

## Airways adopt Altéa Reservation to support global sales

KLM, Kenya Airways, Martinair and Amadeus, a global leader in technology and distribution solutions for the travel and tourism industry, have announced that the three airlines are now using Amadeus Altéa Reservation to drive their global sales.

Amadeus Altéa Reservation, a fully integrated sales and reservations system will allow Kenya Airways, KLM and Martinair to distribute synchronised flight information, fares and passenger details across all their sales channels, thereby maximising their ability to provide passengers with complete and accurate travel information, regardless of the point of sale.

Based on a community platform, which means different carriers use the same system, Altéa Reservation simplifies the exchange of passenger information, enabling the airlines to further enhance operations and interaction with their commercial partners, including travel agents. Further, its industry-unique structure accelerates the seamless integration of alliance partners, bringing significant savings on their integration costs.

Says Kenya Airways Commercial Director, Hugh Fraser: “We are working towards our associate membership of the SkyTeam Alliance and it is important that we standardise our operations, technology and products. By adopting Altéa Reservation we achieve this and also facilitate easy integration of our systems with those of our partners, better positioning us to take advantage of alliance membership. Our IT systems are now able to adapt to our business needs and continue to support our commercial strategy.”

Marcel de Vries, Director Business Development & Distribution, Martinair, commented: “We are committed to providing our customers with the best service as we seek further growth and expansion. Having a completely integrated information flow means we are able to improve service alongside the greater efficiencies that result from a combined sales and reservation system.”

“The use of adaptive technology and the capacity for integration are important factors to the success of carriers today,” added Frédéric Spagnou, Vice-President, Airline Business Group, Amadeus. “It is imperative they are able to take advantage of every commercial opportunity in a timely manner, if they are to secure profitable growth. Altéa Reservation helps them to do this.”