400    1500  EO TRN      5:20
6  LH3333  J9 C9 D9 Z8 I4 R2 Y9 /LIS 1 DUS    1240    1620  EO/320
    B9 M9 U9 H9 X5 G9 Q9 N3 V9 W9 S9
    2A*9B3095  F9 Y9                DUS  QYG    1800    1900  EO TRN      5:20
    >
  
```

The status bar at the bottom shows "Ovr Ready Ln 56 Col 2" and "Amadeus host access".

# Rail & Fly – How does it work? (2/3)

**Journey's information:** details available (journey duration, name of operating railway company here being Deutsche Bahn).



The screenshot shows the Amadeus SELLING PLATFORM interface. The window title is "SELLING PLATFORM". The menu bar includes "Window", "Config", and "Help". The toolbar contains various icons for navigation and actions. The "Command page" section has tabs for "Scripts", "Public smart keys", "Corp. smart keys", "Office smart keys", and "My smart keys". Below the tabs are buttons for "ET", "ER", "RT", "IG", "IR", "TQT", "XI", "MD", "MU", "QT", "QD", "QN", "QI", "QU", "RL", "AP", "ARNK", and "FXX". A dropdown menu shows "MPFQD". The main display area shows the following text:

```
8.LIS FRA - MCT FLIGHT TRACKING I/I
9.LIS FRA - CHECK-IN /TAP AIR PORTUGAL
10.LIS FRA - ET/ ELECTRONIC TKT CANDIDATE

CONFIGURATION-
      319 NO CONFIGURATION SET

* 1A PLANNED FLIGHT INFO *
APT ARR  DY DEP  DY CLASS/MEAL      EQP GRND  EFT  TTL
FRA      1400  SU FY/-          TRN      1:00
QYG 1500  SU                          1:00

COMMENTS-
1.FRA QYG - AIRCRAFT OWNER DEUTSCHE BAHN AG
2.FRA QYG - OPERATED BY DEUTSCHE BAHN AG
3.FRA QYG - DEPARTS TERMINAL TN
4.FRA QYG - MCT FLIGHT TRACKING D/D
5.FRA QYG - ET/ ELECTRONIC TKT CANDIDATE

