



WEbLink

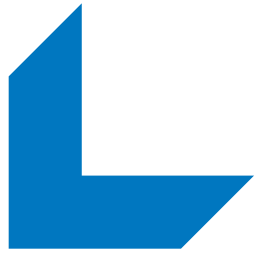
Your Direct Link
to the BSP



The promise of the future

In an age of new technology, direct sales represent the future – a future of increased revenue, a future of greater control over the relationship with travel agencies.





Unfortunately, in the here and now, it also represents a complicated and separate system of billing and settlement, that does not easily provide for receipt of cash payments, or the paying out of commissions and incentives to travel agencies who use direct booking.

The money you save by selling direct is spent on administrating the system.

The future is now

WebLink is the key to bringing direct sales under IATA's global Billing and Settlement Plan (BSP), and opening up a whole world of possibilities. It enables airlines to efficiently settle agency web transactions and other direct sales. It provides the link to the BSP, and enables any BSP participant to settle their travel agency direct sales through this system.

With WebLink, all travel agency ticketing transactions can now be processed through the BSP *.

**WebLink is open to all BSP participating airlines and to IATA accredited travel agents.*

WebLink integrates seamlessly

- ▶ It transmits sales files and reports via BSPLink – an industry solution used by all BSP-participating airlines worldwide
- ▶ It covers types of transaction TKTT (electronic ticket), CANX (cancellation) and RFND (direct refund) as well as forms of payment CA (cash), CC (credit card) and EX (exchange)
- ▶ It translates into DISH RET standard, sales submitted using RET and TCN formats
- ▶ The BSP reports you are used to receiving will consolidate both direct and non-direct sales, minimizing the need for new processes at the revenue accounting level
- ▶ In addition, by pre-validating direct sales transactions and thus reducing the number of errors at the DPC level, WebLink provides you with more time to correct critical billing errors

WebLink has strategic impact

- Leverage the worldwide infrastructure of the BSP and increase the profitability of direct sales
- Reduce the cost of direct sales, positively impacting the growth of this channel and reducing overall distribution costs
- Easily and cost-effectively roll out the solution worldwide thereby expanding direct sales to more travel agencies in more markets internationally. This is thanks to the standardization of input created for WebLink, as well as IATA's global presence and implementation support

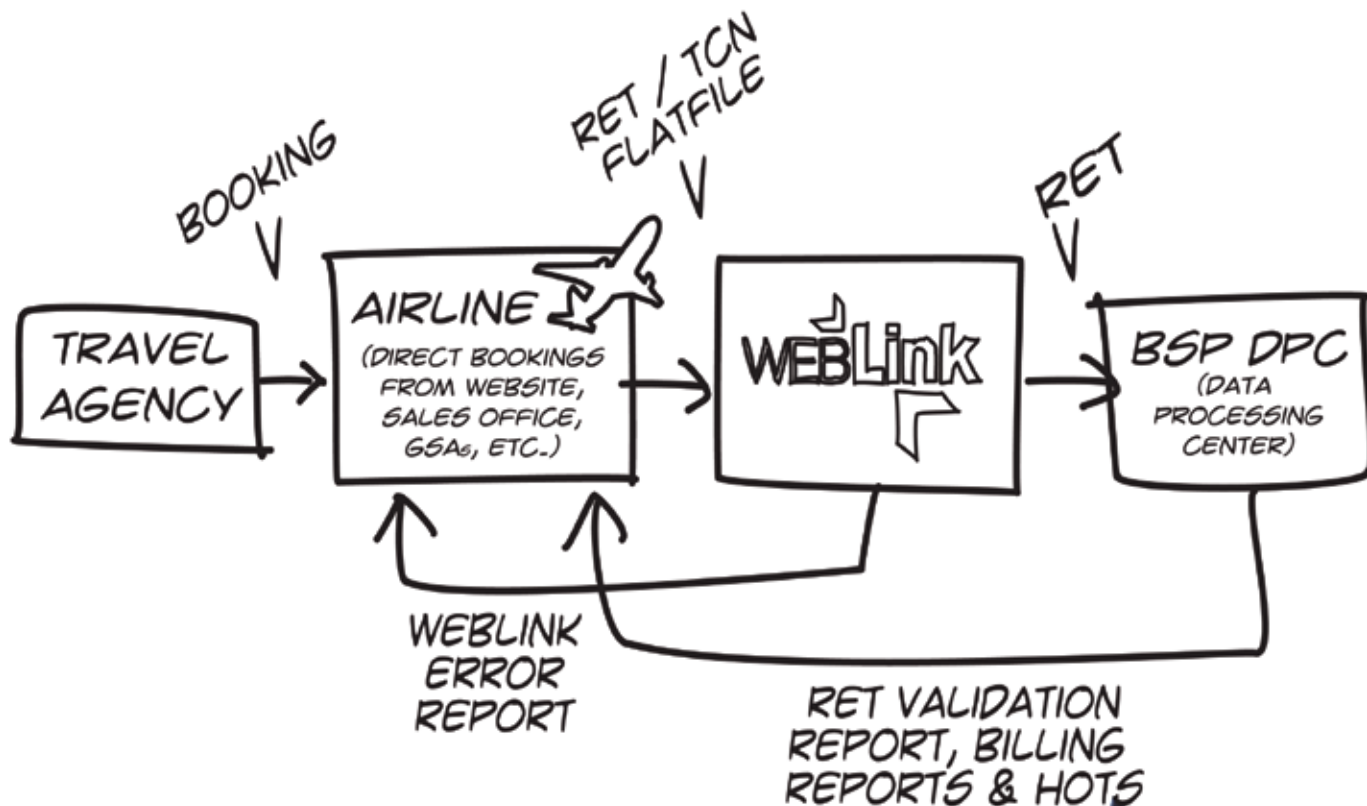
*IATA FINANCIAL SOLUTIONS
CAN UNLOCK THE POTENTIAL
CONTAINED IN THE INTERNET.*



Understanding WebLink

Your airline sends a sales file to WebLink, which validates and splits it where necessary, and sends error reports back to you.

WebLink then converts the data into the standard format used by the BSP, and transfers it to the appropriate Data Processing Centres to be processed for billing and settlement, just like the traditional channel.



Step-by-step

01 WebLink accepts, via BSPLink, one of two predefined file formats (RET and TCN). This file contains the direct agency bookings from your website. These direct sales tickets are issued using your own ticket stock (airline's own form codes) as per the Passenger Services Conference resolutions.

02 WebLink parses the file by country, validates the integrity of each transaction, and generates an error report when necessary. The WebLink error report is returned to you via BSPLink. There are two levels of validation: warnings are passed through to the DPC for processing, and errors are rejected and sent back to you.

03 WebLink generates a DISH standard RET file, which is sent to the DPC for processing in the normal way. A RET file is generated for each country as needed. Tickets are sent to the DPC for processing on a one-to-one basis, facilitating integration into existing systems (i.e. WebLink transactions form part of the normal HOT file).

04 WebLink enables you to receive all the traditional BSP output, including Billing Reports, HOTs, and RET Validation Reports, by integrating your direct sales into the standard BSP process in place today.



For more information, visit
www.iata.org/weblink

Contact our team at weblinkinfo@iata.org or contact your nearest IATA sales office to plan for your airline's future with WebLink:

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