

Opera: the Amadeus intranet

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Paris, June 2004

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Agenda

- ➔ Introduction
- ➔ Opera: the Amadeus intranet
- ➔ Project Nopera (new Opera)
- ➔ Norman Nielsen award
- ➔ The future of Opera

Introduction

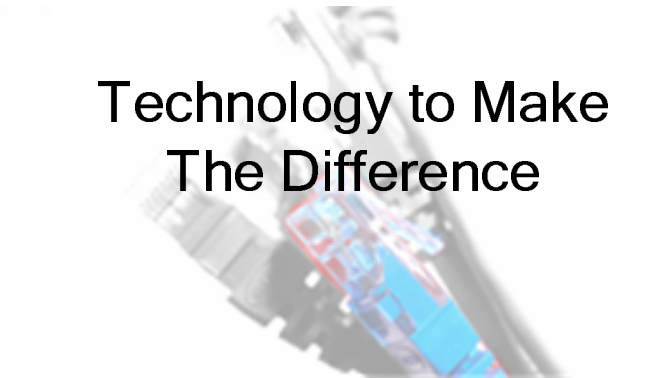
The Amadeus Business

amadeus

The Amadeus Mission

“Providing IT solutions that enable success in the travel and tourism industry”

And we do it through a commitment to . . .



