APG Catalogue

Airline Distribution Solutions by APG Network

APG
The Network for Airline Services

Dear Airline Colleagues

Richard Burgess
President

As an airline, you will be constantly seeking out new revenue opportunities, lower cost distribution solutions and ways to improve yield. Through innovation and extensive experience in airline distribution, the APG Network has expanded over the last three decades to become a key "go to" global player with a reputation for delivering on these objectives. APG not only delivers substantial cost reductions with outsource solutions for passenger and cargo sales, marketing, fare filing, and customer support but also offers settlement plan services, interline, and code-share solutions to grow your global reach. APG is proud to partner already with over 200 airline clients across all distribution models.

We also continue to innovate and have recently launched the APG Platform, our new generation distribution solution based on NDC compliant technology.

Our product portfolio of airline distribution solutions is supported by our global network spanning over 170 countries. Our mission has always been to provide truly global coverage and to be the best in every market through our experienced local management teams and their extensive relationships in each country.

APG is headquartered in Paris with a central Commercial Team and a Board, headed by the President of the network and including one Vice President per major world geographical area plus one Executive Product Director per product.

Our Commercial Objectives are simple:

- Airline focused, on sales and distribution
- Targeted at improving our clients' global revenue
- Operate on a variable cost, success basis.
- Offer transparency and consistent international standards
- Offer global strategies at a local level

If you are one of the few airlines who do not currently partner with APG today, we would welcome the opportunity to talk with you about how we can help increase your revenue levels worldwide.

9 Executive Product Directors run our products

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The financial flows and the administrative organization are managed by **Emilie BIGGERSTAFF** in Paris.

The network partners with over 200 airline clients in over 170 countries encompassing over 1,800 different contracts.

In short, we have created key tools to generate incremental revenue for airlines, on a variable cost basis.

In this catalogue, we present our services and their pricing plus the benefits and simplicity of partnering with APG.

Our motto is:

Think Global, Act Local.

The APG Network

Our Mission Statement

Committed to the highest standards across our global network, APG delivers industry-leading innovative distribution solutions worldwide, bringing more choice to passengers, more booking options for travel agents and more revenue opportunities for our partner airlines.

1800 Active Airline Contracts

USD 2 Billion+ handled Turn Over

170+ Countries Covered

200+ Airline Customers

110+ Active Members

One APG Network

Organization Network

Head Office

Richard BURGESS
President
LONDON & PARIS

Sandrine
de SAINT-SAUVEUR
President & CEO, APG Inc.
PARIS - FRANCE

Bertrand LEBEL
Secretary General
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Vice Presidents

Raul ROCA
AMERICAS

Tunku ISKANDAR
ASIA PACIFIC

Ferzan UNLUSOY
EUROPE

Eyad El QIREM
MIDDLE EAST AFRICA

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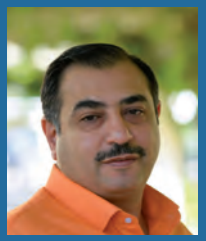

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The Board meets regularly and is in charge of all key decisions regarding the Network: appointments of new members, approval of budgets and acceptance of new products into the APG World Program. There are two yearly general meetings. The Annual General Meeting is conducted in the spring in a different location each year and the General Commercial Meeting called "APG World Connect", a renowned aviation event in its own right, is held in Monaco every year. We also hold four regional training sessions per year, one per each major geographical region.

APG World Program

Access to a complete set of commercial and distribution products, available worldwide, by signing with any one of the APG Network Members.

Sandrine de Saint Sauveur
President & CEO

APG Network products by signing contracts with any one of the APG Network Members.

I am **Sandrine de Saint Sauveur**, CEO of APG Inc., in charge of "Commercializing" the APG Network product line. We work under the three guiding principles below, that is, we are:

- Airline Focused – on Distribution and Financial Services
- Targeted at improving Airlines' "Global" Incremental Revenue and
- Operating on a Variable Cost, "Success" Basis

Our Vision Statement

Positioning our global network at the forefront of airline distribution, continually innovating, continually delivering excellence, continually achieving growth and remaining passionate about our business both at a local and global level.

In these difficult times, there are only two ways to improve your business – cut costs or increase revenues. Most of the meaningful cost cutting has likely been done, and everyone is aware of "core" market revenue enhancement. However, what are you doing about marginal «online», and «offline» markets to generate more revenues? **Could a global revenue increment of 5-10% without investing your own staff assets be helpful?**

Grow Your Global Business on a variable cost basis.

We can show you how to grow your incremental global business on a "success" basis – increasing sales in markets that are currently lying fallow – not working for you. We can explain how successful airlines use a mix of Interline, BSP/ARC/TCH and On-line Travel Agency (OTA) sales channels to optimize revenues and demonstrate how the APG Network programs can energize your revenues in each.

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APG World
WORLD PROGRAM

Our primary tool is the APG WORLD PROGRAM. We have created a simple way for airlines to benefit from each of our key products.

- **AACS**
  APG ARC Coordination Services
- **ABCS**
  APG BSP Coordination Services
- **APG ACADEMY**
  Online Training for airline distribution & sales
- **APG ACCESS**
  Pay as you go access to BSP and GDS distribution
- **ACTP**
  APG Corporate Travel Plan
- **ATCS**
  APG TCH Coordination Services
- **APG CARGO IET**
  Interline E-Ticketing
- **APG CARGO GSSA**
  General Sales & Services Agent
- **APG FFS**
  Fare Filing Services
- **APG GSSA**
  General Sales & Services Agent
- **APG IET**
  Interline E-Ticketing
- **APG IET Plus**
  Interline E-ticketing Plus
- **APG PLATFORM**
  APG's NDC compliant distribution platform

Just reach out to the APG Network member of your choice, choose the product and the markets where you want it to be delivered, and sign the contract.

13 products designed to increase airline revenues

The APG World Program is a holistic approach to outsourced airline distribution and financial management, geared to helping airlines extract the last incremental dollar from both small/seasonal "Online" markets and "Offline" markets of all geographical sizes.

