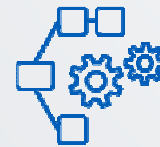
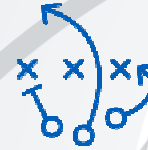
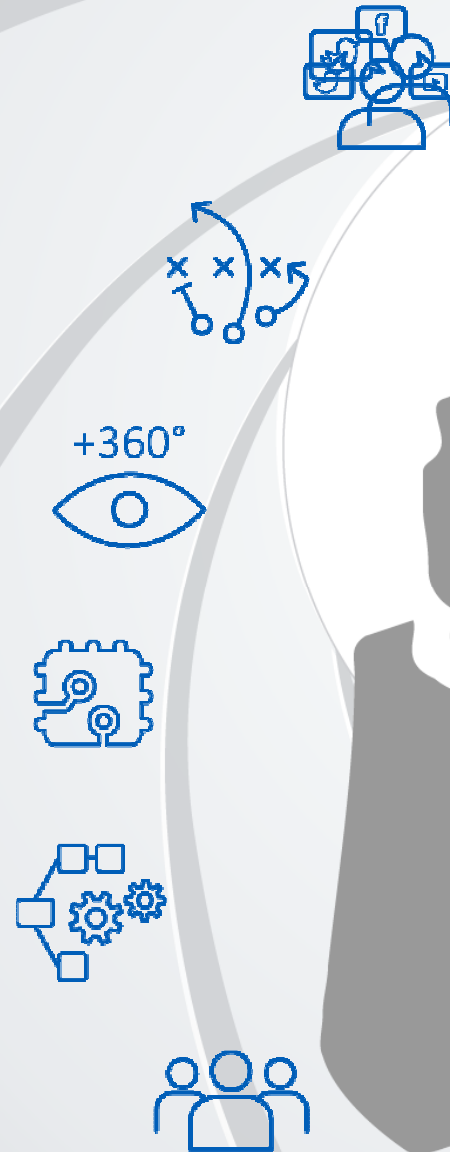




The Amadeus Digital Communications Ecosystem

September 20th 2016

Pablo-Jacobo Ruiz Alonso
Digital Communications – Channels and
Strategy, Group Communications



Agenda

1. Project overview
2. Project structure and timeline
Research | Concept | Design Development,
Implementation & Content Generation
3. The design process: Research & Concept phases
4. Next steps
5. Q&A

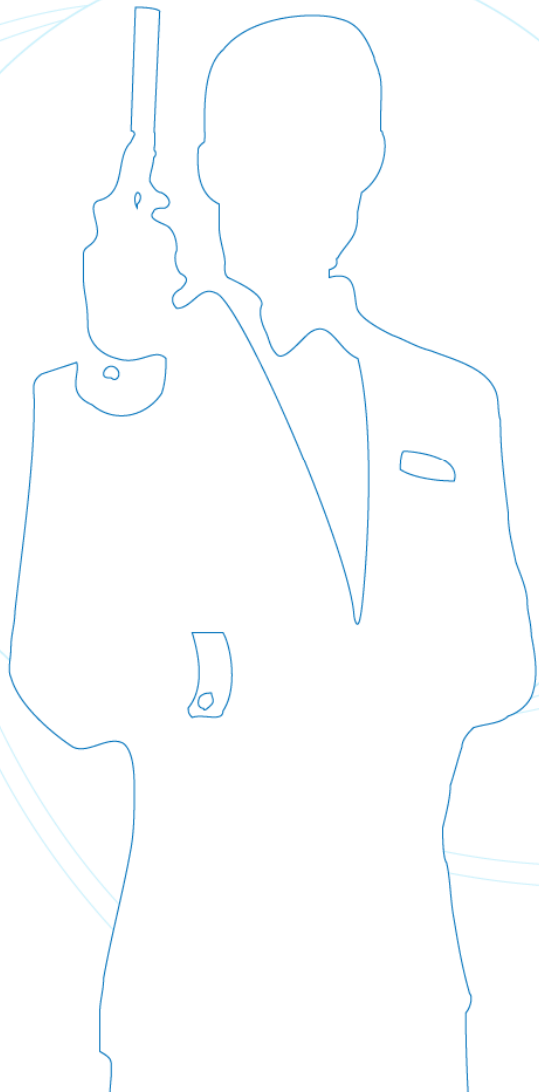




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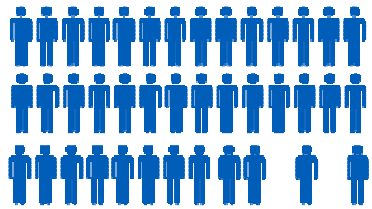
Project overview

