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### TAM chooses Amadeus Altea as customer platform

Wednesday August 26, 2009

TAM and Amadeus announced yesterday in Sao Paulo a 10-year technology partnership to replace multiple legacy applications currently in use by the airline with a single integrated platform based on Amadeus's Altea Customer Management Solution.

The carrier will implement the full package including reservations, inventory and departure control, with the first phase expected to be complete by year end and total implementation within three years.

Size of the investment was not revealed, but TAM expects to generate \$60 million in new sales per year over the medium term owing to Altea's increased capabilities, VP-Finance and IT Libano Barroso said. Revenue improvement will be evident by the 2010 first quarter.

Migration to Altea also will benefit clients, staff, travel agents and customers, according to VP-Commercial and Planning Paulo Castello Branco, who noted the upgrade will help smooth TAM's full integration into Star Alliance next April ([ATWOnline, Oct. 8, 2008](#)). Altea has been chosen by Star as its common IT platform.

"We believe TAM is a very progressive airline," Amadeus VP-Airline IT Julia Sattel said. "This partnership ensures our footprint in Latin America." Avianca began implementing Altea last February and Mexicana started in June.

The switch is considered a radical change that will enable TAM "to undergo a complete transformation in its processes, operations and IT systems," said IT Director Juliana Kfour. In the first phase, 50 systems will be replaced by the new platform. The airline has a team of some 600 employees involved in the process. Amadeus has 100 staff at its Sao Paulo base plus 50 customization developers at its Bogota Competency Center closely supporting the partnership with TAM.

*by Edvaldo Pereira Lima*