IATA
Agency Debit Memo
User Group
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About the ADMUG

Help the industry to defeat ADMs

The Agency Debit Memo User Group (ADMUG) brings all industry actors (Airlines, Agents, and their Associations, GDSs, ATPCO, ARC & IATA SMEs) to work together to reduce the number of ADMs globally in a data-focused environment where constructive, solution-oriented discussions take place.

The ADMUG is supported and guided by the Passenger Agency Conference Steering Group (PSG), therefore, it acts as an expert group that provides recommendations to the Passenger Agency Conference.

ADMs are a well-known challenge for the industry, therefore, the goal of the ADM User Group is to improve the efficiencies in the ticketing distribution chain by identifying, developing, and implementing standard solutions to:

- Reduce the need for ADMs in various areas, thereby reducing the workload, resources and time spent on post-billing revenue auditing.
- Maintain a sustainable ADM operational infrastructure. Streamline and enhance procedures to create synergies and a more lean and efficient ADM process.
- Enhance the communication process and improve business relationships amongst the industry business partners.

Become a member

Any Airline, Agent, Travel Agent Association or GDS entity interested in contributing is invited to join this expert group. Contact us through ADMProject@iata.org
Over time, the Airline and Agent community have expressed their respective concerns to IATA about the administrative costs and challenges when managing ADMs.

The story begins in 2016 when the Passenger Agency Conference Steering Group (PSG) endorsed the ADM Management & Reduction Project to work on reducing ADMs by fixing problems in the ticketing supply chain. During this three-year project, an industry movement was formed: The ADM User Group (formerly known as ADM Working Group) with the mission of understanding the root causes of ADMs and finding solutions based on data and collective industry expertise.

Today, the ADM User Group continues its mission of detecting and preventing the causes of ADMs by exploring new ways to establish global standards as the ADM operations evolve.
What do we do

Bring Solutions to the Industry

In 2017 the ADM User Group started the implementation of a set of solutions (link) for standardizing global ADM policies and processes. These solutions are tracked and reviewed continuously to respond in an effective and adaptable manner to new arising needs.

Technical Solutions

A set of different system enhancements to provide easy access and transparency to information. A Root Cause Analysis showed that the lack of such information was a major reason for ADMs.

Best Practices

Recommendations and best practices (link) that will help the industry to manage ADMs in more efficient and streamlined manner.

Training

A set of different trainings (link) targeted to a specific audience (Airline or Agent) for a better understanding of ADMs, aiming for better management of the related processes.
Our Members

As of April 2020, we counted with 398 members joining their forces and strengthening partnerships.

- **Travel Agents & Associations**
  - 159 SMEs
  - 117 entities

- **Airlines**
  - 198 SMEs
  - 64 entities

- **System Providers & Industry Partners**
  - 41 SMEs
  - 6 entities
Members Stories

Hear from companies like yours!

‘…….By having airlines and agents meet and openly discuss, the airlines would be able to elaborate on their particular terms and conditions and the agents have the opportunity to evaluate certain practices based on actual experiences they’ve encountered in the past.’

- Cuma Soysal, Controller Sales & Data Control Department- Turkish Airlines

‘The progress of the ADMUG is better from Workshop to Workshop and the best practices and solutions worked together from all parties are very helpful. Being a member of the ADMWG has permitted us to improve the relationship with Airlines and to be able to solve particular issues by being informed about new best practices and resolutions from the ADMUG.’

- Orsina Michailidis and Lars Holling- AERTICKET

‘Delta views the ADMUG as a positive effort and has benefited all concerned. We have seen a significant reduction in ADMs which has led to improved communication and relationships not only with the agent community, but with the GDS providers and ATPCO as well. This initiative will reduce ADM issuance and volume of disputes which means transactions will be sold and reported correctly at time of ticketing.’

- Tim W. DeLaney and Hope Harper- Delta

‘ADMUG has the momentum – more and more participants are attending and what is even more important; right people from each organization are there. Discussions are valuable and honest. I truly believe the group is going towards ADM reduction, mainly by highlighting the biggest challenges from the parties involved in ADM lifecycle. I specially appreciate the technical approach to ADM which IATA is promoting.’

- Krzysztof Kosciesza- Zaba, Supervisor, Air Pricing Operations- Sabre
ADM Data

**ADMs in numbers**

2019 Data

- **154 USD**
  - Is the average value of an ADM

- **60%**
  - 60% of ADMs are issued within 3 months

- **11%**
  - 11% of all ADMs get disputed before billing

- **2.5M ADMs were issued globally in 2019…**
  - Some trends were identified in specific markets

- **1/295**
  - There is 1 ADM per 295 transactions issued

- **1/663**
  - For every 663 USD of sales, there is 1 USD of ADM

- **To know more, join the ADMUG!**

**ADM Category distribution**

- **Value**
  - 9% COMMISSION
  - 19% BOOKING
  - 19% FARE
  - 19% REFUND
  - 19% FEE
  - 19% TAX
  - 19% CHARGEBACKS

- **Volume**
  - 24% COMMISSION
  - 24% BOOKING
  - 23% FARE
  - 10% REFUND
  - 9% FEE
  - 9% TAX
  - 9% CHARGEBACKS

**ADM Reason**

- EXCHANGE
- FARE
- FEE
- CHARGEBACKS
How does the ADM User Group work?