AACS
APG ARC Coordination Services

ARC manages and operates the ASP for the USA (analogous to IATA's BSP). ARC has developed a variable cost program enabling airlines access to the 14,000 ARC accredited agents. ARC processes 190 million air tickets annually, valued at just over $86 billion – 49% of which are international tickets. APG supports, oversees and manages all ARC services on behalf of the airline.

ABCS
APG BSP Coordination Services

ABCS allows airlines a variable cost, "Pay as you Earn" way to access up to 64,000 IATA accredited travel agents in 110 BSPs worldwide, in markets where the airline does not have a local presence, and is in need of local administrative support to the trade. The APG Network, through our worldwide offices, has introduced more than 250 airlines to BSP membership in both "Online" and "Offline" markets.

APG ACADEMY
Online Training for airline distribution & sales

After more than 20 years in the airline industry, leading a worldwide network of experts in airline distribution, APG has decided to share its experience and knowledge with people involved or interested in our industry.
This experience is brought to the market through a modern Learning Management System (LMS). Everyone involved in airline distribution and sales can find useful information, from 15 minute reviews to 4 hour lessons, should they be CEO, manager or travel agent.

APG ACCESS
Pay as you go access to BSP and GDS distribution

APG ACCESS offers non-GDS airlines, tour operators and charter airlines the opportunity to place some or all of their inventory onto GDS on a pay as you go basis. It avoids the hefty GDS implementation fees and the lengthy timelines required for GDS implementation.

APG ACCESS opens up sales in over 100 BSPs worldwide in over 140 countries as well as in ARC in the US whilst at the same time offering interline options with over 100 carriers on our APG IET platform which is also utilized for our APG ACCESS product.

ACTP
APG Corporate Travel Plan

ACTP is a white-label payment solution created to strengthen the bond between airlines and corporate customers. This new product initiated with UATP is tailored for underserved corporate card markets. Partner airlines will become "virtual" UATP issuers which will help them to distinguish themselves from competition and increase corporate sales on high yield customers.

ATCS
APG TCH Coordination Services

A new APG product was launched in February 15 in partnership with TRANSPORT CLEARING HOUSE (TCH), the Russian settlement system, with a purpose to increase revenue of APG airline partners in the Russian market by granting access to all agents in Russia (not only BSP agents) for sales of air tickets in all agents' offices from Moscow to Vladivostok. ATCS enables airlines to cost effectively generate revenues from the entire Russian market.

APG CARGO
General Sales & Services Agent

One of the newest products offered by APG, Cargo is gaining worldwide interest by airlines interested in incremental revenue on regular and non-regular flights, at a lower per unit (per kilo) cost.

APG CARGO IET
Interline e-ticketing

APG Cargo IET is a unique cargo interline platform which offers participating airlines the opportunity to achieve incremental cargo revenue through the APG Network. Our Cargo IET product offers an additional source of High Yield Revenue by generating bilateral partnerships in emerging markets.

APG FFS
Fare Filing Services

APG Fare Filing Services, accomplished in our Paris and New Delhi offices, files published and negotiated fares on behalf of more than 20 airline clients in the Global Distribution Systems (GDS) and ATPCO. FFS is primarily designed for small to medium size airlines not having the manpower and/or expertise to execute the complex fare filings.

APG GSSA
General Sales & Services Agency

The cornerstone of our World Program since 1991, our GSSA product offers world standard commercial representation and management services – globally, by region or for an individual country. Our GSSA services also go "hand in glove" with our other APG products which provide access to the relevant area settlement system (ARC or BSP) or distribution via our APG IET product to facilitate ticketing in smaller markets, all to achieve maximum revenue results.

APG IET
Interline E-Ticketing

Working with our own airline APG Airlines (GP-275), a scheduled airline flying between a scheduled domestic airline flying between Toulouse and Lorient. APG IET affords joining airlines ticketing access on GP/275 ticket documents to travel agents in ARC/TCH and +100 BSPs covering more than 140 countries worldwide. In addition, APG IET gives member carriers the ability to interline, via GP/275, with all those airlines that have, or will join, the APG IET program.

APG IET Plus
Interline E-ticketing Plus

A hybrid distribution product, IET Plus combined with the IET program. It has been developed following consultation with our airline partners and offers entry-level representation combined with BSP/ARC participation as required - all under one global agreement. IET Plus targets all tertiary markets where an airline has no current distribution.

APG PLATFORM
APG's NDC compliant distribution platform

The APG Distribution Platform is certified by IATA as NDC Capable Level 3, under the lastest XML technology and following all IATA standards. Through This platform, we enable airlines to generate additional revenue by selling dynamic packages, including air and non-air ancillaries, on a worldwide basis, in both BSP and non-BSP countries, and to both IATA and non-IATA agents.

AACS – APG ARC Coordination Services

Introduction to and management of ARC membership in USA

Functional Description

The Airlines Reporting Corporation (ARC) manages and operates the Area Settlement Plan (ASP) for the USA - analogous to IATA's BSP system. With over 200 airline members, ARC processes 190 million air tickets annually, valued at just over $86 billion – 49% of which are international tickets. ARC offers a variable cost access program to their ASP, giving airlines access to more than 14,000 ARC accredited travel agents.

APG is able to offer full support with ARC joining procedures together with day to day reporting and administration as well as travel agent default coverage.

Target Audience

Legacy Airlines, "Hybrid" Carriers, Low Cost Airlines, Start Ups, Domestic, International, Online, Offline, and even Railroads.

Solution

ARC offers three levels of participation opportunities permitting carriers to increase their revenues from the US market at the lowest possible cost per transaction:

1. Transaction Only Program – designed for offline Carriers, the T.O. program allows airlines to test the market and build brand recognition in the US, featuring a low, "one-time" joining fee, and monthly variable costs based on transactions and revenue generated.

2. Associate Carrier Program – a step up from the Transaction Only program, the Associate program is intended for carriers with higher transaction volumes and features a low one-time joining fee, a minimal monthly fixed cost and a lower monthly variable cost based on transactions and revenues generated.

