

LAM Mozambique Airlines and Amadeus Southern Africa partner

Amadeus Southern Africa has announced that LAM Mozambique Airlines has entered into a partnership with Amadeus. LAM Mozambique Airlines is to replace its existing passenger service systems with Amadeus' suite of solutions, to help drive all sales and reservations, as well as manage its global inventory and departure control operations.



LAM has selected the Amadeus Altéa Suite to power its sales and reservations, inventory management, and airport depart control systems to derive maximum operational efficiencies and offer a seamless service for customers.

The airline has also committed to Amadeus' e-commerce suite to drive online bookings and will now be able to offer mobile passengers for online bookings, servicing and check in. Further optimisation of LAM's frequent flyer programme is planned through the upgrade of their Amadeus Loyalty solution.

Iacumba Ali Aiuba, LAM SA CEO, said that the implementation of Amadeus' Altéa Suite, e-commerce and the Loyalty solution upgrade is extremely important to LAM. "This project forms part of a larger transformation plan for LAM, which aims to improve all LAM processes, raise our overall competitiveness and better address the needs of our valued customers."

Compete with global airlines

He added that the adoption of Amadeus' suite of products will enable LAM to compete with global airlines that have entered the market and also positions LAM to take advantage of Mozambique's rapid growth in GDP.

"We are very pleased to welcome LAM to our Altéa community," said Pierre-Louis Chouette, Regional Head of Airline Sales and Account Management at Amadeus IT Group. "It illustrates Amadeus' commitment to the regional airline segment, delivering all the benefits of an integrated IT platform paired with global distribution strengths. We are committed to continuing supporting the evolving needs and demands of 21st-century African travellers while helping the industry shape the future of travel."

"This excellent news for our travel agency customers in Mozambique, commented Peter Long, GM of Amadeus Southern Africa, as they will now use the same technology platform as LAM resulting in even faster response times, more reliable data with no fare discrepancies and access to real-time availability."

With the addition of LAM, nearly 20 African airlines have adopted the Amadeus Altéa Suite, which is already used by more than 120 airlines worldwide. Implementation is planned for August 2015.