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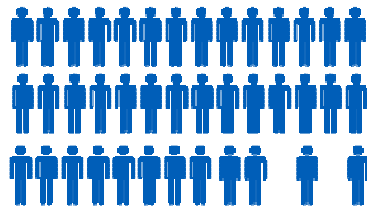
2015 in numbers

Over **3,990,000** visits and more than **8,770,000** page views to Amadeus.com



More than **146,000** downloads

Over **779,000** visits and more than **1,000,000** page views to our Corporate Blog



7,753 828
 662 676



26,141 297,653
 35,858 1,101



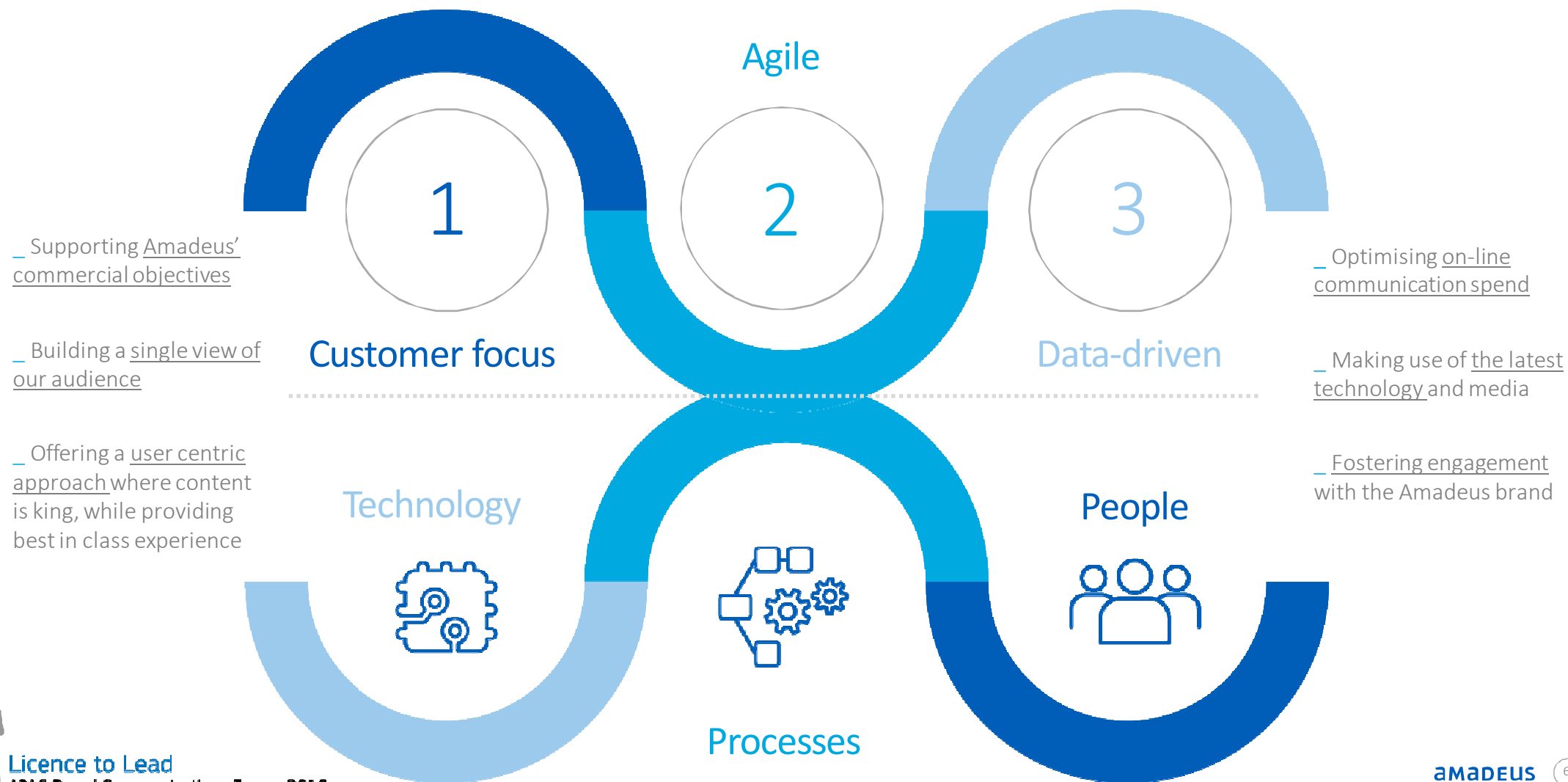
The Amadeus Digital Ecosystem vision

Our vision is to create a customer-focused, agile, and data-driven digital experience for an ever-changing environment.

An ecosystem providing **relevant content** at all levels across all of Amadeus' digital channels.