3. Full Carrier Program – designed for on line carriers, it features a one-time joining fee, a monthly fixed cost fee and the lowest monthly variable cost based on transactions and revenues generated.

APG assists Carriers with:

1. ARC Joining formalities for any of the three ARC membership programs (Transaction Only, Associate or Full)

2. ARC Coordination Services, which include:

- Coverage of agent defaults
- Acting as Legal Representative and the ARC administrative interface
- Assisting airlines in securing Credit Card relationships preparatory to entry into OTAs
- Assisting carriers with Online Travel Agency (OTA) negotiations and contracts

- Preliminary Sales Audit (Commissions)/Raise ADMs on behalf of carrier
- Raise Airline Determined ADMs for Fare or Booking violations
- Adjudicate ADMs with travel agents as required
- Assist airlines in securing Credit Card relationships preparatory to entry into OTAs
- Full reporting on ASP sales
- Refund Administration for partially utilised tickets
- Weekly reconciliation of cash and credit card sales
- Administer carrier's agency revocation program
- Sales support Help Desk for ARC Travel Agents
- Dedicated telephone lines and email addresses
- Ticketing support for NON-ARC Travel Agents
- Training on ARC procedures

Prerequisites

- Scheduled airline
- Electronic Ticketing Capable
- Available in Global Distribution Systems (GDS).

Benefits

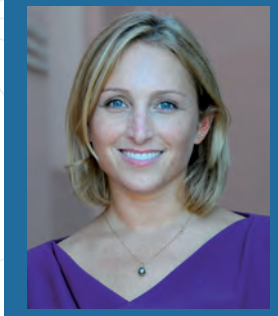
- Incremental revenue from a huge market at a variable cost - lower than Interline Service Charges (ISCs)
- Weekly Cash flow wired directly to your bank account anywhere in the world
- Increased Sales from distribution of the airline product to more than 14,000 ARC Accredited - Travel Agents in the USA
- All immigrant population generate VFR traffic for all airlines worldwide
- US Companies generate business traffic for airlines worldwide
- Affluent US residents generate tourism traffic for airlines worldwide
- Higher Yields From High Value Customers like:
  - Travel Management Companies (TMCs)
  - Corporate Travel Departments (CTDs)
- Higher Volumes From
  - Online Travel Agents – Expedia, Travelocity, Orbitz etc.
  - Consolidators
  - Tour Operators
  - Consortia
  - Meeting Incentive Convention and Exhibition (MICE) agents.

ARC's aggressive fraud prevention techniques have Reduced Fraud to negligible numbers – e.g. $750,000 on nearly $87 Billion in revenue.

Executive Product Director Contact

The contracting APG office, likely the best known to you of our organization, would oversee and lead the APG Network activity with your company.

In addition, we have appointed internal Executive Product Directors who are especially trained and qualified in each of our products.



The APG AACS Executive Product Director is:

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ABCS – APG BSP Coordination Services

Easy access to all BSPs for all airlines

Functional Description

ABCS, originally called IBCS and developed by the APG Network in cooperation with IATA as a way to increase BSP membership to secondary and tertiary markets, permits scheduled airlines (whether IATA members or not) to join any BSP worldwide on a variable cost, "Pay as you Earn" basis, with nominal joining fees. The BSP system, operating in 110 locations covering over 140 countries, has accredited 64,000 travel agents. APG Network has introduced more than 250 airlines to BSP membership in both "Online" and "Offline" markets and has over 1,300 activated BSP membership contracts in force in the BSPs around the world.

Target Audience

ABCS is widely used by carriers of all sizes:

- Big airlines use ABCS in thin or seasonal "online" markets and in "offline" markets
- Small, start up or regional airlines use ABCS in both online and offline markets to establish their brand rapidly.

Solution

ABCS helps airlines to generate marginal sales revenues. APG Network members function as the Local Carrier Representative to BSPs:

- Handles application formalities for the airline with the BSP offices
- Executes agreements between the airline & the BSP
- Processes Travel Agent Debit/Credit Memos (ADMs/ACMs)
- Sets up local banking relationships, or alternatively, open carrier escrow accounts
- Assists in local credit card acceptance/clearance process, or alternatively offers outsourced acceptance/clearance facilities at low cost

- Covers any agency defaults incurred by the airline
- Offers free fare filing for up to 5 routes to promote the launch of a new BSP

Prerequisites

- Scheduled airline
- IATA or Non IATA affiliation
- Available in Global Distribution Systems (GDS).

Benefits

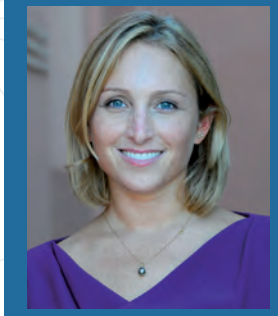
- Full BSP membership in a program backed by IATA
- Features BSP membership on a "Pay as you Earn" variable cost basis without major capital expenditure
- Affords automated neutral E-ticket issuance via GDS
- Remittance on BSP payment cycle directly to the airline
- ABCS carriers can participate in the IATA Currency Clearance System (ICCS) – allows payment in choice of currency and country
- ABCS airlines are eligible to join the IATA credit card solutions, using globally recognized acquirers for Visa and MasterCard clearance
- No long term contracts – 90 days notice.

Executive Product Director Contact

The contracting APG office, likely the best known to you of our organization, will oversee and lead the APG Network activity with your company.

In addition, we have appointed internal Executive Product Directors who are especially trained and qualified in each of our products.