Amadeus operates with 3 Business Lines

Amadeus
Travel Distribution

Amadeus
IT Services

Amadeus
e-Travel

Amadeus at a glance

Offices in over 70 countries
servicing **214 markets**

More than **5,000 employees** worldwide

Servicing 60,000+ travel agencies and
11,000+ airline sales offices

Year 2003 revenues - €1.9bn,
net profit - €158m

Main locations



**Erding
Data Centre**



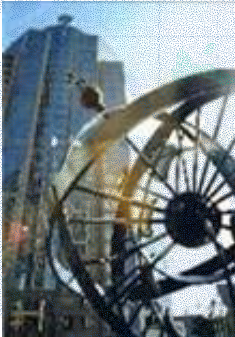
**Madrid
Headquarters**



**Sophia Antipolis
Development**



**Miami
Regional Office**



**Bangkok
Regional Office**



**Buenos Aires
Regional Office**



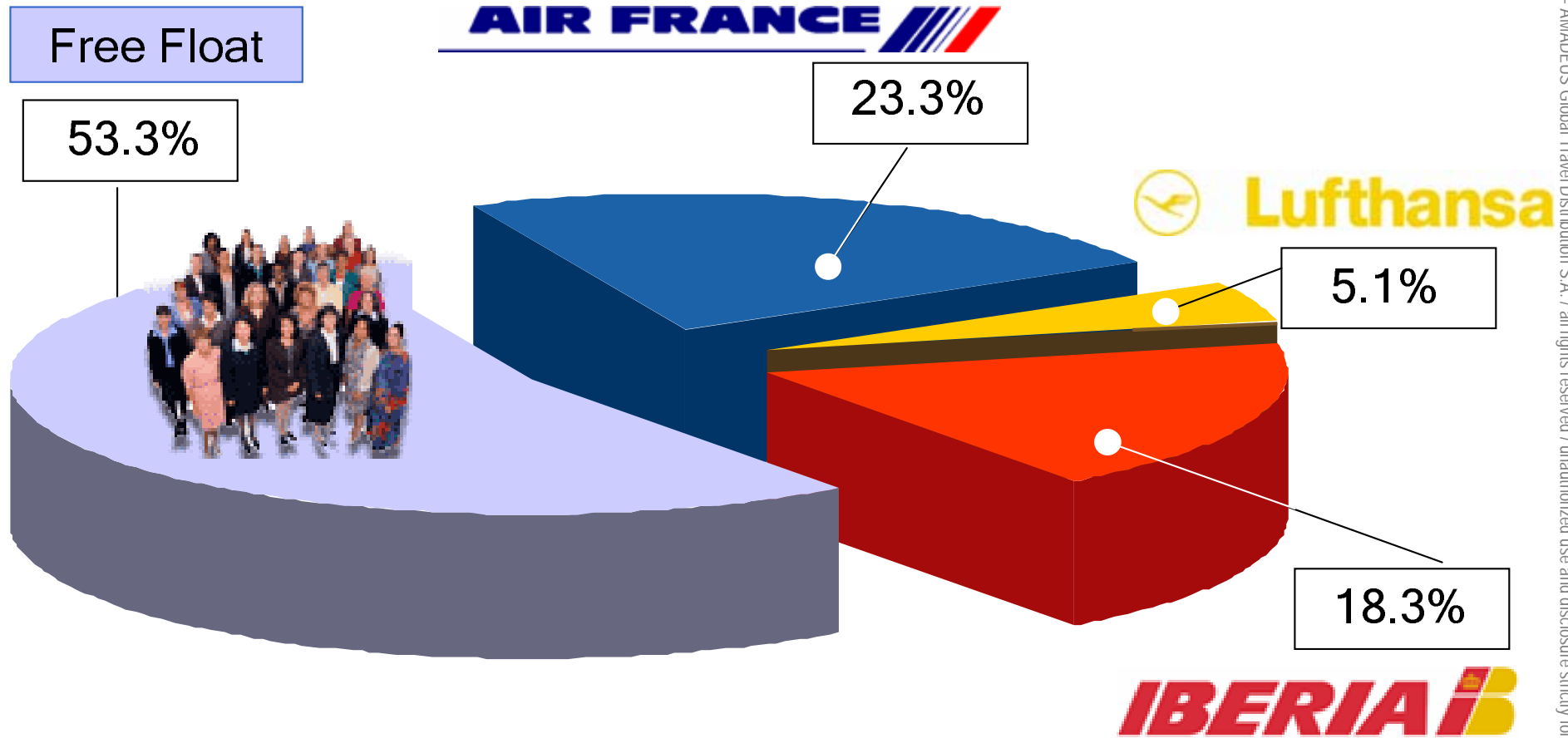
**London
IT Services Centre**



**Sydney
IT Services Centre**

Capital structure

