



ACCENTURE AMADEUS ALLIANCE

VIDEO TRANSCRIPT

It's no news that today's airline industry is growing ever more competitive. With low-cost carriers pressuring profits and digital intermediaries pushing airlines and their passengers further and further apart, the industry is also becoming increasingly more commoditized.

Facing one of the most disruptive transformations in their history, airlines have heard the call for innovation. More specifically, in the drive to enhance their passenger's experience through a complete reboot of the entire Flying experience. But many airlines are wrestling with how to apply digital sophistication to making themselves more customer-centric.

Fortunately, this is the very reason why Accenture and Amadeus have joined forces to create an alliance. The Accenture Amadeus Alliance is the natural evolution of 2 market leaders: trailblazers in digital integration, implementation, and innovation for end-to-end airline solutions. It offers a forward-looking, market-defining set of stand-alone offerings, anchored in the two partners' existing portfolios. Accenture's digital thought leadership, cross-industry innovation, and implementation capabilities with Amadeus unparalleled expertise in airline processes and mass-data management.

Combining each parties' strength meets the industry's need for innovation and its demand from leadership in transforming their digital legacy to create a new, customer-centric future. The alliance also ensures that these basic shifts are implemented at speed and seamlessly from end-to end without disruption to daily operations.

This applies equally to both backend and customer-facing platforms, as well as developing meaningful partnerships across the travel ecosystem.

The alliance empowers airlines to develop the richest passenger profiles, establish the most meaningful relationships, and ultimately deliver the most highly thought after customer experiences.

The Accenture and Amadeus Alliance represents not just a combination of complementary services, it embodies a fully dedicated organization with a joint committed investment in creating competitive advantages for its clients and leveraging new opportunities to reimagine the future of flight.

To learn more, please go to www.amadeus.accenture.com

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