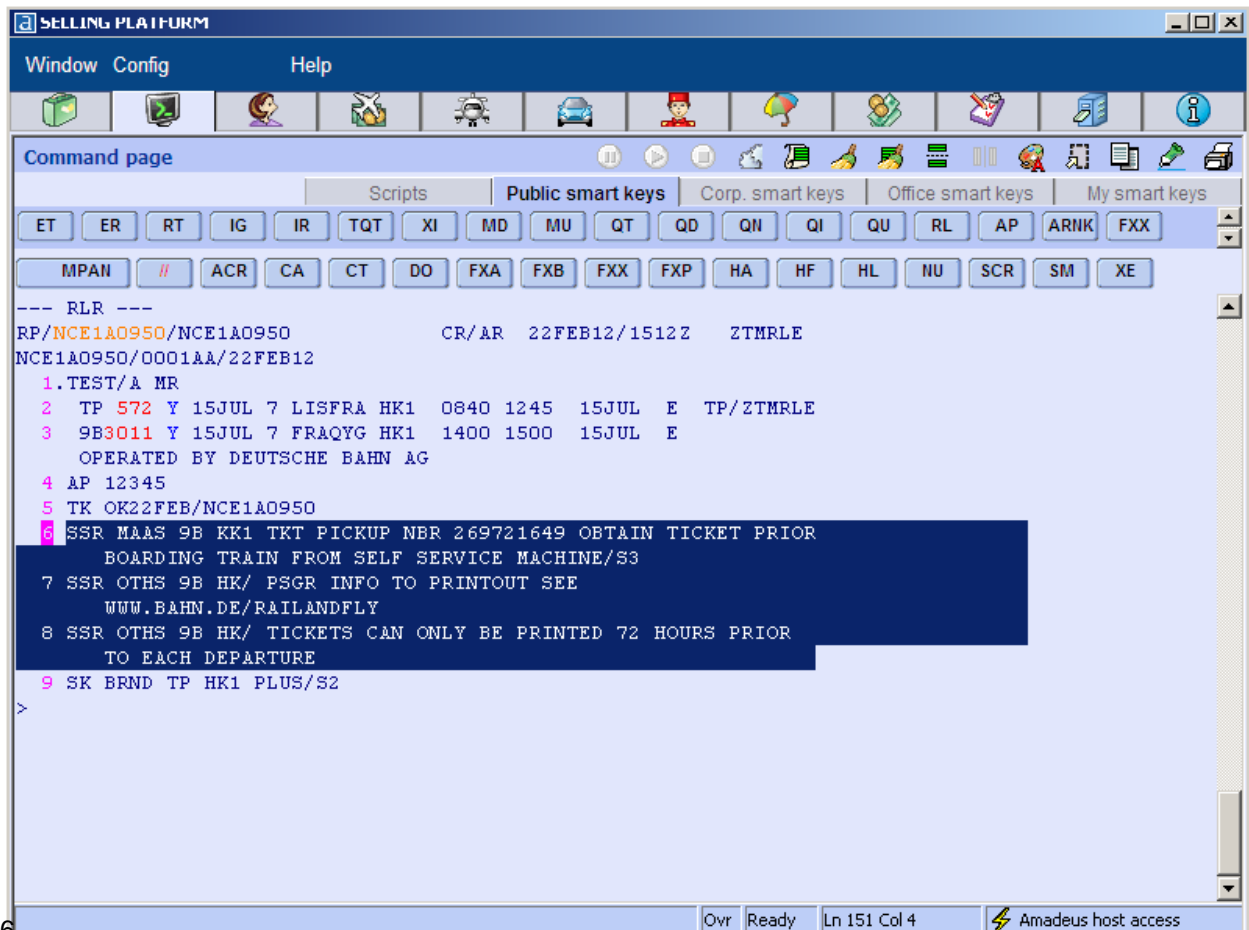
CONFIGURATION-
      TRN NO CONFIGURATION SET
>
```

The status bar at the bottom shows "Ovr Ready Ln 232 Col 5" and "Amadeus host access".

# Rail & Fly – How does it work? (3/3)

## How to retrieve the ticket?

Confirmation number (TKT PICKUP NBR, also referred to as 'DB order code') is returned by ACCESRAIL. Travel Agent hands out this reference to the traveller (e.g., via the printing of an Amadeus Extended Itinerary - IEP).