Project objectives





The Future User Experience

An customer-focused, agile and data-driven Digital Ecosystem

An ecosystem providing **relevant personalized content** at all levels across all of **Amadeus' digital channels** (in any device).

Amadeus will be able to closely monitor conversations and interactions to develop content, which is relevant to all users at every stage of their digital journey improving digital interactions, inbound and outbound.



PROGRESSIVE PROFILING >> Build a **single view** of our audience:
Marketing automation tools/Monitoring

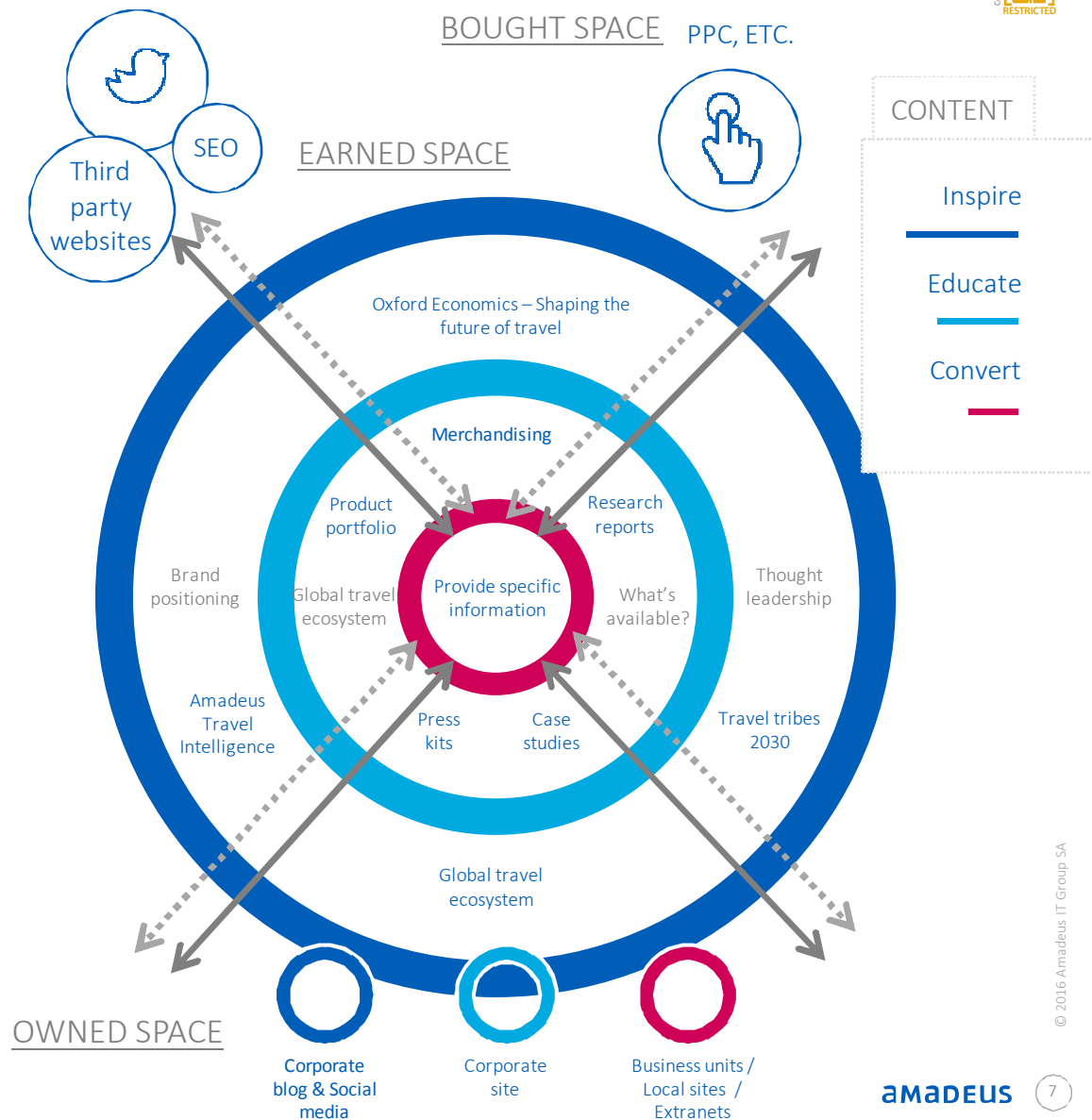


Audiences/conversations: **PERSONALIZATION**

New/Existing customers (Airlines, TA's, Corporations etc...),
media/press, future/existing employees

