

## press release

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### **SPANAIR MIGRATES SUCCESSFULLY TO AMADEUS ALTÉA IT PLATFORM TO DELIVER EXCELLENCE IN CUSTOMER SERVICE**

- **Spanair now managing all its inventory and sales worldwide using Amadeus' new generation technology solutions**
- **Altéa CMS will underpin Spanair strategy to deliver a high level of service to customers and achieve closer integration with its commercial partners.**

Palma de Mallorca, 11 November 2008. - Spanair, the second largest airline in Spain, is now managing all its reservations, sales and inventory activity using the Amadeus Altéa Customer Management Solution (CMS). Adoption of the new generation technology platform allows Spanair to flexibly manage all its inventory, pricing, flight schedules and seat planning activity, as well as gain greater control over its sales channels.

Following a smooth cutover to Altéa Inventory, Altéa Reservation and Amadeus e-Retail booking engine, the airline is now able to significantly improve its service to customers, achieve closer integration with commercial partners more easily, and reduce operational costs through a shared IT platform.

Better integration with partners, including Spanair's Star Alliance partners and travel agents, is facilitated using the shared IT platform that underpins the Altéa CMS suite. Access to a single view of customer data will raise the airline's capacity to offer a more tailored service to its customers. Furthermore, using the inventory module, the airline will be able to capture the full yield potential of its network by integrating the data obtained from the new system with the latest revenue management techniques.

Travellers using the Spanair website will also benefit from improved customer service features enabling them to: choose from content in six languages ; access detailed flight information including a wide choice of flight options, together with a range of prices shown per fare family - with clear indication of amenities and features offered by each fare family; and make award miles bookings online, using Spanair Plus miles.

Marcus Hedblom, CEO, Spanair, said: "Our strategy is to use technology to significantly enhance our ability to deliver the very highest levels of service to our customers. We are delighted to have selected the Amadeus Altéa Platform as this strengthens our ability to greatly improve time to market, reduce costs of ongoing development work and enables a seamless service offering across our domestic and international network. All of this was achieved with no disruption to our operations at any point throughout the migration."

Frédéric Spagnou, Vice President, Airline Business Group, Amadeus, commented: "Implementation of the new systems for Spanair was quick and smooth, a model switchover for an airline carrying over 10 million passengers a year. This is the result of a true spirit of partnership as well as a very pragmatic approach by Spanair, who opted for the best of the Altéa platform with minimum additional development."

### **Spanair**

Spanair was founded in 1986 and since April 2003 it has been part of the Star Alliance, a global network of the world's largest and most prestigious airlines.

### **Amadeus**

Amadeus is the chosen technology partner for providers, sellers, and buyers of travel. The company provides distribution, IT and point-of-sale solutions to help its customers adapt, grow and succeed in the fast changing travel industry. Customer groups include travel providers (airlines, hotels, car rental companies, railway companies, ferry lines, cruise lines, insurance companies and tour operators), travel sellers (travel agencies) and travel buyers (corporations and travellers). Solutions are grouped in four solution categories – Distribution & Content, Sales & e-Commerce, Business Management and Services & Consulting.

Amadeus has central sites in Madrid (corporate headquarters & marketing), Nice (development) and Erding (Operations – data processing centre) and regional offices in Miami, Buenos Aires and Bangkok. Amadeus maintains customer operations in 76 countries covering more than 217 markets. Amadeus employs over 8,500 employees worldwide, representing 95 nationalities.

More information about Amadeus is available at: <http://www.amadeus.com>

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