

ITA Airways selects Amadeus' technology to power its growth strategy

The Italian flagship airline signs a long-term contract that includes Altéa Passenger Service System (PSS), Digital Experience suite, along with other Amadeus' merchandising, NDC, data and revenue management solutions

ITA Airways has chosen Amadeus' technology to support its ambitious development plan. Thanks to ITA's and Amadeus' agile approach, the migration is expected to be completed by early 2023.

The strategy of the new airline is to put a strong focus on digitalization to provide a superior passenger experience. Joining a community of 200+ airlines worldwide will contribute to ITA Airways realizing this strategy thanks to the Amadeus Airline Platform, an open technology platform built for innovation, agile collaboration, and simplified interactions. Since ITA Airways is also a distribution partner, the benefits of using the Altéa PSS also extend to Amadeus travel sellers as they have the unique advantage of working on the same technology platform that ITA Airways uses. It also gives them access to real-time data and allows them to better service their customers.

"We are a fast-moving and agile airline, our transformation path is focused on customer centricity; the evolution of our processes supported by digitalization is a must for our strategy in order to offer to our customers a superior traveler experience" says Giovanni Anastasi Chief Transformation Officer of ITA Airways

ITA Airways will also adopt revenue management, dynamic pricing, merchandising, data management, and passenger servicing solutions. Its passengers will benefit from the web and mobile channels powered by the Amadeus Digital Experience suite, offering the simplest user experience possible to purchase flight tickets and manage bookings. The airline will also implement Amadeus Altéa NDC to increase personalization options and enhanced retailing across channels.

"We are excited to embark on this journey with a new, ambitious airline such as ITA Airways. We share a common vision of how digitalization is the key to creating a better traveler experience," says Maher Koubaa, Executive Vice President, Airlines, EMEA, Amadeus. *"We believe the Amadeus Airline Platform and our partnership approach are the right choices to help ITA Airways achieve its vision of creating a world-class airline for Italy."*

Notes to the editors:

About ITA Airways

ITA Airways is a company totally owned by the Italian Ministry of Economy and Finance for the exercise of business in the air transport sector. ITA Airways aims at creating an efficient and innovative air carrier that will become a reference point in providing Italy with quality connectivity both in terms of international destinations, thus boosting tourism and foreign trade, and within the Country, also taking advantage of the train-air integrated mobility. ITA Airways will place the best customer service at the center of its strategy (through a strong digitization of processes that ensure a best-in-class experience and personalized services), combined with sustainability, in its environmental (new green and technologically advanced aircraft, use of sustainable fuels), social (equality and inclusion for a gender-neutral company) and governance (integration of sustainability into internal strategies and processes) aspects. ITA Airways is a member of SkyTeam alliance as of October 2021.

About Amadeus

Travel powers progress. Amadeus powers travel. Amadeus' solutions connect travelers to the journeys they want through travel agents, search engines, tour operators, airlines, airports, hotels, cars and railways.

We have developed our technology in partnership with the travel industry for over 30 years. We combine a deep understanding of how people travel with the ability to design and deliver the most complex, trusted, critical systems our customers need. In 2019, we helped connect over 1.9 billion people to local travel providers in over 190 countries.

We are one company, with a global mindset and a local presence wherever our customers need us.

Our purpose is to shape the future of travel. We are passionate in our pursuit of better technology that makes better journeys.

Amadeus is an IBEX 35 company, listed on the Spanish Stock Exchange under AMS.MC. The company has also been recognized by the Dow Jones Sustainability Index for the last ten years.

To find out more about Amadeus, visit www.amadeus.com.

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