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Project structure

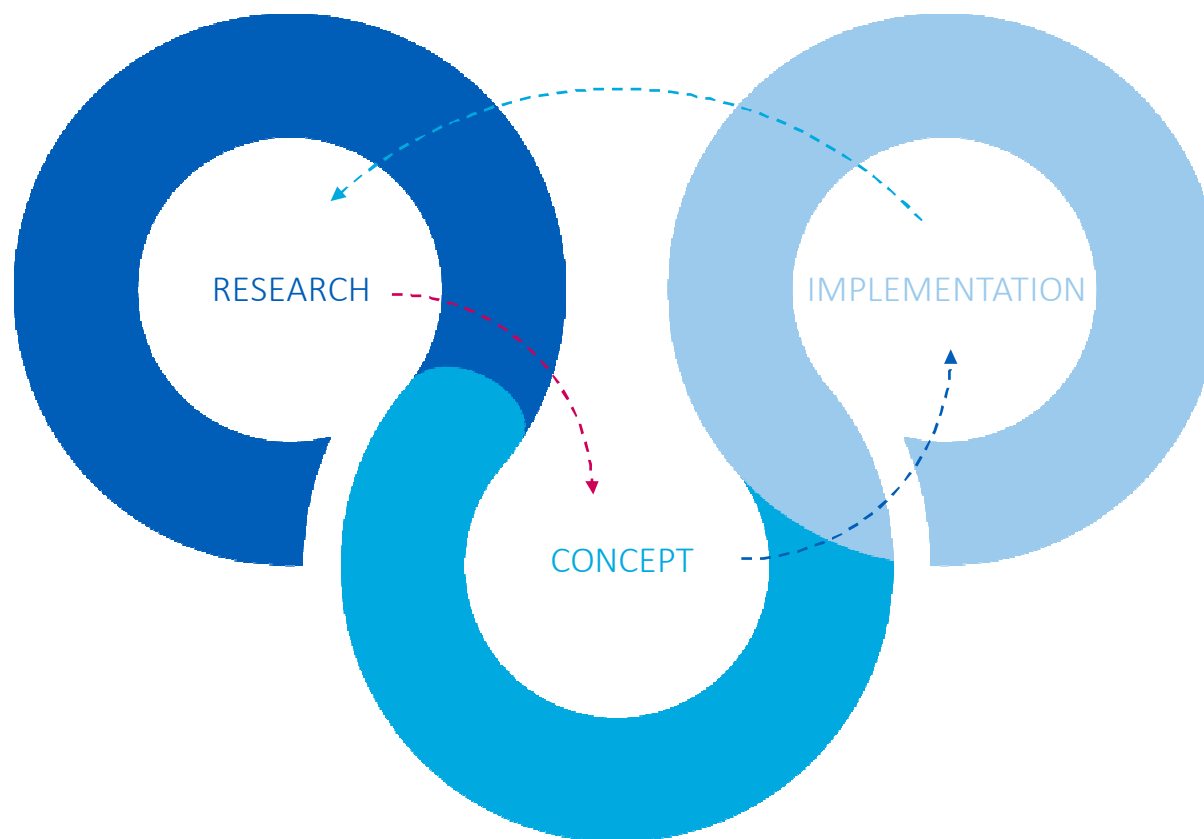
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The design process