Listed on the Madrid, Paris and Frankfurt stock exchanges

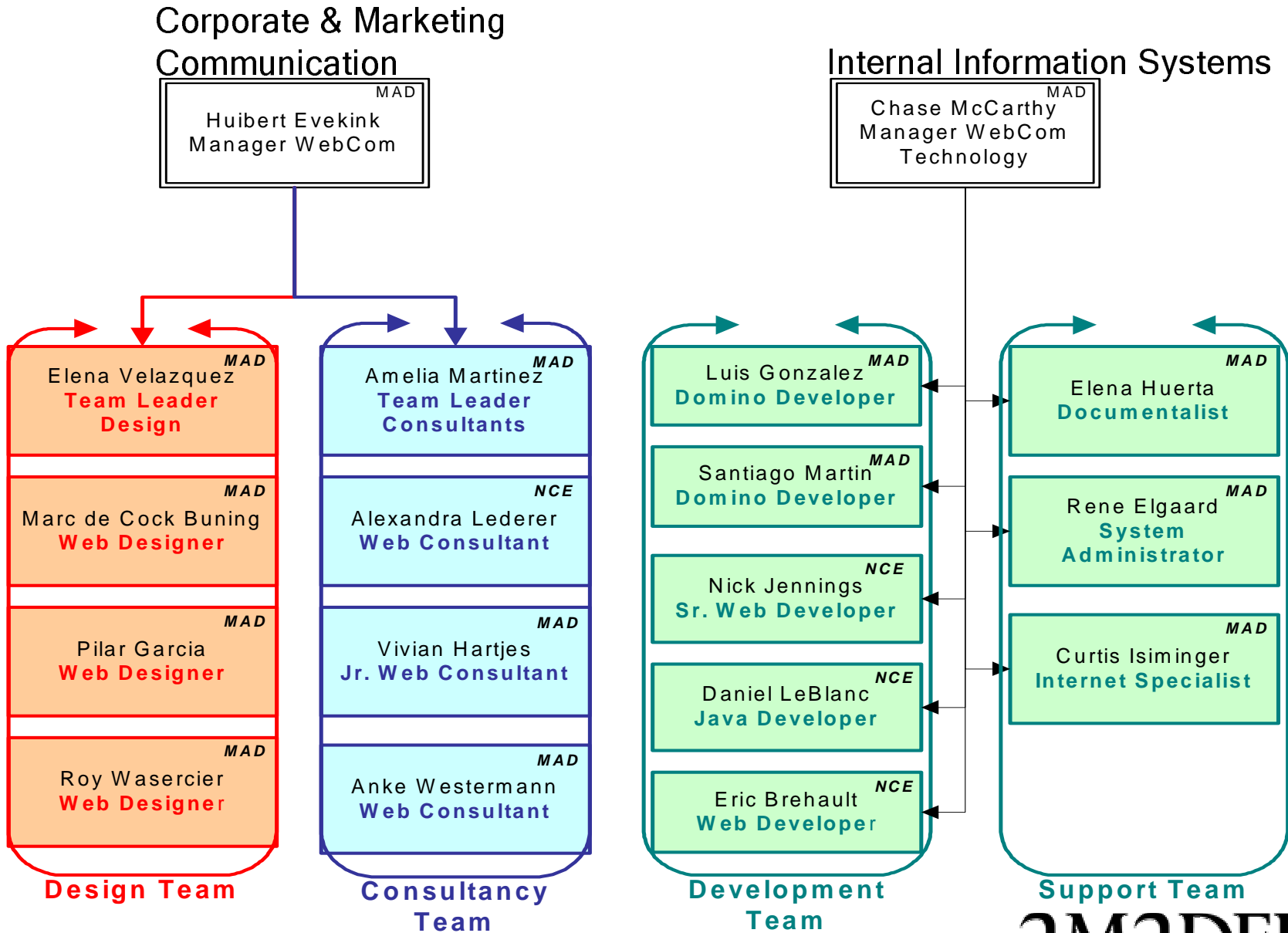


Web Communication Team

WebCom mission

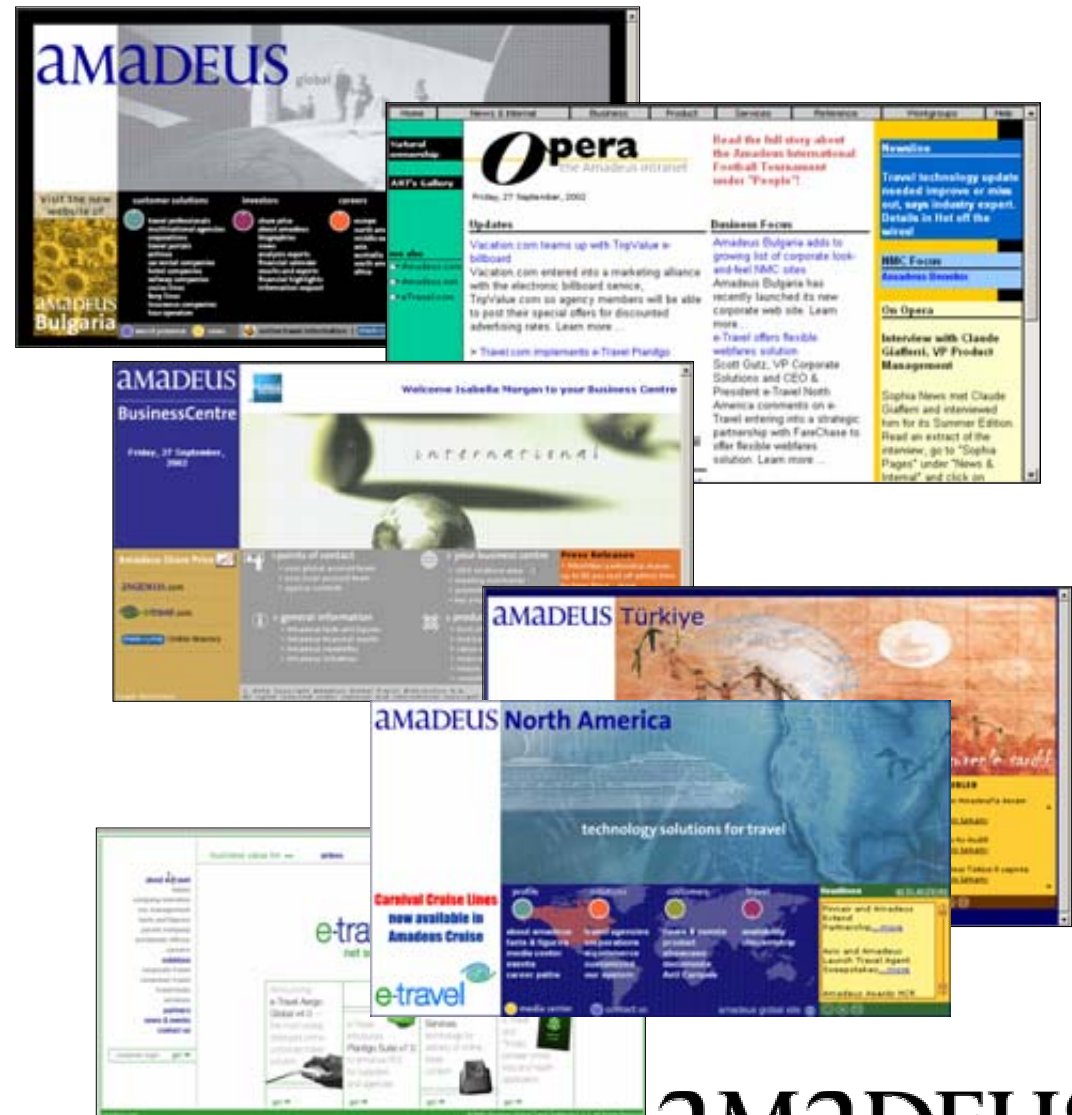
The Web Communication Team (WebCom) enables web communication ensuring the use of consistent quality design and consolidated technology on all Amadeus internal and external websites.