	Cost	Description
Joining fee	$ 5,000 per BSP	50% surcharge for non-IATA airline members
SCU fees	$ 0.036 - $ 0.72 per SCU	- Fee per transaction with no productivity minimums - 50% surchage for non-IATA airline members
Administration fee	3% variable	Based on productivity and assessed monthly on net value of tickets sold through BSP



The APG ABCS Executive Product Director is:

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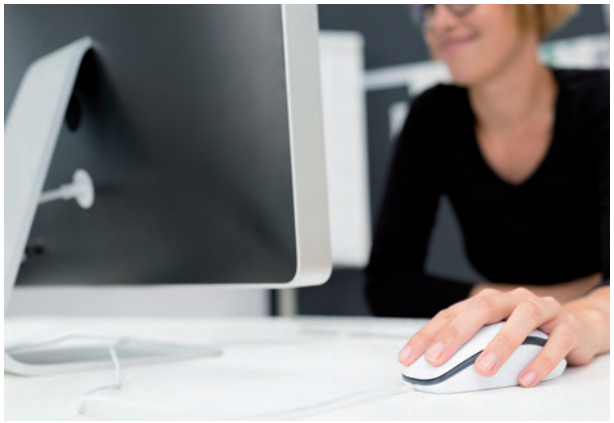
APG Academy

Airline Distribution & Sales Training Courses



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Functional Description

APG Academy has created an Online Learning System dedicated to Airline Distribution & Sales.

Individual learners can open an account and take courses on a variety of topics related to airline distribution & sales: tools, processes, regulations, financial flows.

Target Audience

APG Academy intends to reach a wide set of people in our industry: travel agents, airports, airlines, authorities, travel managers, journalists, decision-makers, etc.

What makes it different?

- Variety of course languages.
- Variety of audiences.
- A content founded on APG's experience.

Our experience has shown that people working every day all around the world in airline distribution & sales, are not always fluent in English. This is why we will offer several languages for every course, based on local needs.

Solution

After more than 20 years in the airline distribution market, leading a worldwide network of experts in airline distribution and actors in travel agencies, APG has decided to share its experience and knowledge with people involved or interested in our industry.

Merging information, data and knowledge from its people on the field, and from airline industry experts, APG Academy is building a unique database of courses focused on Airline Distribution & Sales.

Prerequisites

People interested in APG Academy courses subscribe to its Learning Management System (LMS).

Individuals can buy courses online, with their Paypal account, or with a Credit or Debit Card.

Benefits

The benefit of better training is a more productive and efficient team, hence better service delivered to the customer. This builds a continuous loop for companies and its customers, for its profits and its services.

Courses

The first courses are available on Talent LMS in English and French:

- How Money Flows
- Airport Slots
- Airline Codes
- Interline
- BSP
- BSPlink
- Traffic Rights
- GDS
- Yield Management
- NCD

Access in English : eng-apg.talentlms.com
Access in French : fra-apg.talentlms.com

The APG Academy Executive Product Director:

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APG ACCESS

Pay as you go access to BSP and GDS distribution

Functional Description

APG ACCESS offers non-GDS airlines, tour operators and charter airlines the opportunity to place some or all of their inventory onto GDS on a pay as you go basis. It avoids the hefty GDS implementation fees and the lengthy timelines required for GDS implementation.

APG ACCESS opens up sales in over 100 BSPs worldwide in over 140 countries as well as in ARC in the US whilst at the same time offering interline options with over 100 carriers on our APG IET platform which is also utilized for our APG ACCESS product.

Through APG ACCESS your flights will be displayed on the major GDSs worldwide. Each of your flights will be allocated a "A1" flight number, the system code of APG and loaded into all GDSs. Mutually agreed fare levels will be loaded using our own Fare Filing Service via ATPCO.

Target Audience

APG ACCESS is aimed at airlines who are not displayed in GDSs, either since they are start-up airlines, or airlines which are primarily following a B2C internet sales distribution strategy but are keen to secure important incremental sales in markets beyond the reach of their internet marketing.

APG ACCESS is also aimed at charter airlines seeking to sell additional or unallocated space on certain flights as well as Tour Operators seeking a sales outlet for unsold block space.

APG Access will improve your sales on a variable cost basis by giving you access to GDS distribution through code share flights with GP.

Solution

As an APG ACCESS airline client, we will set up a pseudo code share with you, through our system code A1 and issuance on GP stock, to open up your BSP and ARC presence on a global scale.

- Subject to your current PSS or booking system, we also have the option to establish suitable links with your own PSS to exchange data on bookings.
- We will allocate A1 flight numbers to the flights covered under our cooperation
- We will load mutually agreed fares via ATPCO for the pseudo code share A1 flights.
- Your flights will be promoted through our global network spanning over 140 countries
- We provide monthly revenue reports in line with standard interline revenue reporting
- Regular revenue payments will be made directly.
- APG Access is a «pay as you earn» product, our commission is a fee per segment, added as a YQ tax.

Benefits

Quick access to global distribution via BSP and ARC

Interline links with over 100 airlines worldwide via APG Airlines

Pay as you go fee solutions

The APG ACCESS Executive Product Director is:

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ACTP – APG Corporate Travel Plan

Introducing an innovating corporate travel payment solution

APG Corporate Travel Plan ACTP

Functional Description

UATP is a low cost payment network created by and for airlines. It helps the airline industry to save approximately 200 million USD per year in credit card fees. The annual volume of transactions on UATP reaches 15 billion USD worldwide per year.

Although UATP is accepted in all GDS and BSPs by 300 airlines, transactions in emerging markets remain limited.

In partnership with UATP, APG created a white label payment solution for airlines wanting to become "virtual" UATP issuers at a variable cost. This tailored product commercialized by the APG Network is a new solution for underserved corporate card markets. With ACTP, airlines can now easily enhance their corporate product and better target corporate customers, a source of higher yield.

Target Audience

Small and mid-sized airlines looking for an affordable UATP issuer platform with a forecast of 1 to 30 million USD in UATP transactions per year. ACTP is a genuine marketing tool for airlines who are seeking to develop their brand awareness towards corporate customers.

Solution

ACTP provides partner airlines with a unique white-label payment solution in order to generate additional sales on the corporate segment. Partner airlines can do so by bringing extra added value to corporate customers: They can offer a free and centralized payment solution that will produce detailed reports to better control travel expenses.