An interactive forum that encourages an open dialogue and collaboration amongst industry partners who share their challenges when dealing with ADMs and come up with solutions and best practices together. Our group has a wide scope of participants, and we maintain the balance with a cooperative spirit. We let data drive the discussions while everyone reflects on their processes without pointing fingers.

The direction of the ADM User Group is driven by a strategy group (ADM Group) composed of up to 30 entities with an even distribution of Airlines, Agents, and GDSs as well as a balanced representation of a geographical location.

How to be part of the ADM User Group?

We welcome all Airlines, Agents, Travel Agent Associations and GDSs to join the ADM reduction journey!

The IATA ADM team onboards new members with a participation program to understand the entity’s goals and struggles when managing ADMs based on:

• Key priorities and challenges in the process of ADM management
• Specific areas of interest and learning

Start the ADM Reduction Journey!

Contact us through ADMProject@iata.org or register directly to the ADMUG Extranet site.
How to be involved?

We welcome all members to participate in our yearly Workshops and regular calls led by the IATA ADM team. Most of our activities are managed digitally.

Workshops
The group holds a face-to-face workshop once a year hosted by the IATA ADM team to review data trends and evolution, brainstorm on industry challenges and validate the group’s next steps. These 2-day events are a unique opportunity to build relationships and take a proactive approach to establish new methodologies of teamwork.

Bi-annual calls
We have two update calls during the year intended to summarize the latest developments to keep everyone in the loop and share the outcomes of the yearly workshop with those members who could not physically attend the meeting.

Subgroup calls
During the Workshops, the group validates the Work Programme which includes a set of focus areas and workstreams. Each of them is driven by a Sub-group formed by respective members of the ADM User Group that work together to ensure and the progress throughout the year.

One-on-one
The IATA ADM team is continuously tracking global data as well as the general and specific issues that affect Airlines, Agents, and GDSs when dealing with ADMs. We turn to our members' expertise and engage in one-on-one discussions to address any particular ADM patterns that may occur at a local or regional level.

Stay informed
The Extranet site gives the ADM User Group exclusive access to all documents and resources available. Through this site, members can:

• Have access to ADM data reports, presentations, and meeting minutes from our workshops and calls.
• Learn from the Educational Lab corner with a set of research reports, tools, guides, webinars and training.
• Register to the workshops, sub-groups, and calls.

Access the Extranet
With our monthly newsletter, members receive the latest data trends, updates and announcements.

Subscribe to Newsletter
A day inside of the ADMUG world

Common topics, discussions & focus areas...

We analyze:

- Global ADM Volume and Value
- ADM relative reduction levels
- Main categories causing ADMs
- ADM volume out of global transaction volume
- ADM figures per region
- ADM market metrics that serve as a benchmarking tool
- The lifecycle of an ADM and process flow

We talk about:

- ADMs in the NDC world
- How to prevent Credit Card Chargebacks and fraud
- Defining an industry-wise process to deal with taxes
- The main causes of Booking and how to overcome challenges
- Fare-filling: Prevent ADMs with the correct use of exchange and refund rules
- Deepen the understanding of the Post-billing dispute process
- Emergency Toolkit: Managing ADMs in the times of crisis
- How to automate the ADM categorization
- How to maintain standard and updated ADM policies
- BSPLink system functioning and enhancement
- Proposals for the PSG
Benefits

The value of the ADMUG

Be part of a unique industry movement in which Airlines, Agents, and GDSs come together to shape the direction of ADM reduction.

- Participate in the development of industry standard solutions that make an impact on the global ADM operations
- Have a voice in the industry. Be part of an advisory group that pilots strategies to optimize the operational processes and rules of ADM management
- Have a global view on ADM issues: Understand what are the drivers and reasons behind ADMs beyond local markets
- Learn from a network of professionals who identify best practices and share ideas to enhance individual and collective processes
- Meet, engage and interact directly with key industry actors from around the world (Airlines, GDSs, ATPCO, IATA)
- Broaden your understanding on the BSPLink operation system, related Resolutions and follow the changes that are relevant to your field of work
- Build a strong and trustworthy Agent-Airline relationship
- Direct and active engagement with IATA experts from the ADM and BSP fields
Contact us ADMProject@iata.org
For more information visit www.iata.org/adm