Organisation



WebCom business

- ➔ Projects (maintenace)
 - ➔ Intranets
 - ➔ Extranets
 - ➔ Public sites
 - ➔ Promosites
- ➔ Management & Maintenance
 - ➔ Opera
 - ➔ www.amadeus.com
 - ➔ other customers
- ➔ Product & Services
 - ➔ Content Management System
 - ➔ Plug-in Web Tools
 - ➔ Statistics
 - ➔ Consulting
- ➔ Guidelines
 - ➔ Amadeus Intranets
 - ➔ Amadeus Extranets
 - ➔ Amadeus NMC public sites

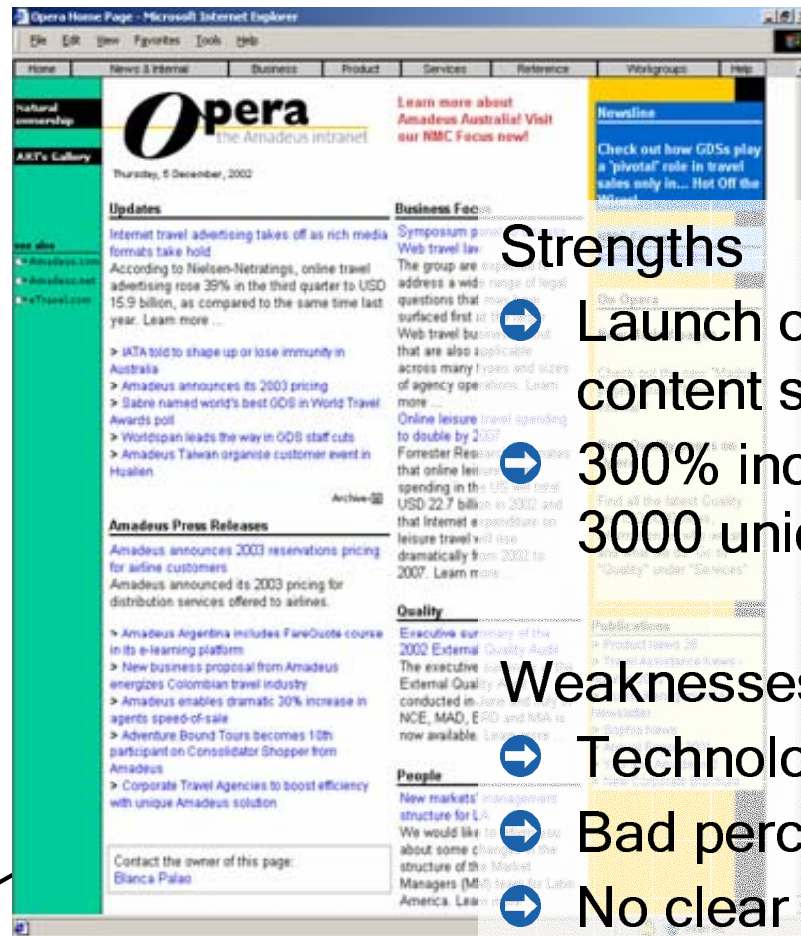


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Opera: The Amadeus Intranet

The history - Old Opera



Strengths

→ Launch of Opera design and content structure

→ 300% increase up to approx. 3000 unique users

Weaknesses

→ Technology

→ Bad perception

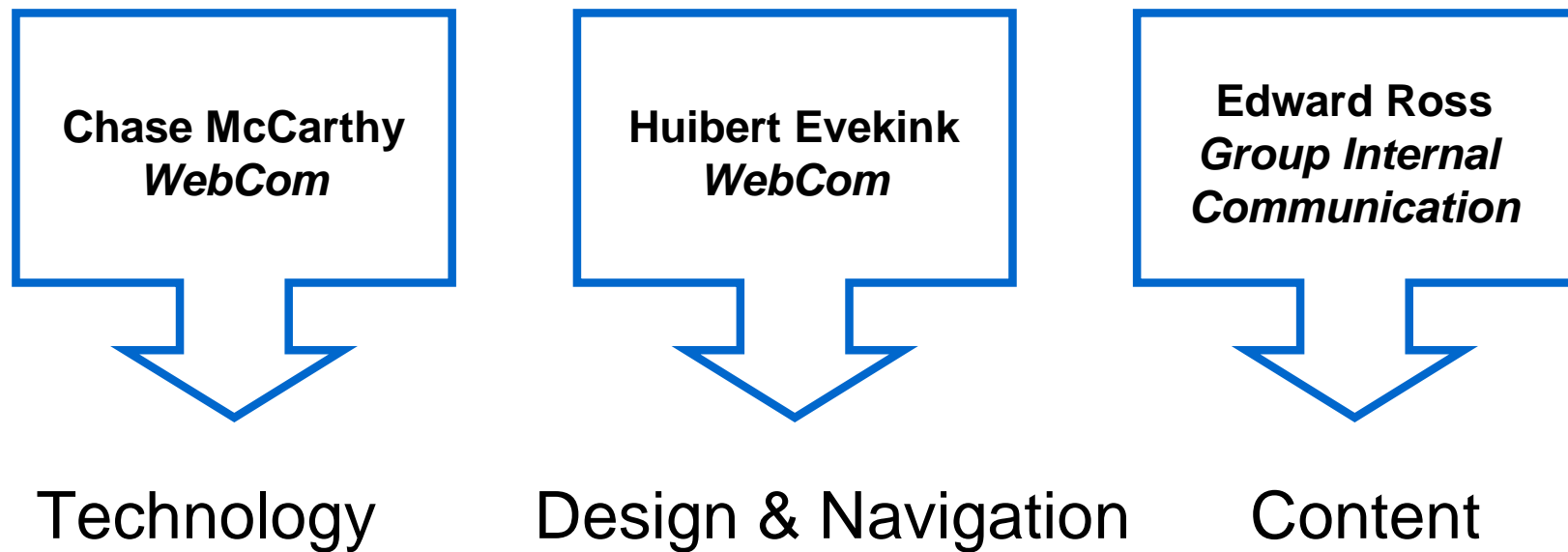
→ No clear owner

1999

2000

Opera Management Structure

since 2002



NOPERA (=New Opera) Re-design and re-engineering of Opera

WebCom

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Improving Opera: challenges & solutions

1. Unreliable and poor performance
2. Poor usability (User Survey, Usability test)
3. Outdated and inconsistent design

Study (March 2001 Icon MediaLab)

Negative results:

- ➔ No user succeeded at all tasks or at minimum clicks
- ➔ Inconsistent design & navigation
- ➔ Labeling not consistent or easy to understand
- ➔ Hard to find their way around it
- ➔ Slow

The Solution: Nopera

**New Content Structure
Navigation and Design**

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NOpera design, a user based intranet

- ➔ User tests on current opera to identify problems
- ➔ User test to define nomenclature
- ➔ User tests (card sorting) to find new content structure
- ➔ Third party consultancy to validate new design, information architecture and content structure.
- ➔ User validation test on new or unclear content.