Prerequisites

- Scheduled airline
- UATP merchant
- Available in GDS
- Manage the risk linked to corporates*
  *Credit and underwriting services can be outsourced

Benefits

- Become "virtual" UATP issuers
- Bring product differentiation to corporate customers
- Increase sales with Travel Management Companies (TMC) who no longer expose their treasury
- Reaffirm brand awareness on targeted markets
- Gather level III data on corporate customers
- The expertise of APG both in developing markets and on UATP

Investment

With ACTP there is no implementation fees. Partner airline is only being charged a low percentage on tickets issued on its plate with a UATP account.

Executive Product Director Contact

The contracting APG office will oversee and lead the relationship with the partner airline. Product will be run by APG's Head office with the support of UATP.

The APG ACTP Executive Product Director is:

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ATCS – APG TCH Coordination Services

Full access to the Russian market for all airlines

APG ATCS
APG TCH Coordination Services

Functional Description

ATCS, was launched in February 2015 in partnership with the TRANSPORT CLEARING HOUSE (TCH), the Russian settlement system, with a purpose to increase the revenue of APG airline partners in the Russian market on a variable cost, "Pay as you Earn" basis, with nominal joining fees, granting access to all agents in Russia for sales of air tickets in all agents' offices from Moscow to Vladivostok.
The ATCS program is now available for all airlines, in all territories of Russia, and for all Russian agents (more than 7000 points of sales) – one of the biggest agent networks.

Target Audience

All Airlines from every part of the world who have or have not yet joined BSP Russia, and would like to maximize profit from the Russian market, can benefit from TCH participation on a "pay as you earn" basis.

Solution

The APG Network, through its local Russian office administers the ATCS program, functioning as the liaison between the airlines in ATCS and TCH. The APG Network member for Russia functions as the Local Carrier Representative:

- Handles application formalities for the airline with TCH
- Provides an active interface with TCH administration
- Controls agent ticketing authorities (if required)
- Performs a preliminary monthly sales audit/ check of sales reports on behalf of carrier for tickets sold through TCH
- Set up and maintenance of banking and credit card facilities (if required/available)
- Assist in local credit cards acceptance/ clearance process
- Travel Agent Helpdesk

Prerequisites

- Scheduled airline (online and offline)
- IATA or non-IATA affiliation
- Signing an agreement with Russian GDS "Sirena-Travel" and E-Ticketing capable in this GDS
- E-Ticketing capable in Global Distribution Systems (GDS)

Benefits

- Full TCH membership
- Access to more than 7000 authorised points of sale in Russia
- Variable cost based
- Automated neutral TCH ticket issuance via GDS's Amadeus, Galileo, Sabre and Sirena-Travel
- Remittance received directly from TCH
- No long term contracts - 90 days notice
- Full control of Agency Defaults by TCH
- Guaranteed and full revenue remittance to the participating airlines

The APG ATCS Executive Product Director is:

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APG CARGO IET
Cargo Interline Electronic Ticketing

Functional Description

APG Cargo IET is a unique cargo interline platform which offers participating airlines the opportunity to achieve incremental cargo revenue through the APG Network. Our Cargo IET product offers an additional source of High Yield Revenue by generating bilateral partnerships in emerging markets.

Through IET, participating airlines benefit from access to hundreds of Interline agreements in one platform, gaining immediate access to thousands of new destinations from any gateway worldwide. By signing a single interline agreement with APG Airlines GP-275, airlines have the ability to be combined with hundreds of airlines worldwide with NO COST.

Cargo IET partners also benefit from a simple and under one roof accounting procedure achieving with cost effectiveness and reduced administrative workload while ensuring maximum sales efficiency and guaranteed Global Sales coverage.

Solution

APG Cargo IET aims to enhance the airlines network and global presence by exploring interline opportunities and generating cargo revenue from new and emerging markets:

- SPA bilateral agreements in any sector
- A Cargo expert team to assist with implementation and development of sales
- Negotiated bilateral SPA Agreements in specific sectors you choose to focus
- Use of IATA AWB GP-275
- Local sales, reservations and customer support in each market

- Management of ICH and SIS accounting and invoice settlement

Benefits

- No investment required
- Increase global presence and sales from incremental markets
- APG local cargo sales team in each country to promote the airline cargo services and support local sales
- Access to hundreds of interline agreements and SPA under GP-275 AWB prefix
- Maximize cargo capacity (Load factor) and Revenue per ATK
- Simplified accounting and reporting procedure
- Variable cost based. You Pay as You Earn!

Target Audience

- Any airline looking to increase cargo revenue and extend its network reach.

Executive Product Director Contact

The contracting APG office will oversee and lead the APG Network activity with your company. In addition, we have appointed internal Executive Product Directors who are especially trained and qualified in each of our products.

The CARGO Executive Product Director is:

Iako KHOMERIKI

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APG CARGO GSSA
Cargo General Sales & Services Agent

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Functional Description

Our Cargo GSSA product offers worldwide coverage with local cargo knowledge, offering personalized, tailor made or "a-la-carte" services that include commercial representation, cargo handling and CASS management services. With worldwide coverage, the financial backing and support of APG and the local expertise of our APG Network, APG Cargo is the perfect partner for your airline.

Target Audience

Passenger and Cargo Airlines looking to increase revenue through higher cargo sales and innovative market development.

Solution

APG Cargo aims to reduce costs and assertively increase cargo revenue, providing a point of contact in each market. APG Cargo GSSA services include:

- Targeted sales and marketing activities.
- Reservations and customer service.
- Negotiation of commercial agreements with worldwide and regional Freight Forwarders, local agents and clients.
- Highly experienced and specially trained local sales staff.
- Market Intelligence Reporting.
- Out-of-the-box creative marketing, advertising and promotional campaigns.
- Presence at major exhibitions.
- E-Booking & E-AWB implementation and promotion in challenging markets in accordance with your airline policy.
- Cargo Revenue Management.
- Airline product training and local/regional brand development.
- Interactive Space Management between

airline, GSSA, handling agents and forwarders.

