Ecosystem Discovery Mission Webinar

III- Presentation of individual corporations’ activities with startups

Pascal ALBERICCI
Research, Innovation and Ecosystems

SCS Cluster Webinar, March 27, 2020
III- Presentation of individual corporations’ activities with startups

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Amadeus
#10YearChallenge

2010 vs 2020
2020 vs 2030?
INNOVATION
“Something different that has impact.”
DIGITAL CONSUMERS
ANYTIME
ANYWHERE
NO FRICTION
DIGITAL ME
TRUST
UNIQUE
TRAVELERS
Our industry has to keep the perspective of travelers in focus if we want to be successful. This means being absolutely committed to traveler centricity and driven by their experiences.

Stefan Ropers, SVP Strategic Growth Business, Amadeus
Research, Innovation & Ecosystems

enable better travel experiences and seamless journeys through...

**Research**
Harness the explosion of digital data and computational power, to better understand travelers and their behaviors, and enable smarter travel experience

**Innovation**
Identify and incubate the next generation of Amadeus Businesses, that will shape travel experience and fuel Amadeus growth in 5-10 years

**Ecosystems**
Grow and nurture an ecosystem of innovative users and partners of Amadeus, to foster open innovation, enrich our value proposition and capture ecosystem value
Research
Harness the explosion of artificial intelligence and technology
Understanding travelers
(who they are, why they travel)

Predicting their actions
(anticipate, suggest)

Improving experience & operations
(react, optimise)

Segmentation, clustering, behavioral economics, unsupervised learning...

Predictive analytics, Recommender systems, Choice modeling...

Reinforcement learning, Operations research, Hardware Acceleration

Trip Purpose
Nationalities
Transfer Risk Modeling
Delay prediction
Choice Modeling
Optimal Seat Allocation
Fare families design
Hardware Acceleration
Hardware acceleration

2019: PoC with ETH on using FPGAs to accelerate Route Scoring and Minimum Connecting Time

FPGA acceleration benchmark on AWS

- 130 x AWS CPU vs AWS FPGA
- 1000 x AWS CPU vs AWS FPGA

*Route scoring linked to MCT inside FPGA
Innovation
Identify and incubate the next generation of Amadeus Businesses
FEASY
Freaking easy travel

Personalized trip information and services, straight to your phone, just when you need it!

Get Started    Login

Tell Me More
Amadeus Traveler ID
Ecosystems

Grow and nurture an ecosystem of innovative users and partners.
We leverage the startup ecosystem

Open innovation – Learn, Experiment, Develop faster and cheaper
Build the future of travel

Amadeus Travel APIs connect you to the richest information in the travel industry. Now you can play, innovate and launch your application.

Get started

Hack the Journey! travel hackathon lands in London on Nov 9-10: Register here
Thank you!

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