The design process has three main phases Research, Concept and Implementation

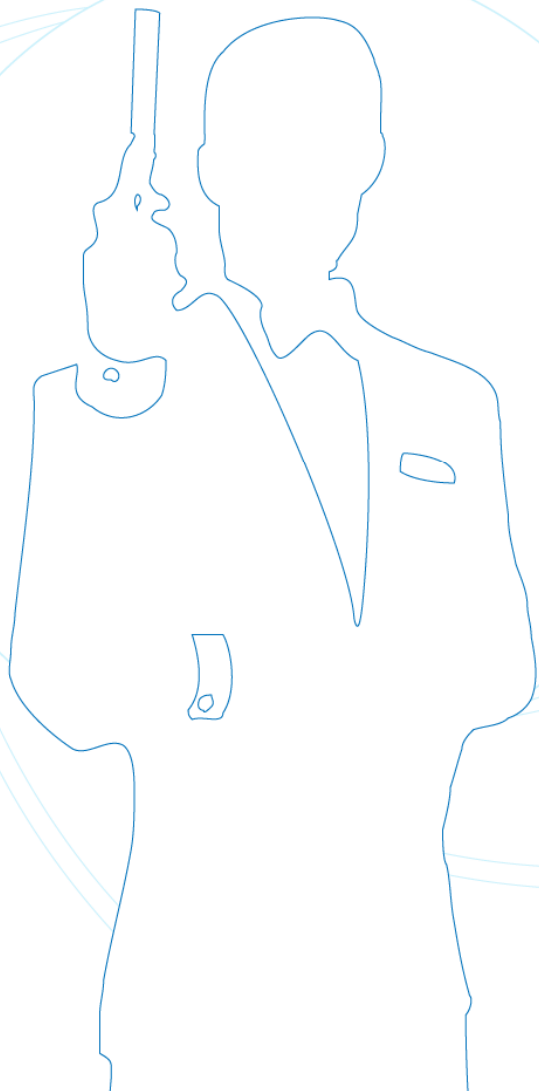




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Research phase

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Benchmark analysis



	1 POSITIONING	2 PRODUCT EDUCATION	3 SEGMENTATION TECHNIQUES	4 CALL-TO-ACTION SCENARIOS	5 LOYALTY & COMMUNITY	6 MY ACCOUNT & REGISTRATION	7 SOCIAL MEDIA PRESENCE	8 USER EXPERIENCE	9 INTERNATION- ALISATION	TOTAL
AMADEUS	20	18	6	7	2	10	7	17	9	96
SABRE	14	15	8	12	5	10	11	17	1	93
TRAVELPORT	27	22	7	9	1	0	4	20	0	90
INTEL	36	24	30	25	34	4	36	52	12	253
IBM	16	22	16	20	10	16	22	53	6	181
ORACLE	30	26	12	21	37	30	36	33	3	228
SALESFORCE	30	34	18	15	25	15	20	43	12	212
SAP	12	20	12	9	45	20	12	23	18	171
GENERAL ELECTRIC	26	22	10	11	15	0	18	29	16	147

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Research

Some Numbers

+100
stakeholders

+1,000
documents

+80
hours



Technology

CMS is very rigid and difficult to use

"We have language restrictions with CMS as Hebrew is written from right to left". - ACO

"When it is time to manage the CMS... I hate it. I would do lot more but very simple things are impossible". - Business Unit



Processes and content

The current ecosystem is too complex and there is not a common strategy

"It would be great to have all the channels aligned but that is currently not the case and the company is not working on this". - Central Team

"Marion is using her own Twitter account and then the social media team will retweet". - Central Team

"We should improve social channels. We need more consistency between channels and between global and local". - Business Unit



People

Each unit needs flexibility and their own personal space

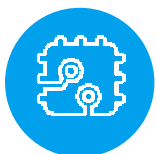
"The strategy on digital is too restrictive. There is always an enthusiasm to get the same platform for everyone, that makes sense, but pragmatically it is not doable". - Business Unit

"I want to be seen. I want the people to land on our page. I want to have a web page". - Central Team