- Coordination of handling agents and feeder trucking services to ensure service quality in line with your airline standards.
- Cargo GHA and Warehouse services package available (upon request).
- Claims handling and administration support as agreed and in line with your airline policy.
- Trucking feeder implementation.
- Published rates distribution through our own APG Cargo online channels.
- Our state-of-the-art web based reservations and reporting tools (upon request).

Cargo Focus

Our APG Cargo Network is proactively managed by a dynamic team of cargo experts with a proven track record of many years of cargo experience. We act as one in more than 50 countries round the world providing the best possible cargo solutions and maximizing revenue, yields and load factors for our client airlines.

Benefits

- Local knowledge and worldwide coverage.
- Professional expertise and pro-active approach.
- One single global agreement covering all markets of interest.
- Passenger Airlines can benefit from a "one stop shop" integrated GSSA solution for both passenger and cargo.
- Possibility for airlines to outsource commercial air cargo activities to gain competitive advantages, professional focus, cost effectiveness and reduction of administrative work
- Maximize cargo capacity (load factor) and revenue per ATK.
- Meet and exceed revenue targets.
- 24/7 service guarantee with duty managers available in different time zones.

The CARGO Executive Product Director is:

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APG FFS – Fare Filing Services

Filing negotiated fares in GDS

Functional Description

ATPCO is the Airline Tariff Publishing Company owned by 15 airlines. Their core business is the collection and distribution of fare data for airlines. ATPCO maintains a database of over 80 million airfares for 450 airlines. Airlines distribute published and "private fares" to travel agents in every country worldwide by filing their fares through ATPCO to the GDS. APG Fare Filing Services files negotiated and published fares on behalf of airline clients in the Airline Tariff Publishing Company (ATPCO) and Global Distribution Systems (GDS).

Target Audience

Primarily small to medium size airlines who do not have the manpower and/or expertise to make the complex negotiated fare filings in the Airline Tariff Publishing Company formats for distribution directly and simultaneously into the Global Distribution Systems.

Solution

Using the proprietary FAREMANAGER software, APG Network in our New Delhi office electronically uploads the international airfares for client airlines to ATPCO. Alternatively, APG Network has expertise on filing fares via Amadeus FareExpert, Hitchhiker fare coding tool, Agency Private Fares for Galileo and My fares for Sabre. APG network from our Paris office electronically uploads the international negotiated fares for client airline and consolidators.

ATPCO electronically distributes the international airfares to travel agents via GDS.

- Published fares can be seen in GDS by all travel agents in a market.
- Private fares can be filed to individual travel agent Pseudo City Codes, viewable only by the specified agency.
- "Single loading–Single cost". As ATPCO loads fares to all GDS simultaneously – there is not a "per GDS" charge, making the service more cost effective than individual GDS filings.

Benefits

- Fast, accurate, secure and simultaneous distribution of an airlines Published and/or Private Fares in all GDS
- Standardizes tariff distribution to all GDS – no disparities in carrier fare displays from system to system
- Eliminates errors from paper fare distribution and reduces generation of travel agency debit memos

Investment

Each fare filing is individually priced depending on its fare rule size and complexity. A fare grid is first provided by the airline and APG Network then sends a quote for the estimated time/cost for loading the fares. APG Network will provide price quotations within 3 business days.

The APG FFS Executive Product Director is:

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APG GSSA – General Sales and Services Agency

Introducing any airline in any market at variable cost basis

Functional Description

The cornerstone of our World Program, APG offers world standard commercial representation and management services – globally, by region, or for individual countries.

Target Audience

- Established airlines of any size: smaller and seasonal "Online" markets; global "Offline" markets
- For Start-up & Regional airlines, global markets.

Solution

The product aims to reduce costs, improve the customer experience and aggressively grow revenue levels, providing a point of contact in each market.

APG GSSA services may include:

- Full sales and marketing activities including targeted sales calls
- Ticketing and reservation facilities
- Product training and regional brand development
- Market intelligence reporting
- Negotiating commercial agreements with travel trade
- Negotiating and managing Interline relationships, Special Prorate Agreements
- Creative marketing, advertising and promotional campaigns
- Formulating local fares/pricing structure.
- Targeted revenue growth
- Presence at major exhibitions
- Media liaison

Prerequisites

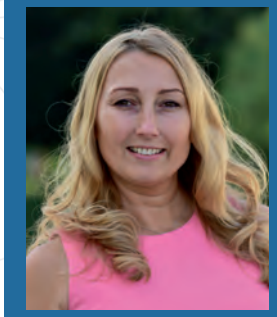
- Scheduled service airline

Benefits

- Exceed revenue targets established by the client airline
- Increase awareness and create a positive perception of the airline in the target markets
- Generate traffic from all market sectors as applicable, including: Interline, Internet (OTAs), Consortia, Consolidators, Tour Operators, Travel Management Companies, Corporate Travel Departments and retail travel agents
- Attain preferred carrier/supplier status
- By appropriate segmentation, ensure maximum revenue and yield

Investment

APG Network charges a percentage of net sales either on a "sold" or "flown" revenue basis, based on carrier size and the scope of representation.