```
SELLING PLATFORM
Window Config Help
Command page
Scripts Public smart keys Corp. smart keys Office smart keys My smart keys
ET ER RT IG IR TQT XI MD MU QT QD QN QI QU RL AP ARNK FXX
MPAN // ACR CA CT DO FXA FXB FXX FXP HA HF HL NU SCR SM XE
--- RLR ---
RP/NCE1A0950/NCE1A0950 CR/AR 22FEB12/1512Z ZTMRLE
NCE1A0950/0001AA/22FEB12
1. TEST/A MR
2 TP 572 Y 15JUL 7 LISFRA HK1 0840 1245 15JUL E TP/ZTMRLE
3 9B3011 Y 15JUL 7 FRAQYG HK1 1400 1500 15JUL E
OPERATED BY DEUTSCHE BAHN AG
4 AP 12345
5 TK OK22FEB/NCE1A0950
6 SSR MAAS 9B KK1 TKT PICKUP NBR 269721649 OBTAIN TICKET PRIOR
BOARDING TRAIN FROM SELF SERVICE MACHINE/S3
7 SSR OTHS 9B HK/ PSGR INFO TO PRINTOUT SEE
WWW.BAHN.DE/RAILANDFLY
8 SSR OTHS 9B HK/ TICKETS CAN ONLY BE PRINTED 72 HOURS PRIOR
TO EACH DEPARTURE
9 SK BRND TP HK1 PLUS/S2
v
Ovr Ready Ln 151 Col 4 Amadeus host access
```

Once the E-Ticket is issued, the 'Rail & Fly' ticket will be made available for pickup at all DB vending machines 72 hours before departure, by entering the DB order code.





## Other examples



# Other Examples of AIR/RAIL solutions

## RENFE & AVIANCA

- ▶ Interlining solution between RENFE and AVIANCA ⇨ RENFE content into the Amadeus AIR display through ACCESRAIL (9B).
- ▶ Book RENFE segments as a complement to an Air travel in interline agreements with AVIANCA – For certain routes in Spain. Real train schedules (and real O/Ds) are loaded through ACCESRAIL.

