



April 2010

## ATPCO SALES DATA EXCHANGE

Dear Customer,

We would like to tell you about a product that could benefit your revenue accounting and revenue management areas. The **ATPCO Sales Data Exchange** is a long-established and trusted industry solution that collects ticket sales data from multiple ticketing systems and source formats and then distributes that information to you daily as a single file in standard format.

More than 120 travel companies from all market segments – low-cost carriers, network airlines, high- and low-volume ticket sale airlines, credit card companies, and rail companies – have used the exchange. These companies have enjoyed the benefits of being able to acquire all sales transactions in which they participate as a marketing, operating, or selling carrier, or as a credit card acquirer involved in the purchase of the ticket. Time and again the exchange has proved to be easy to implement, relieving the costs of manually entering ticket data and gathering disparate data into one industry standard format.

The flexibility of this product means that you can initially choose to send BSP and ARC format data and receive other airlines' travel agency sales data where you are included in the itinerary.

The exchange has proved its value by consistently growing year after year. **We would like to invite you to join this large community and benefit from more than 20 years of development of the Sales Data Exchange into an industry standard.** You are also invited to find more details on our public Web page at <http://www.atpco.net/atpco/products/sde.shtml>.

For further information, please feel free to contact David Smith, our Product Development Lead for the Sales Data Exchange, at [dsmith@atpco.net](mailto:dsmith@atpco.net), or any of our regional Customer Marketing Directors.

Yours faithfully,

A handwritten signature in blue ink, appearing to read "Tom Gregorson". The signature is fluid and cursive.

**Tom Gregorson**  
Senior Director, Product Strategy and Development  
ATPCO

**GDS AND THIRD PARTY TICKETING SYSTEMS**

GDS  
Agency TCN  
Version 4.05

Hosted Carrier  
Direct  
Reservations  
(e.g. Sabre, EDS)

**CARRIER INTERNAL SYSTEMS**

Carrier Direct  
Reservations  
From Carrier

BSP  
Agency Data  
from Carrier

ARC US  
Agency Data  
from Carrier

**THIRD PARTY DATA TRANSMISSION**

BSP/ARC  
Agency Data  
from inet

BSP/ARC  
Agency Data  
from DPC

**ATPCO**

**Central processing of 500 million tickets per year into a single standard format**

Central code sharing of sales data


Cleansing, private data removal, and filtering of data to your requirements

Integration of sales and cancels and removal of duplicate transactions

Fare to sale monitoring

Neutral fare proration


**THIRD PARTY PROCESSING SYSTEMS**



**CARRIER SYSTEMS**



**RAIL COMPANY SYSTEMS**



**CREDIT CARD COMPANY SYSTEMS**