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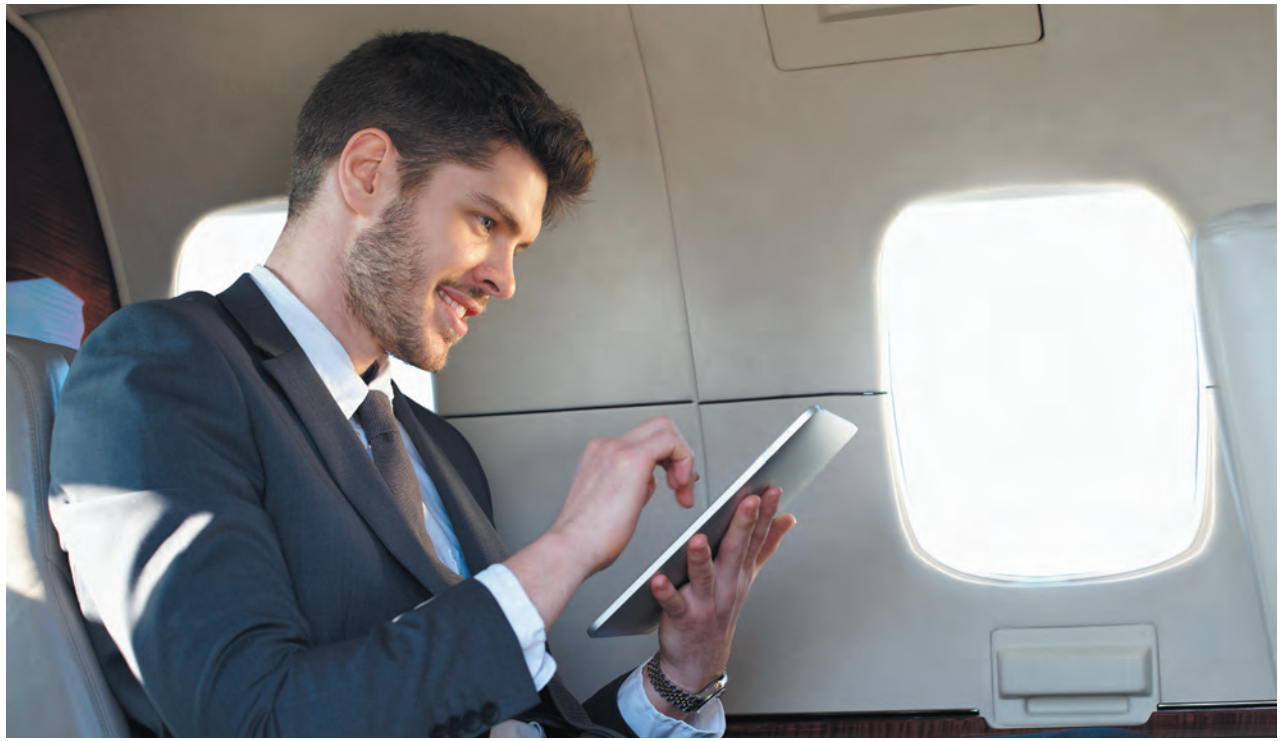
APG IET – Interline E-Ticketing

The way to recover Interline agreements lost through IATA's E-Ticketing policy



Functional Description

Interline revenues account for 13.7% of airline revenues industry wide. Working with our own airline APG Airlines (GP/275), a french scheduled domestic airline flying between Toulouse and Lorient, APG IET allows all joining airlines access to ticketing by travel agents in ARC, TCH, 100 BSPs and B2B platform covering almost all countries worldwide. Additionally, it gives member carriers the ability to interline via GP/275 with all those airlines that have, or will join, the APG IET program.

Target Audience

All airlines, large and small need APG IET. No airline is distributed in all BSPs; big carriers have reduced their Interline partner lists, and small airlines are having trouble obtaining the interline e-ticketing agreements that they need.

Solution

- An airline joining APG IET signs one single reciprocal interline e-ticketing agreement or concurs via the MITA with APG Airlines (GP/275) to be connected with GP and all of its IET partners.
- Once the IET agreement is signed, APG will develop the required electronic links with the signing carrier.
- IATA/ARC travel agencies can issue Interline E-Tickets through all major GDS using the GP code on multiple carriers
- Non IATA agents can also issue GP tickets through our B2B platform

- Participating airlines will be paid on the usual Interline settlement basis according to the standard IATA rules, either via the IATA Clearing House (ICH), ACH (Airline Clearing House in the USA) or via bilateral invoicing between the involved partner and GP

Prerequisites

- Scheduled airline
- Electronic Ticketing capable

Benefits

- No large investment in your own IET solution
- Ticketing access, via APG Airlines (GP/275), to travel agents in ARC and over than 100 BSPs covering more than 140 countries worldwide and all countries through B2B platform
- Gives member carriers the ability to interline, via GP/275, with all those airlines that have, or will join, the APG IET program
- Variable cost based... You Pay as You Earn!
- ET server technical support and strategic partner CRANE PAX (created by HITIT CS)

Investment

- No Implementation Fees from APG; integration fee (variable) levied by the Interline carrier's E-Ticketing service provider
- 9% Interline Service Charge (ISC) paid when an Interline passenger is delivered, billed through the ICH/ACH or bilaterally between the airlines

Executive Product Director Contact

The contracting APG office will oversee and lead the APG Network activity with your company. In addition, we have appointed internal Executive Product Directors who are especially trained and qualified in each of our products.

The APG IET Executive Product Director is:

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APG IET Plus – Interline E-ticketing Plus

How to get incremental revenue from far away and very small markets

Functional Description

Specially designed to extend the commercial presence into tertiary territories, APG IET Plus is a single solution for all remaining markets where airlines do not have their own offices or a GSA presence, but having signed the IET (Interline Electronic Ticketing) agreement with APG / GP.

Target Audience

Airlines who have already set up a presence (own office or GSA) in their key markets but have not maximized revenue opportunities in all other markets, and are looking for a simple "one-stop shop" solution with minimal administration.

Solution

- Presence in the APG IET program
- Frequent messages to all IATA travel agents in their local language
- Basic help desk support in each country via GDS tool
- Enhanced help desk support where CRS of the airline is supplied
- Sales under GP (APG Airlines) issuance
- Very flexible agreement with only a 90 days notice period for cancellation or modifications

APG provides the airline with at least 86% of the revenue (excluding taxes, fees charges and agent commission), all of which will be generated from published fares which offer above average yield.

Prerequisites

- To have signed the APG IET agreement.

Benefits

- Incremental revenue by creating new markets never envisaged by the airline client
- Improve the airline's yield by limiting fares to full published fares only
- Provides indicator of potential sales in targeted markets

Investment

- No investment
- APG grants between 80-88% of the net sales issued via the local BSP and 100% of the taxes according to the RBD.

