



New SBB distribution system.

In cooperation with SBB, Swiss Travel System AG (STS AG) handles the entire product range, including distribution via the WebService and AgentClient systems, as well as all questions around public transport in Switzerland and cross-border connections with neighbouring countries.

Cooperation SBB & STS AG.

Together, SBB and STS AG maintain solid existing partnerships and expand their distribution world purposefully with new partners.

We offer good cooperation management and training as well as selective financial marketing support, FAM trips, client-oriented products, etc.

Individual support regarding marketing measures, technical support and information about pricing are part and parcel of the standard support of both companies.

WebService.

WebService is a data interface that enables partners to sell tickets through their own distribution applications. SBB provides the data. The distribution application is developed by the partners themselves, or an integration into the partner's frontend application is effected.

WebService can be used in two forms:

- **Affiliate:** The partner receives timetable and pricing information via WebService, displays the offers in his own application and links to the SBB WebShop for booking (B2C).
- **Booking:** The partner receives timetable and pricing information via WebService, displays offers in his own application and also executes encashment and fulfilment.

AgentClient.

- AgentClient is a software solution enabling partners to sell e-tickets for public transport in Switzerland at served sales outlets.
- This platform is not available for end clients.
- The partner issues electronic tickets for national and international connections and simply sends them to the client via email.
- Alternative fares (e.g. supersaver tickets) are automatically displayed for the partner.
- The partner has access to the timetable (including route interruptions and route diversions).
- The guided booking process is easy and self-explanatory. Also, additional entry fields for customised data are available in each booking mask.
- A competent helpdesk team handles all technical questions and questions about pricing.
- Data from AgentClient can be transferred to back office applications (extension step).
- Well-structured statistics and evaluations complete the functionality.
- SBB provides the complete distribution system, including booking mask for sale and support, as well as the integration into the back-end application of the partner (extension step).
- The necessary IT infrastructure (printer, Internet, hardware and software, etc.) is provided by the partner.

Terms & conditions.

General.

- Minimum turnover/potential SBB partner company: AgentClient CHF 20,000
- Minimum turnover/potential STS AG: AgentClient priority market > CHF 100'000; active/reactive market > CHF 50'000; granting of a second year for target achievement.
- No minimum turnover/potential for WebService. An implementation fee will be charged, however. This fee will be refunded in whole or in part if certain turnover thresholds have been reached in the first year.
- Strong focus on substantial increase of turnover (no shifting of turnover from existing partners).
- Completed company profile.
- Partner services must include support, sale (incl. fulfilment), encashment and Service Apres Vente (after sales service – SAV).
- Payment on account or by LSV (direct debiting procedure), no credit card.
- Positive credit assessment by SBB Finances and Security Service (benchmark: at least two average monthly turnovers).
- Positive assessment of all admission criteria as well as adequate partner classification in the commission model by SBB Partner Distribution or STS AG.
- Signing of Marketing-Kooperationsvertrag (Marketing Cooperation Agreement – MKV) in the case of selective marketing support.

3-step commission model.

1. Basic module

The same for all distribution partners.

- STS product range: 5%
- Tickets national transport Switzerland: 3%

2. Additional module

Depending on business area (B2B, B2C) and company size of the partner.

3. Kickback module

Linked to goals; for selected distribution partners with annual marketing plans and/or joint investments (at least doubling).

Marketing and more.

Support and ideas pool

- SBB/STS AG provide personal support for the marketing of public transport products in Switzerland – whether for finding new client segments, generating synergies with other public transport partners or implementing a creative campaign together with SBB/STS AG and other partners.
- SBB/STS AG provide pictures and content regarding public transport in Switzerland to help proffer public transport products at the sales front.
- SBB/STS AG implement creative and target-oriented marketing campaigns in cooperation with their partners.
- The strong brands of SBB and STS AG facilitate an even stronger presence of Switzerland's railway competence in the market.

More information at:

sbb.ch/partnervertrieb or mystsn.net.com/trade