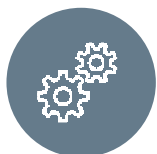
Digital Ecosystem Infrastructure

Basics



Technology

- CMS
- Analytics
- Marketing Automation
- CRM



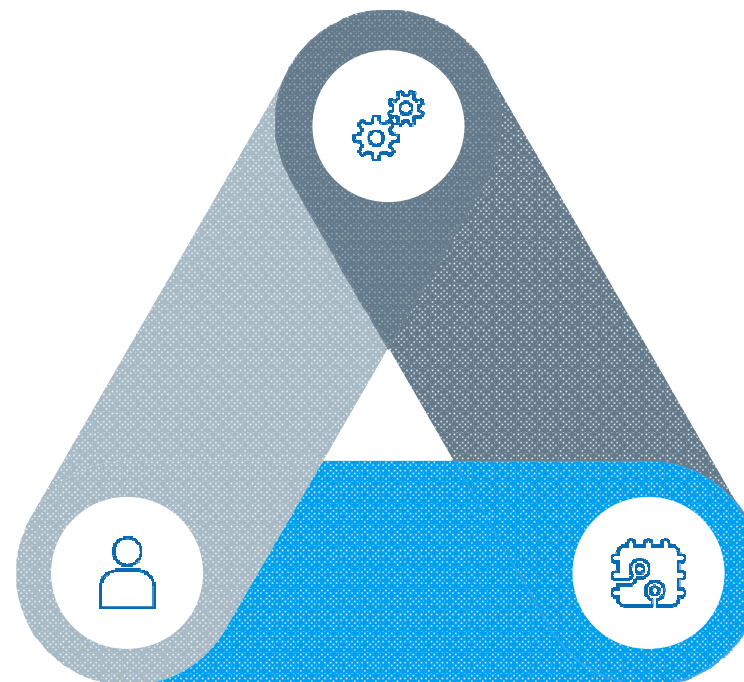
Processes

- Lead Management
- Portfolio & Content
- Agility
- Internal Entropy



People

- Culture
- Customer Centricity
- Skills

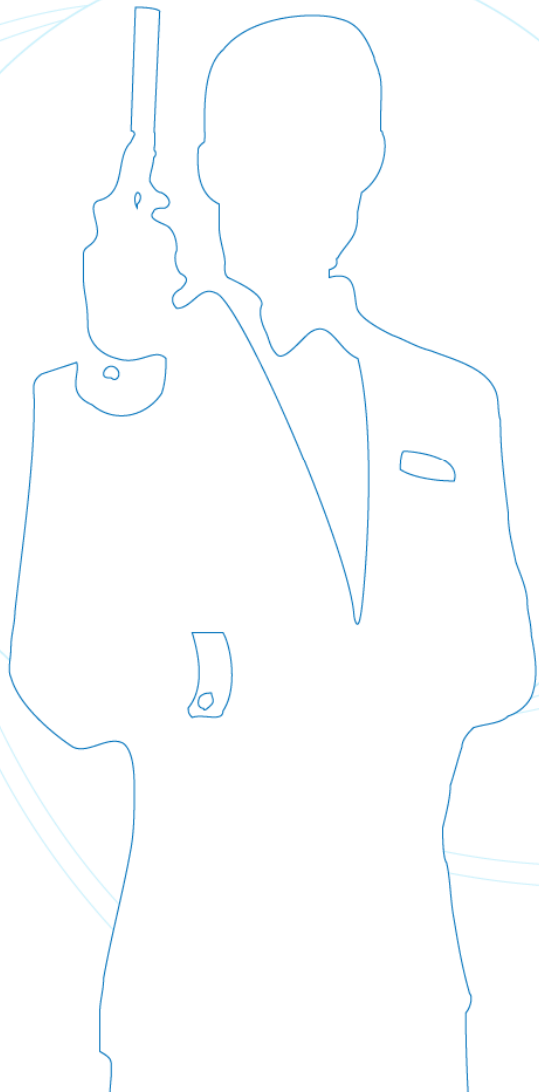




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Concept phase

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Personas

Concept phase



N° 1

Ben Cohen

32 years old
Startup owner, Entrepreneur

Prospect client

Main interests

Travel information, trends, technology

Awareness of Amadeus

Previous work experience

Main needs

- Find more funding opportunities
- Networking
- Guidance on business management
- Find a supplier to get access to quality backend data
- Visibility on cost of ownership
- Product information, testing beforehand and training on products
- Scalability and reliability of products
- Make quick decisions, meet deadlines
- Have more control about expenses and prices

Technology level



Online channels usage



Social Media usage



Ben and his friend John have decided to start a new business for booking and comparing flight tickets. They've been working on it for the last year. Ben was working for a hotel booking company so he has experience on the sector and holds a MBA. John has previous experience working for an startup. They are currently working from a co-working space.

Ben is looking for more funding opportunities to fulfil their plan and guarantee the success of their business. They are searching for solutions to access backend data to run the service. Ben has been benchmarking options used on similar services and direct competitors. They want to be ahead to deliver the best service based on the access to the most relevant information.

He needs to find a way to get specific information about the products. They are willing to test the products beforehand and check the details about how the integration can be done. The scalability and reliability of the products is key too, as it will be a key driver for the service. Ideally they are considering additional services as training on products as a decisive factor too.

This new company is small and agile and need to make quick decisions because in order to meet deadlines. Postponing the launch of the service is not an option. The budget is tight, so Ben and John are very concerned about prices, they need to save as much money as possible.

Business expectations are local for now but if everything goes well, Ben expects to provide international service.

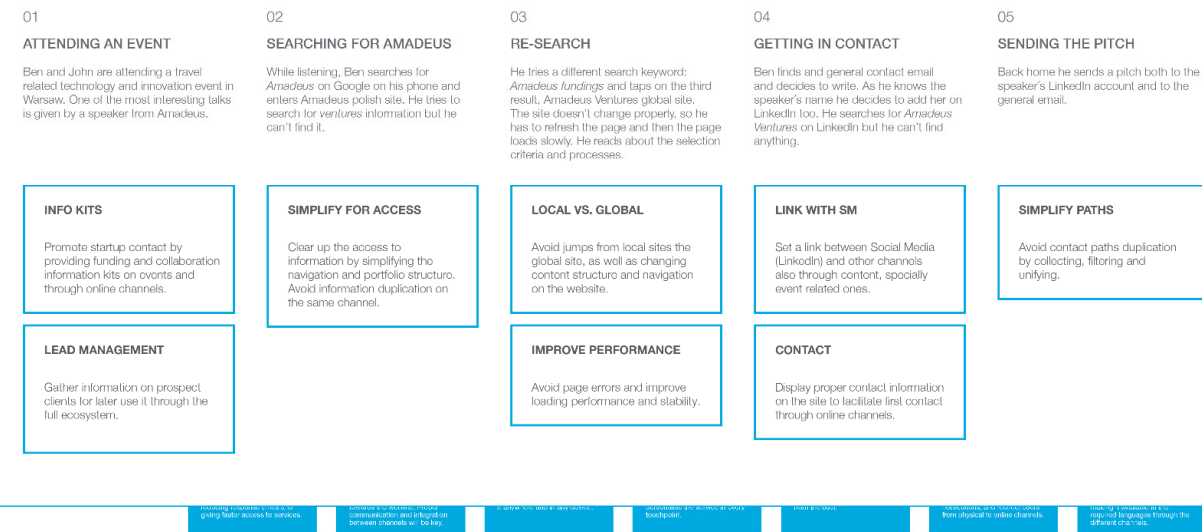
Ben and John are actively attending events and having meetings with suppliers. They need to pitch as much as possible in order to get new funding opportunities, and events are a great networking space.