The APG IET Plus Executive Product Director is:

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APG PLATFORM
APG's NDC compliant distribution platform

APG NDC Compliant Distribution Platform

Functional Description

APG Platform is NDC Capable, certified by IATA, under the newest XLM technology and following all IATA standards. Through this platform, airlines can offer enriched content to all travel agencies worldwide, showing product differentiation and increasing the sales of air and non air ancillaries.

The APG Platform opens brand new markets including

- Travel agents in non-BSP countries
- Travel agents without direct ticketing access (non Iata agencies)
- Travel companies with API connectivity with APG

Target Audience

All airlines, legacy or low-cost, IATA or non-IATA, scheduled or charter, NDC compliant or not, can benefit from this platform. In order to connect, an airline must have an API (NDC or not), or web services.

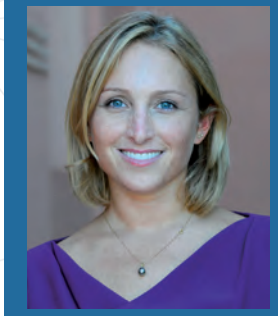
Solution

A la Carte Platform with the following advantages:

- A B to B ticketing platform for both iata and non iata agencies
- Cost-effectiveness
- Full promotion of airline partners and support via the worldwide APG Network
- Risk with agencies is taken by APG
- In line with the distribution strategy of airline partner
- Secured payments for airlines
- Fulfilment for transactions including non-air ancillaries all managed by APG
- Negotiation with worldwide non-air suppliers to bring enriched content
- Ancillaries within existing flight booking engine
- Dynamic package
- Collection and Reporting
- Total outsourcing

Benefits

- Lower distribution cost
- Flexible fee Structure
- PSS agnostic
- Generate air and non-air ancillaries
- Applicable in all markets
- Secure payments



The APG PLATFORM Executive Product Director is:

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APG Network Customers

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AER LINGUS
AEROFLOT
AFRICA WORLD AIRLINES
AIGLE AZUR
AIR ALGERIE
AIR ANTILLES EXPRESS
AIR ASTANA
AIR AUSTRAL
AIR BALTIC
AIR BOTSWANA
AIR BURKINA
AIR CALIN
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JEJU AIR
KENYA AIRWAYS
KOREAN AIR
KUWAIT AIRWAYS
LACSA
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TACA PERU
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TAJIKAIR
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TAROM
THAI AIRWAYS
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TWIN JET
UKRAINE INTERNATIONAL
UTAIR AVIATION JSC
UZBEKISTAN AIRWAYS
VIETJET AIR
VIETNAM AIRLINES
VI AIRLINK
VOLOTEA
WALYA AIRWAYS
WAMOS AIR
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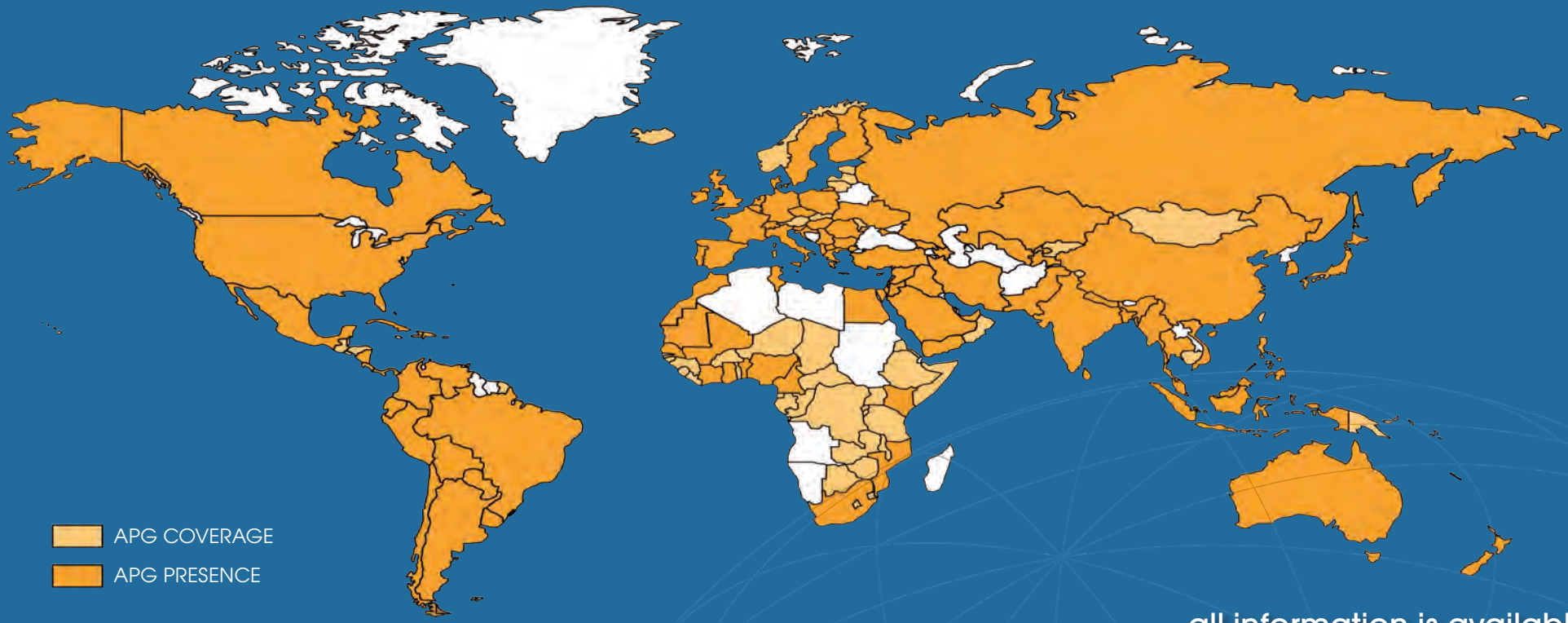
WINDWARD ISLAND
XIAMEN AIRLINES
XL AIRWAYS FRANCE
YAN AIR

APG Network World Airline Clients – Avril 2019

APG Network Presence

Reach the World



all information is available on

www.apg-ga.com

Further information is available at www.apg-ga.com

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