## EUROSTAR

- ▶ Eurostar operate as an Airline and is fully accessible as an Airline in the Amadeus Air Display.

## Amadeus Centauri Solution

- ▶ Integration facilities of Schedules and Fares from the Railway in the AIR world (AIR display) provided by Amadeus.
- ▶ Amadeus to realize all the mapping “Rail to Air” for the Railway .



# Open Discussion

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/WeLoveHighSpeedRail



AmadeusTotalRail



Amadeus Rail

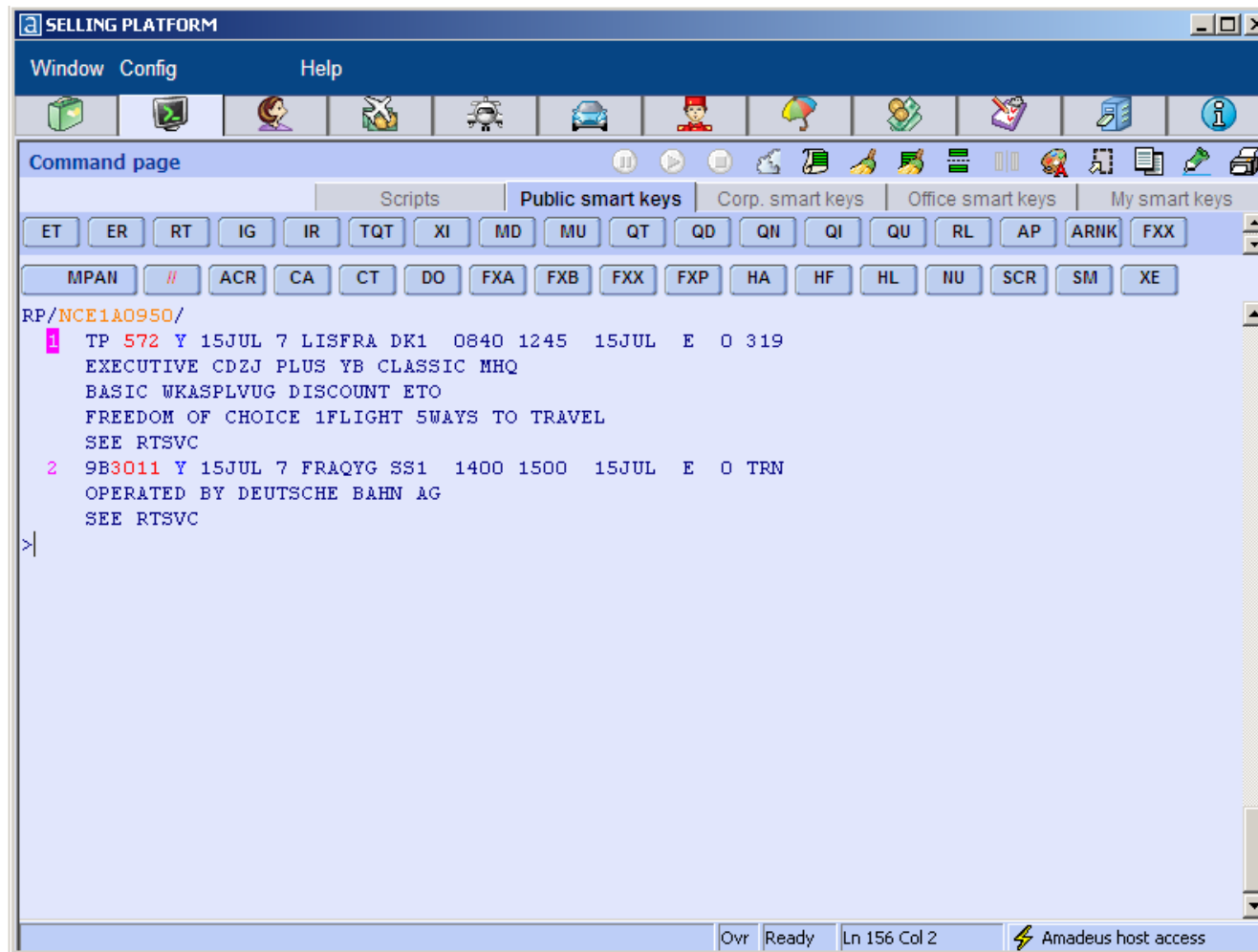
**THANK YOU !!!**



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# Rail & Fly – How does it work?

## Segment Sell: SS1Y1 entry



The screenshot shows the Amadeus SELLING PLATFORM interface. The window title is "SELLING PLATFORM". The menu bar includes "Window", "Config", and "Help". The toolbar contains various icons for navigation and actions. Below the toolbar is a "Command page" section with tabs for "Scripts", "Public smart keys", "Corp. smart keys", "Office smart keys", and "My smart keys". The "Public smart keys" tab is active, showing a grid of buttons for various commands: ET, ER, RT, IG, IR, TQT, XI, MD, MU, QT, QD, QN, QI, QU, RL, AP, ARNK, FXX, MPAN, #, ACR, CA, CT, DO, FXA, FXB, FXX, FXP, HA, HF, HL, NU, SCR, SM, XE.

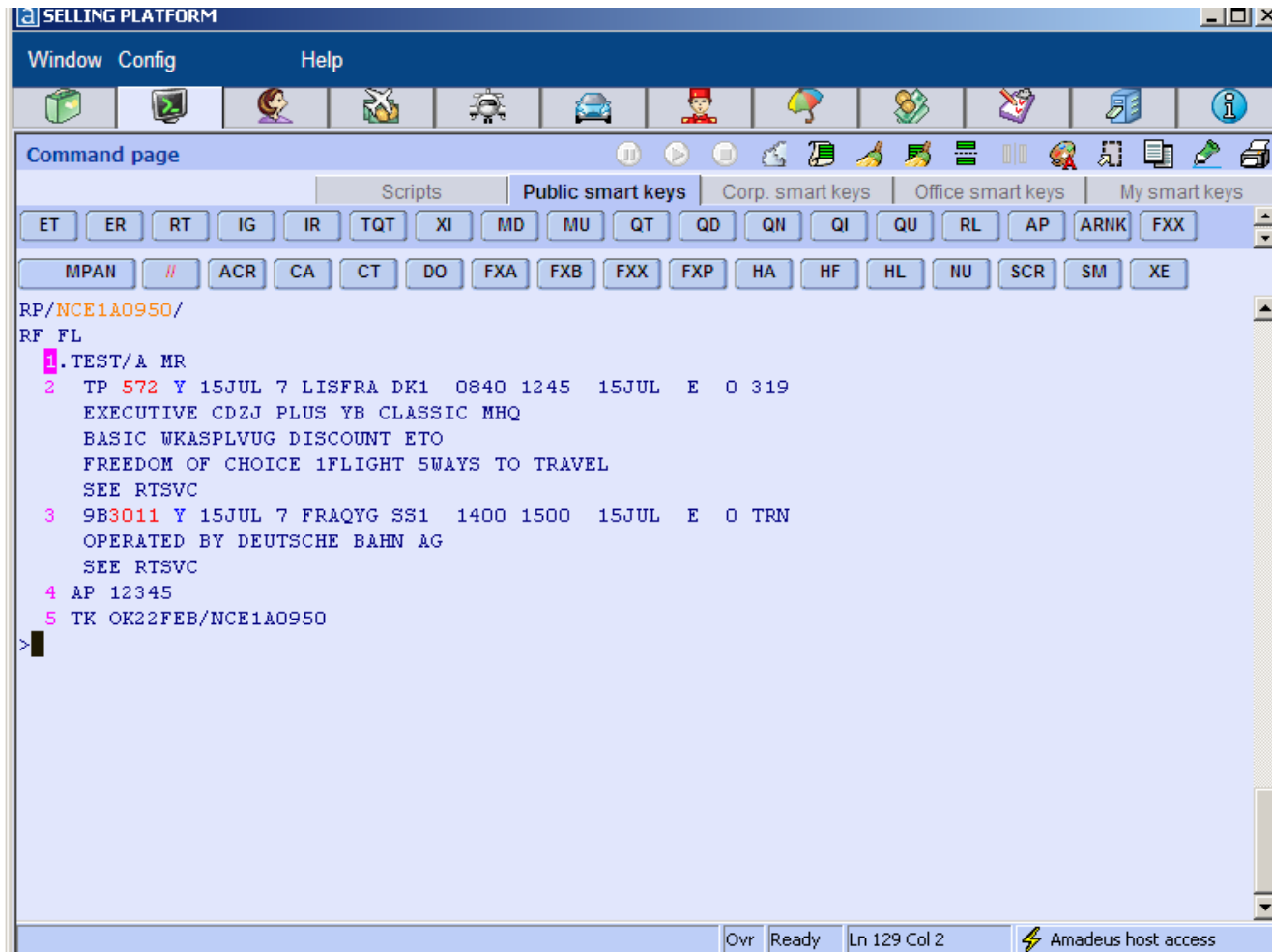
The main display area shows the following text:

```
RP/NCE1A0950/  
1 TP 572 Y 15JUL 7 LISFRA DK1 0840 1245 15JUL E 0 319  
EXECUTIVE CDZJ PLUS YB CLASSIC MHQ  
BASIC WKASPLVUG DISCOUNT ETO  
FREEDOM OF CHOICE 1FLIGHT 5WAYS TO TRAVEL  
SEE RTSVC  
2 9B3011 Y 15JUL 7 FRAQYG SS1 1400 1500 15JUL E 0 TRN  
OPERATED BY DEUTSCHE BAHN AG  
SEE RTSVC  
>
```

The status bar at the bottom shows "Ovr Ready Ln 156 Col 2" and "Amadeus host access".

# Rail & Fly – How does it work?

**PNR completion:** Passenger name, Contact ...



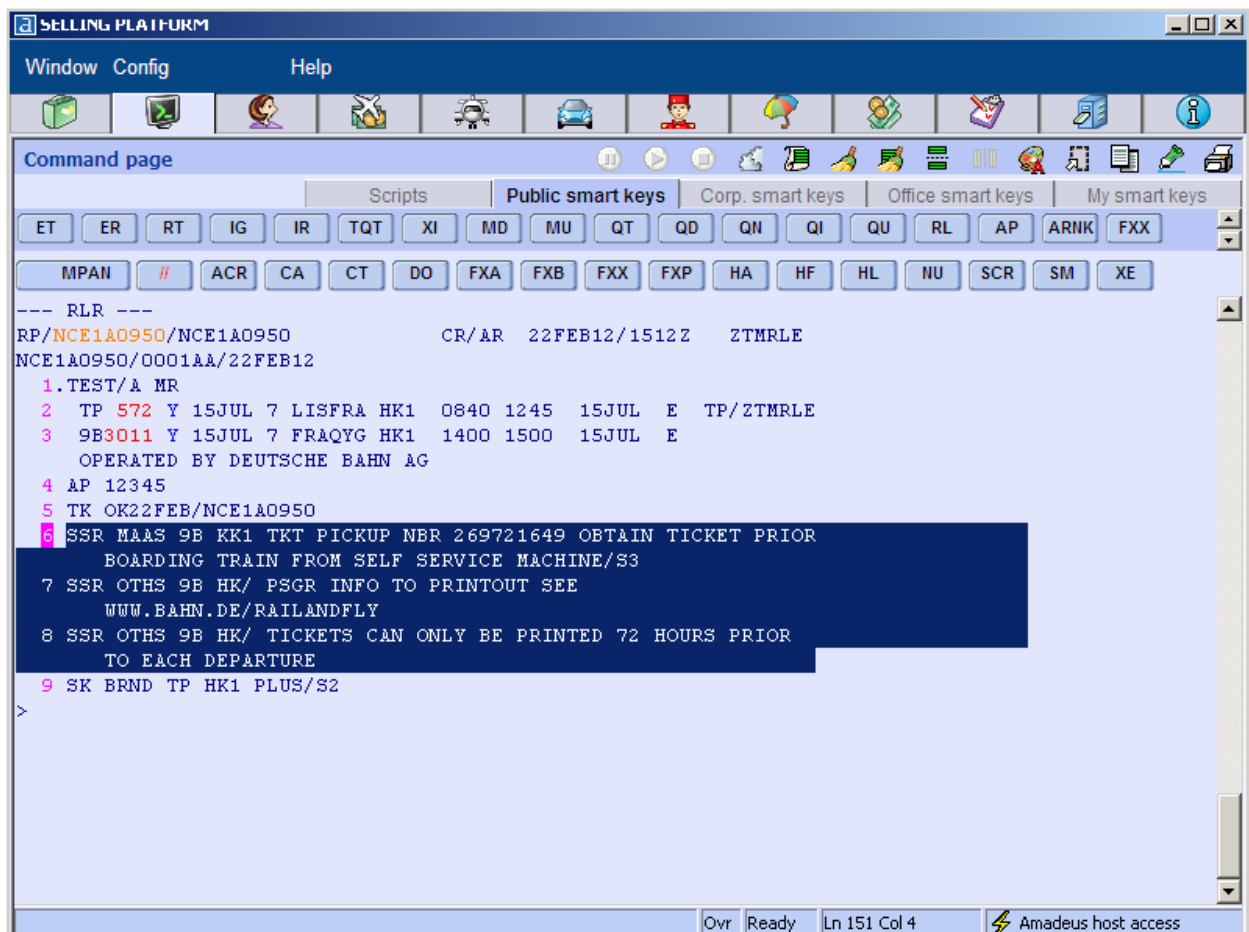
The screenshot shows the Amadeus SELLING PLATFORM interface. The window title is "SELLING PLATFORM". The menu bar includes "Window", "Config", and "Help". The toolbar contains various icons for navigation and actions. The main area is a "Command page" with a grid of "Public smart keys" (ET, ER, RT, IG, IR, TQT, XI, MD, MU, QT, QD, QN, QI, QU, RL, AP, ARNK, FXX) and "My smart keys" (MPAN, //, ACR, CA, CT, DO, FXA, FXB, FXX, FXP, HA, HF, HL, NU, SCR, SM, XE). The command history shows the following text:

```
RP/NCE1A0950/  
RF FL  
1 .TEST/A MR  
2 TP 572 Y 15JUL 7 LISFRA DK1 0840 1245 15JUL E 0 319  
EXECUTIVE CDZJ PLUS YB CLASSIC MHQ  
BASIC WKASPLVUG DISCOUNT ETO  
FREEDOM OF CHOICE 1FLIGHT 5WAYS TO TRAVEL  
SEE RTSVC  
3 9B3011 Y 15JUL 7 FRAQYG SS1 1400 1500 15JUL E 0 TRN  
OPERATED BY DEUTSCHE BAHN AG  
SEE RTSVC  
4 AP 12345  
5 TK OK22FEB/NCE1A0950  
>
```

The status bar at the bottom indicates "Ovr Ready Ln 129 Col 2" and "Amadeus host access".

# Rail & Fly – How does it work?

**PNR Retrieval:** Amadeus Record Locator Number (2TMRLE), Booking confirmed (HK status), Confirmation number (TKT PICKUP NBR, also referred to as ‘DB order code’) is returned by ACCESRAIL. Travel Agent hands out this reference to the traveller (e.g., via the printing of an Amadeus Extended Itinerary - IEP).



```
SELLING PLATFORM
Window Config Help
Command page
Scripts Public smart keys Corp. smart keys Office smart keys My smart keys
ET ER RT IG IR TQT XI MD MU QT QD QN QI QU RL AP ARNK FXX
MPAN // ACR CA CT DO FXA FXB FXX FXP HA HF HL NU SCR SM XE
--- RLR ---
RP/NCE1A0950/NCE1A0950 CR/AR 22FEB12/1512Z ZTMRLE
NCE1A0950/0001AA/22FEB12
1. TEST/A MR
2 TP 572 Y 15JUL 7 LISFRA HK1 0840 1245 15JUL E TP/ZTMRLE
3 9B3011 Y 15JUL 7 FRAQYG HK1 1400 1500 15JUL E
OPERATED BY DEUTSCHE BAHN AG
4 AP 12345
5 TK OK22FEB/NCE1A0950
6 SSR MAAS 9B KK1 TKT PICKUP NBR 269721649 OBTAIN TICKET PRIOR
BOARDING TRAIN FROM SELF SERVICE MACHINE/S3
7 SSR OTHS 9B HK/ PSGR INFO TO PRINTOUT SEE
WWW.BAHN.DE/RAILANDFLY
8 SSR OTHS 9B HK/ TICKETS CAN ONLY BE PRINTED 72 HOURS PRIOR
TO EACH DEPARTURE
9 SK BRND TP HK1 PLUS/S2
Ovr Ready Ln 151 Col 4 Amadeus host access
```

Once the E-Ticket is issued, the ‘Rail & Fly’ ticket will be made available for pickup at all DB vending machines 72 hours before departure, by entering the DB order code.

# Other Examples: Interlining between RENFE and AVIANCA (1/2)

## Availability Request for Renfe

9B in interlining with Avianca (AV)