Ben knows Amadeus from his previous job, but he doesn't know about their funding programs.



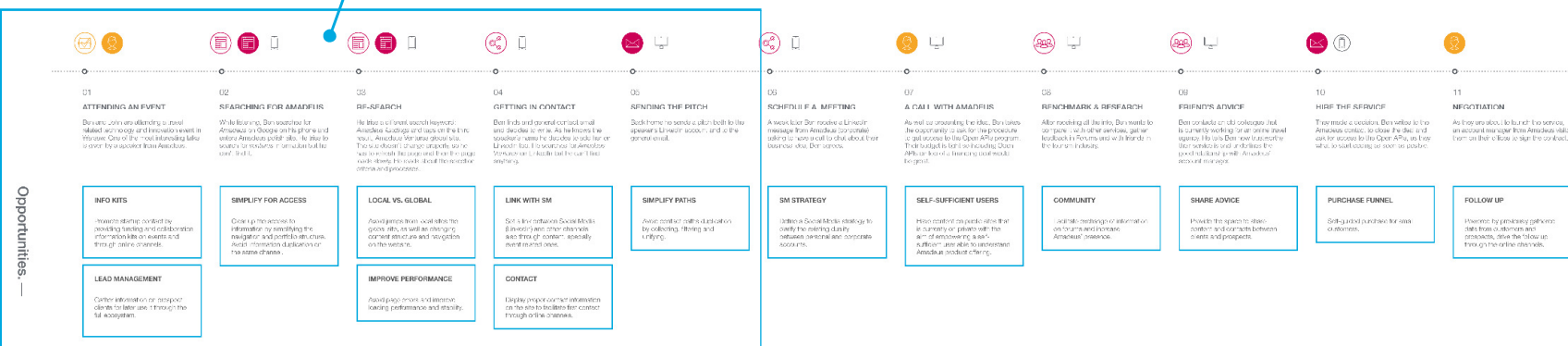
Journeys

Concept phase



Ben Cohen

32 years old
Startup owner, Entrepreneur, Prospect client



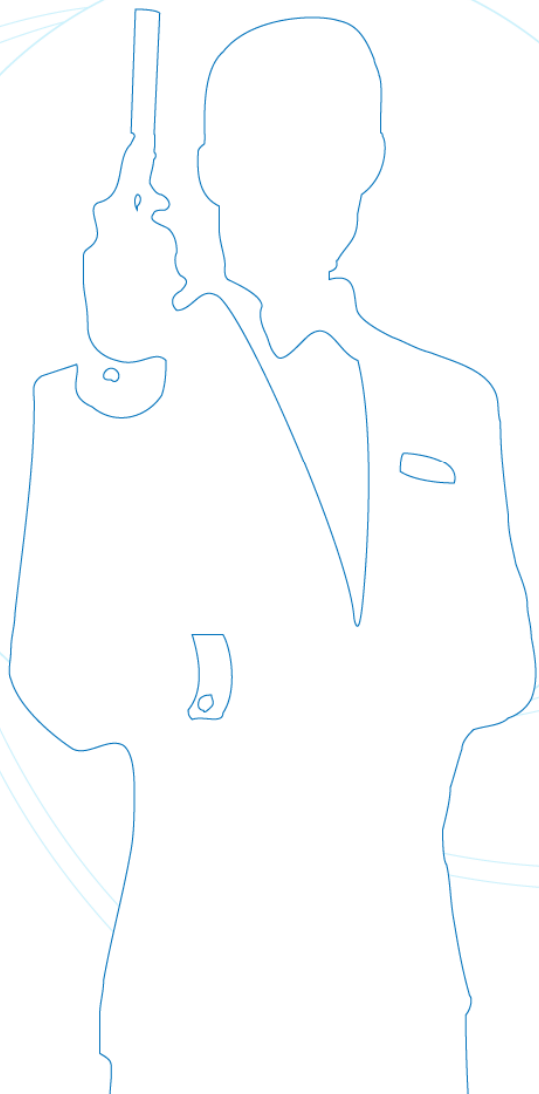
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The New Ecosystem