Key improvements

1. New categories

Old Main Navigation



New Main Navigation



Key improvements

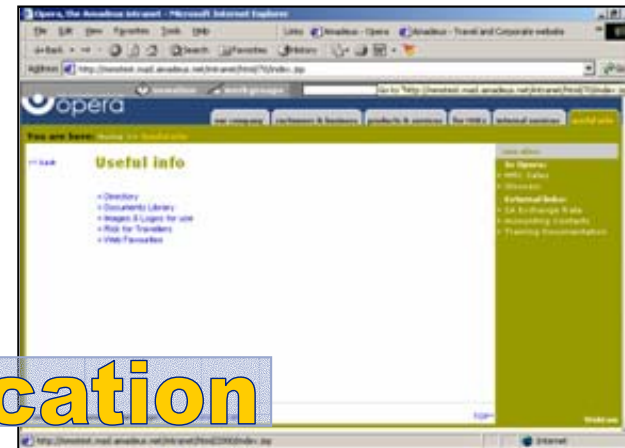
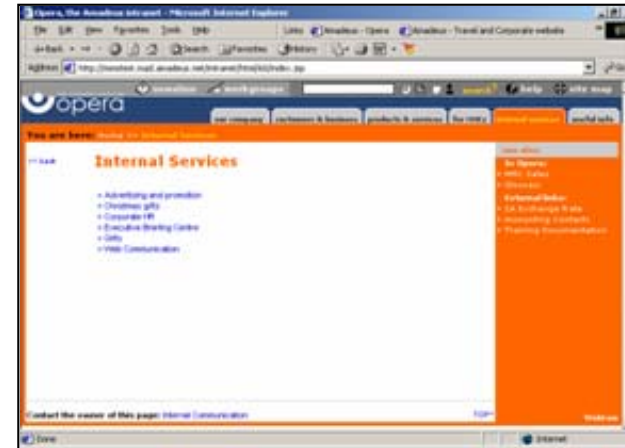
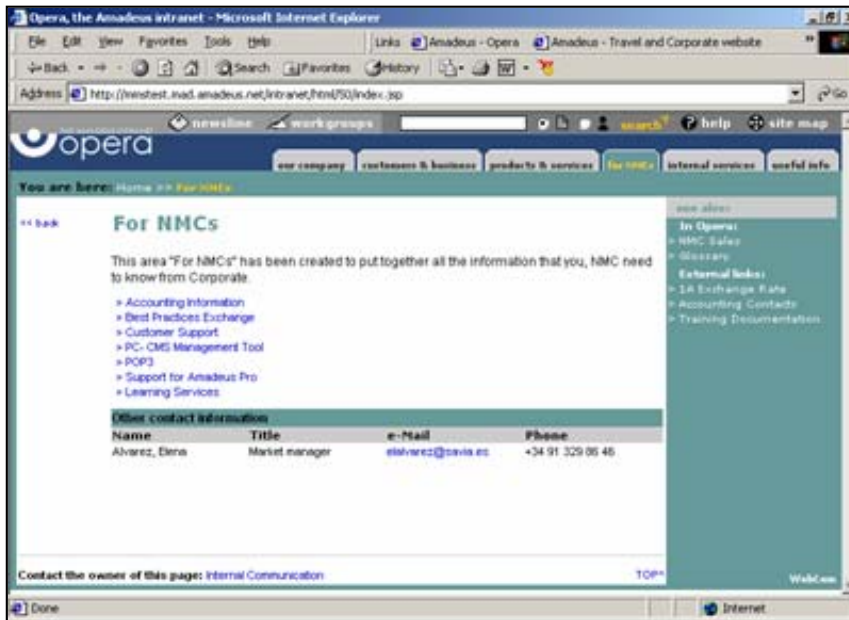
2. The Tab Concept



- ➔ Clear/Clean separation of types of information
- ➔ Flexible & Scalable
- ➔ Fast to download
- ➔ Standard: Amazon.com, imdb.com, internet.com, download.com