```
Amadeus Terminal Emulator 2.2.6 - Session A
Session Edit Transfer Navigate Help
Session A Session B
Session A
AN15JULBOGBCN -MD-
** AMADEUS AVAILABILITY - AN ** BCN BARCELONA.ES          53 SU 15JUL 0000
 1  AV 250  C6 J5 D5 Y9 B9 M9 H9 /BOG 1 SDQ      1400      1737  E0/318
      Q9 V9 A9 E9 K9 L9 O5
      IB6502 J9 C9 D9 R9 I7 Y9 B9 /SDQ      MAD4S  1920      0940+1E0/342
      T9 H9 K9 M9 L9 V9 S9 N9 Q9
      /MAD 4 BCN 1  1145+1  1255+1E0/320      15:55
 2  AV 250  C6 J5 D5 Y9 B9 M9 H9 /BOG 1 SDQ      1400      1737  E0/318
      Q9 V9 A9 E9 K9 L9 O5
      IB6502 J9 C9 D9 R9 I9 Y9 B9 /SDQ      MAD4S  1920      0940+1E0/342
      T9 H9 K9 M9 L9 V9 S9 N9 Q9
      IB6764 J9 C9 D9 R9 I9 Y9 B9 /MAD 4 BCN 1  1145+1  1255+1E0/320      15:55
      T9 H9 K9 M9 L9 V9 S9 W9 N9 Q9
 3  AV 010  C9 J9 D9 Y9 B9 M9 H9 /BOG 1 MAD4S  2135      1415+1E0/330
      Q9 V9 A9 K2
      *9B4160 F9 C9 Y9          XOC      YJB      1800+1  2030+1E0 TRN  TR  15:55
 4  AF 423  J9 C9 D9 I9 Z9 W9 S9 /BOG 1 CDG2F  1735      1115+1E0/343
      A9 Y9 B9 M9 U9 K9 H9 GR
      AF7624 J9 W9 S9 A9 Y9 B9 M9 /CDG2F BOD B  1325+1  1440+1E0/321
      U9 K9 H9 L9 Q9 T9 E9 N9 R2 GR
      YS*AF3126 W9 S9 A9 Y9 B9 M9 U9 /BOD A BCN 1  1530+1  1635+1E0/E70      16:00
      K9 H9 L9 Q9 T9 E9 N9 R7 X9 GR
>
```

Connected to 090A1626@NCETN3270-141.muc.amadeus.net:23

A | EDIT INS NUF | Row: 15 Col: 2



# Other Examples: Interlining between RENFE and AVIANCA (2/2)

## Journey's information:

Madrid – Barcelona operated by Renfe

```
Amadeus Terminal Emulator 2.2.6 - Session A
Session Edit Transfer Navigate Help
Session A Session B
a Session A

1. BOG MAD - DEPARTS TERMINAL 1
2. BOG MAD - ARRIVES TERMINAL 4S
3. BOG MAD - 9/ NON-SMOKING
4. BOG MAD - ET/ ELECTRONIC TKT CANDIDATE

CONFIGURATION-
          330 C 30 Y 222

* 1A PLANNED FLIGHT INFO *          9B4160 54 MO 16JUL
APT ARR DY DEP DY CLASS/MEAL EQP GRND EFT TTL
XOC 1800 MO FCY/- TRN 2:30
YJB 2030 MO 2:30

COMMENTS-
1. ENTIRE FLT- N/ INTERNATIONAL CONNECTING TRAFFIC ONLY
2. XOC YJB - OPERATED BY RENFE
3. XOC YJB - MCT FLIGHT TRACKING D/D
4. XOC YJB - ET/ ELECTRONIC TKT CANDIDATE

CONFIGURATION-
          TRN NO CONFIGURATION SET
>
```