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The New Ecosystem

Concept phase



Commercial website



Corporate website



Standalone websites



Landing pages (Promos)



Technology

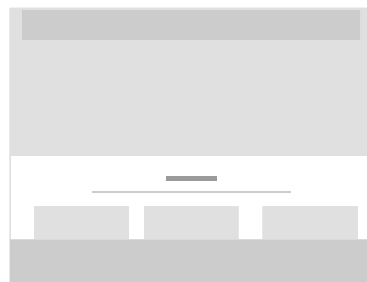


Processes



People

Digital tools



Blogs



Social media channels



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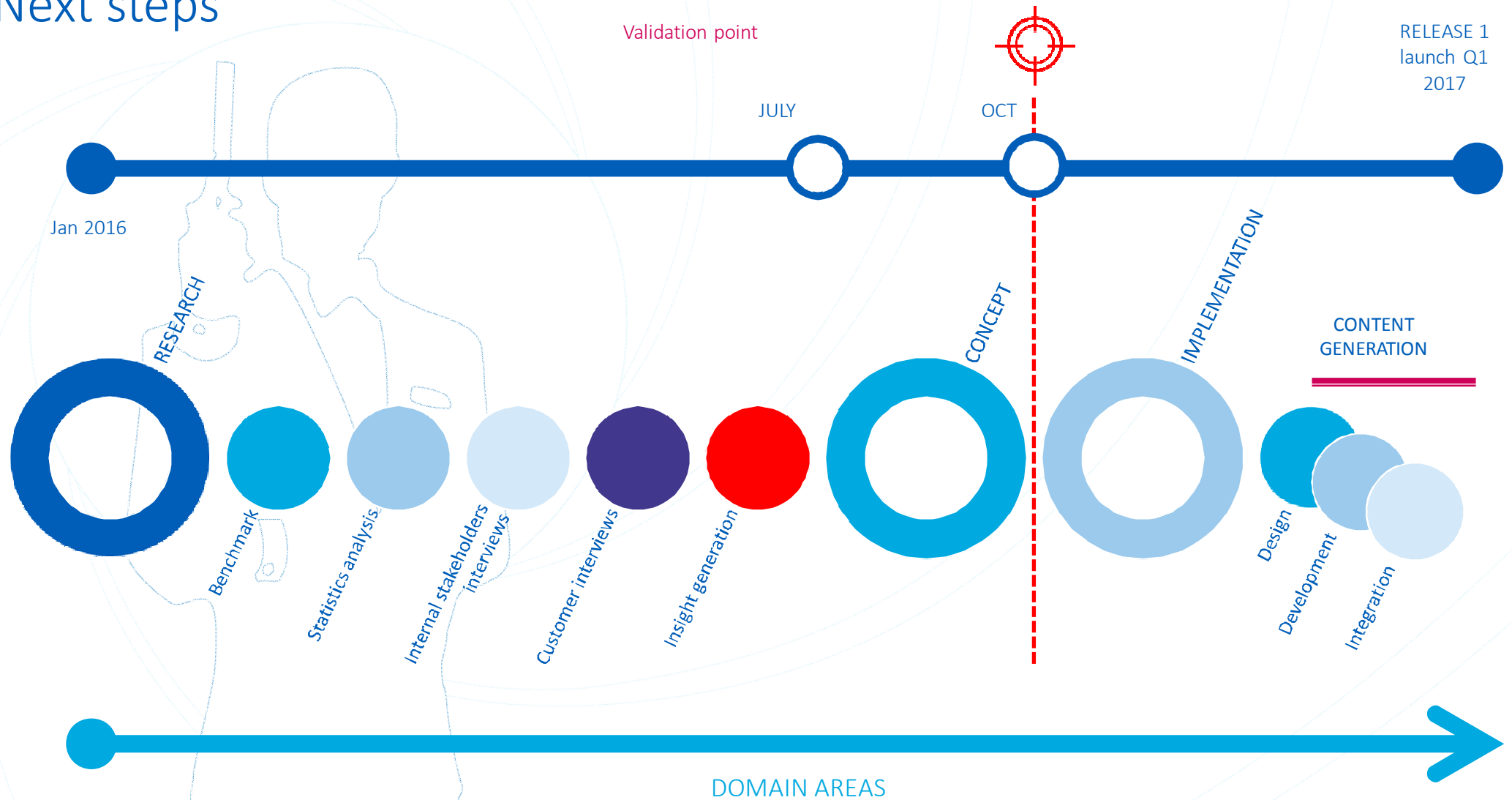
Next steps

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Next steps





Q

A



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Thank you!



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