Key improvements

3. Colour coding for information types



Easy content identification

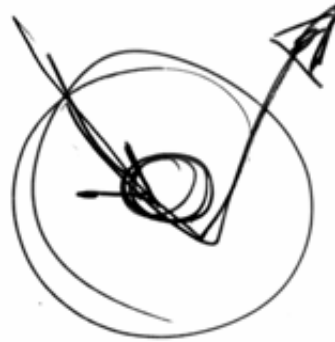
Key improvements

4. navigation & cross linking & search

5. page information architecture & design

The screenshot shows the Opera website's Customer Support page. The top navigation bar includes links for 'newsline', 'workgroups', a search box, 'help', and 'site map'. Below this is a secondary navigation bar with 'our company', 'customers & business', 'products & services', 'for NMCs' (highlighted), 'internal services', and 'useful info'. The breadcrumb trail reads: 'You are here: Home >> For NMCs >> Customer Support >> Tools'. A left sidebar contains a 'Customer Support' menu with items like 'WHO IS WHO', 'ERROR MESSAGES', 'TOOLS', 'recommended software rollouts', 'GLOSSARY', 'ARCHIVE', 'SEARCH', and 'FEEDBACK'. The main content area is titled 'Customer Support' and features a section for 'SOFTWARE ROLLOUTS' with a table of levels. The first row of the table is highlighted, and the text below it is annotated with four red arrows pointing to the words 'contextual navigation!'. The footer includes 'Contact the owner of this page: Christian Doorenbos', a 'TOP' link, and a 'WebCam' icon.

New logo: the concept



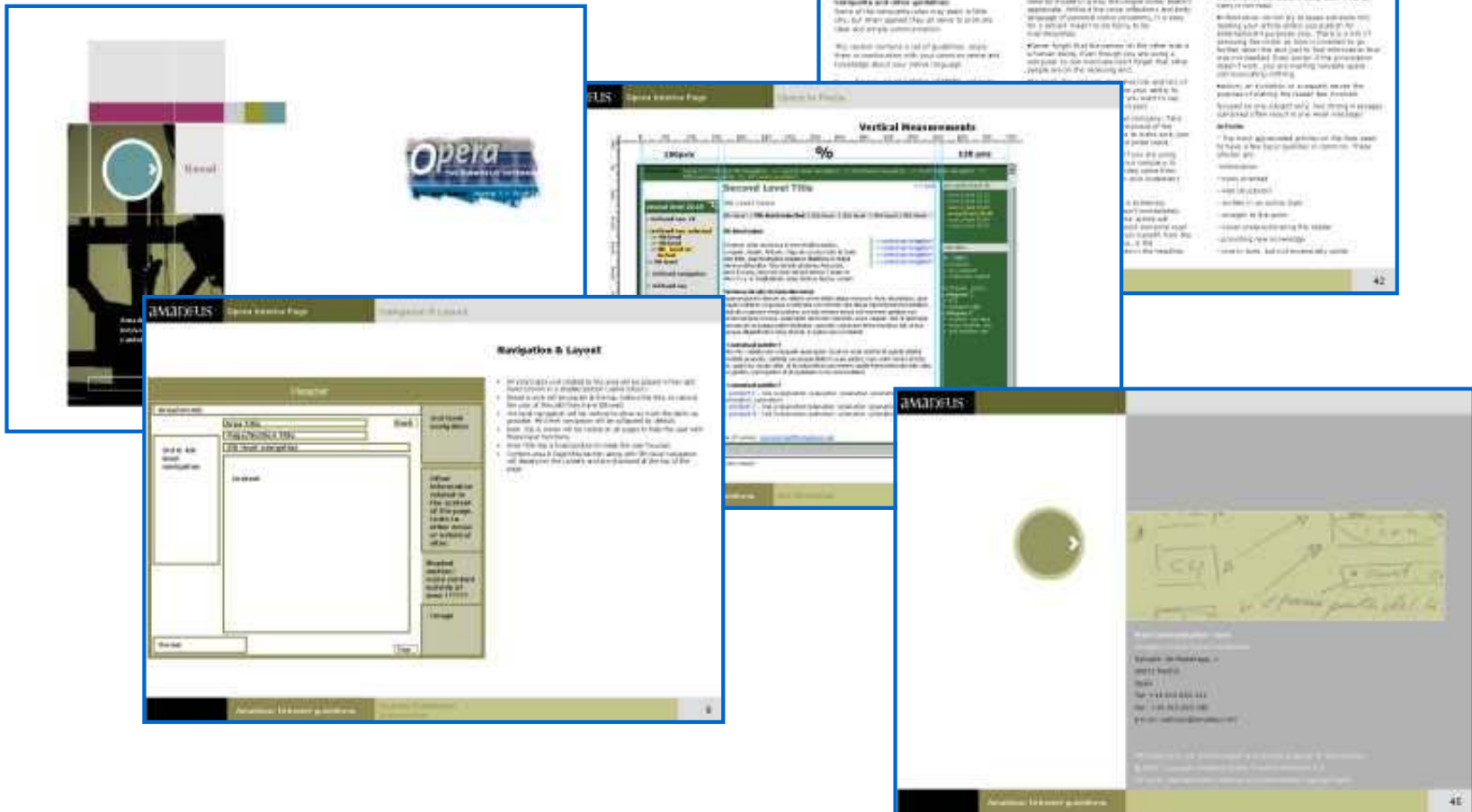
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New logo



