



Development of a new order process at Amadeus Germany GmbH

Efficient ordering by modern process design

Amadeus Germany GmbH

Amadeus Germany GmbH is Germany's leading travel distribution system and IT solution provider for the travel industry. Established in 1971, they deliver a comprehensive range of products through travel agencies, call centers, ticket boxes and the internet for the distribution of various tourist services. Furthermore, Amadeus provides powerful business travel solutions for efficient corporate travel management. In Germany, 85 percent of all travel agencies with approx. 45,000 PCs work with the modern and efficient Amadeus system.

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The main Amadeus project objective was to modernize the existing mainframe solution for the internal order processing. As a new technology platform, SAP® Enterprise was chosen. Besides the replacement of technology, the revision of order processing was initiated which led to a significant cost reduction. This was due to simplification and harmonization of previously independent and varied workflows and systems as well as a general increase in productivity.

Business Challenges

The objective of Amadeus was to replace the existing mainframe solution as well as to analyze and redesign the order processes. Continuity, flexibility and expandability with a simultaneous increase in customer satisfaction through fast delivery, adherence to delivery dates and service quality created the core themes for the project.

Solution

- ▶ Cockpit for easy user access to SAP and non SAP modules
- ▶ Configurable control tool to create a basis for consistent configuration
- ▶ Consistent data transfer of order processing data for invoicing and other systems
- ▶ Synchronization of department-crossing work-steps

Customer Benefit

- ▶ Higher degree of automation
- ▶ Higher data quality
- ▶ Faster processing times
- ▶ Easy integration of new products into the order process
- ▶ Expandable solution on a modern system platform

The implementation of the "Neuer Bestellprozess NBP", the new order process management system, was successful and the conversion to SAP executed. The project NBP became a true success story as it is not usual that projects of this dimension - handling a move to SAP - do end as successfully as our NBP project did. Another reason to be more than proud of our performance. A special thanks goes to the outstanding and exemplary work accomplished by our internal NBP project team, our external partner IDS Scheer as well as the excellent collaboration with our colleagues in Nice and Erding.

Holger Taubmann, General Manager Amadeus Germany GmbH

Business Challenges

At the beginning of the project, the Amadeus order process was performed in a self-developed system on a mainframe base. This system had been in use for a relatively long time and therefore had been customized continuously to new requirements. This resulted in a complex system which could hardly meet the requirements of future enhancements. For these reasons, Amadeus decided to implement the order process within a new technology platform. It was also intended to revise, harmonize and optimize the complete ordering process.

As SAP had already been implemented, specifically for the accounting processes, Amadeus chose SAP Enterprise as the basis for the implementation of the "new" order process. The idea was to set up the order process according to the functions provided by SAP.

Solution

The analysis of the individual processes, however, determined that the implementation of the order of specific processes as well as the collection of necessary additional information was only possible to a certain degree in SAP standard. Extensive add-ons and modifications of the standard functionalities would have been necessary: Due to their know-how, IDS Scheer consultants identified two significant risks in this approach:

1. In the run-up to the development of the various add-ons required, it could not be clearly determined whether all necessary features could be integrated in the standard processes without challenges (User Exits, modifications, etc.). Therefore it was not possible to establish at which points compromises had to be made.
2. Such a comprehensive implementation of additional functions in SAP standard objects always creates an obstacle for later upgrades or release changes. Specifically the modifications have to be tested for possible enhancements after each change.

For these reasons and based on the process analysis, IDS Scheer recommended the development of a customer-individual cockpit. This cockpit provides standard functionalities as well as self-developed elements in a user-friendly and transparent manner. Wherever it was reasonable, available SAP system elements were reused and activated using the BAPI (Business Application Programming Interface) without modifications. All requirements which could not be implemented efficiently with available SAP objects have been implemented using individually developed software solutions.

These customer developed solutions as well as the standard objects integrate themselves to a harmonised application for the user within the cockpit.

Customer Benefit

On the basis of the chosen implementation approach, Amadeus Germany is now able to quickly integrate new products into the order process and to react flexibly to customer requirements. It was possible to improve the degree of automation within the order process which also had a positive influence on order processing times. Additionally the use of SAP standard objects wherever possible in connection with individual developments guarantees a consideration of user requirements to a maximum as well as the highest possible integration of order process data in downstream processes.

The dependency on external service providers could be reduced as well. Amadeus can manage the maintenance and enhancements of its system with own resources due to the implementation of the new order process based on SAP Enterprise.

With the background of this project success, Amadeus has decided to roll-out the system to other distribution entities of Amadeus although it was developed originally only for the German market. The chosen technology platform as well as the solution approach can be customized efficiently to the needs of other Amadeus companies.