



Is Cache King for Reducing System Load? The Amadeus Vision

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Las Vegas, 26th April 2011

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Agenda

Two different approaches to address two questions:

The **defensive** approach

The **Amadeus** vision – draw on the shopping burst to

- ▶ Enhance Customer's **experience**;
- ▶ Address both **Hotelier's** and **Distribution's** concerns
- ▶ Ease **service's** integration.

A defensive approach to the double question?



How to **Sustain** online traffic?

- ▶ **Passive Cache:** Balance btw traffic saved and accuracy;
- ▶ **HW:** One-shot cost – will it scale future needs?
- ▶ **Push:** Delegate shopping/booking logic to distribution – sale your soul?

... and so **maintain** user's exp.

→ **Defensive** or survival mode.



Turn this **Issue** into an **Opportunity.**

Amadeus' Vision – Hotel Search Engine



- ▶ A shopping burst which opens a new technological move.
- ▶ Not only addresses the traffic rise and the User Experience maintenance

But frees

- User's Shopping experience;
- Functionality / content level management per channel;
- WS integration.

Amadeus Hotel Search Engine

A new Shopping experience


- ▶ **Instant Search** → All processing done in Back-end in ~5ms.
- ▶ **Enhanced Customer experience:**
 - ▶ Live data **calendar views**;
 - ▶ Content *a la carte* (channel customized);
 - ▶ **Budget Search**;
 - ▶ Mixed with **geographical** searches (Map, Phonetic, IATA, Area...);
 - ▶ ... to be continued...



Functionality and Content management

- ▶ **Functionality** is one of the key differentiators in the industry.
- ▶ **Drive content and functionality :**
 - ▶ For an Hotelier,
 - ▶ Allows to closely **manage** displayed **content** on channels;
 - ▶ Have **cutting-edge** available functionality on Hoteliers.com vs other channels.
 - ▶ For the distribution
 - ▶ Provides at the same time **leisure and GDS** rates/content;
 - ▶ **Teaser** capacity.

A facilitated Web Services integration

- ▶ **Web Service available:**
 - ▶ **Online TA** oriented (one page – one WS call)
 - ▶ Have it fully Open Travel standard 
 - ▶ Share new **functionality** interface

- ▶ **Move** competition's ground to **business added** value.