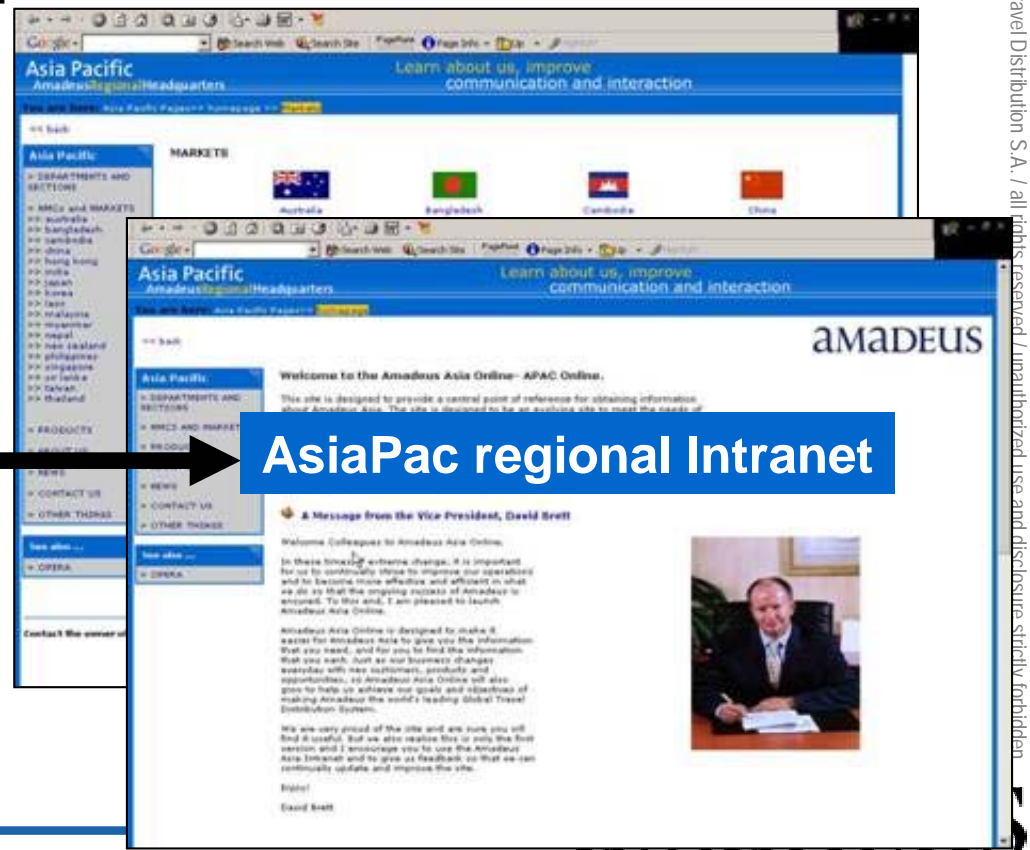
Opera Guidelines

➔ To ensure consistency



1A intranet guidelines for all Amadeus companies

- ➔ Reduce the learning curve for Amadeus sites
- ➔ Company Cost Reduction
- ➔ Easy integration with Opera



AsiaPac regional Intranet

Norman Nielsen

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How does it work?

- ➔ Submit application
- ➔ Selection Process
- ➔ 10 best designed intranets of the year!

Why did we compete

- ➔ Benchmark
- ➔ Recognition
- ➔ Good PR for Amadeus & the Amadeus brand

The future

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Future of Opera

- ➔ New People & Management
- ➔ New Web Governance & Finance model
- ➔ More tools
- ➔ Gateway & Portal concept

Our main objective: Opera as the Gateway to the Amadeus online world

