



The Digital Airline

From Digital Strategy to Airline Strategy

Amadeus Airline Leaders Forum, Dubai May 18th, 2016

High performance. Delivered.

Strategy | Consulting | Digital | Technology | Operations



Amadeus Strategic Partnership



High performance. Delivered.



amadeus

Our Vision and Objectives

- Helping our clients to step up to industry leadership through excellence in airline IT
- Driving the digital agenda through thought leadership, also from other industries
- Specific focus on client value creation



The foundation for our partnership is built on five building blocks



A **truly dedicated** organization

With the **'place to be'** for innovation



CEOs
Sponsorship



A joint **commitment on** investment

Combining the strength for **1+1 =3**

Amadeus Service Capabilities
(Consulting, KPIs, Performance, Digital)

Accenture Digital
Integration with New Technologies & Industry Standards

Accenture Servicing Capabilities
(Application Mgmt., Marketing & Content Mgmt., Advanced Analytics)

Amadeus & Accenture Innovation Capabilities
(Airline Core, Digital, Mobile, Analytics, IOT)

Amadeus Product Management & Development
(Industry Standard Solutions, PSS, Digital Channels, Distribution, Travel Intelligence, etc.)



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Personalization based on full 360-degree customer insight is a myth for most airlines. And that is fine

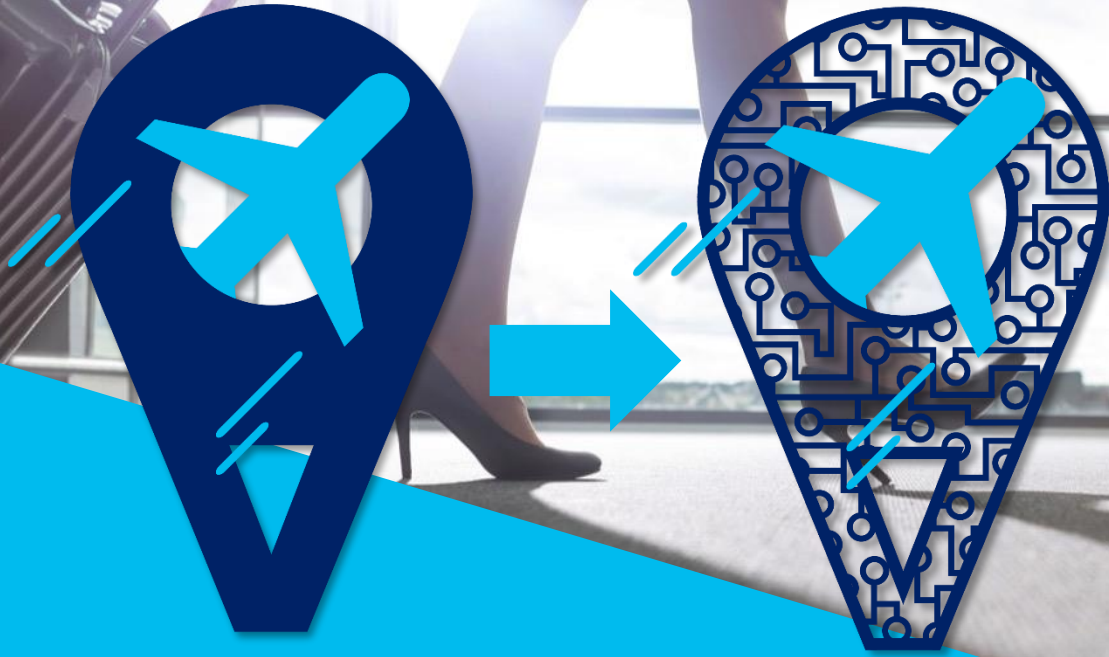


The physical product will be more important than ever as competitive weapon as prices “commoditize”





Airlines are not the ones driving their customers' travel plans. To be relevant they need to open up to the ecosystem



Digital is the long-awaited opportunity to break down silos in an airline, creating operational synergies for the benefit of the customer



Becoming a digital airline requires more than automation, it requires new business models, technology models and operating models



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True digital
airlines will be
the winners in
this industry



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