

SALES KIT



FR



Guide sur les outils de ventes Voyages-sncf.eu
et processus de l'accréditation.

Document confidentiel. Propriété de VSC Groupe



SOMMAIRE

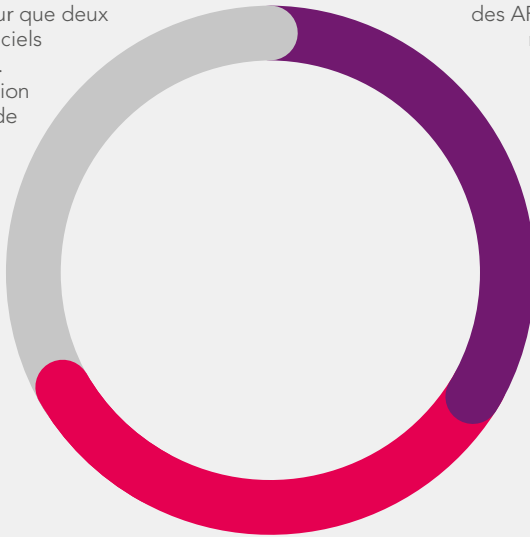
- WEB SERVICES : QU'EST-CE QUE C'EST ?
- WEB SERVICES : EURONET
- PROCESSUS CLIENT
- WEB SERVICES APPLICATION FORM
- ACCORD DE CONFIDENTIALITÉ

WEB SERVICES : QU'EST-CE QUE C'EST ?

API, WEB SERVICES, XML ... QU'EST-CE QUE C'EST CETTE LANGUE ?

API : une Application Programming Interface agit comme une interface entre deux applications différentes afin qu'elles puissent communiquer. Une API définit avec exactitude les méthodes pour que deux programmes/logiciels puissent interagir. Lorsque cette action implique l'envoi de données sur un réseau, les Web Services entrent en jeu.

WEB SERVICES : un Web Service facilite l'interaction entre deux machines sur un réseau. Un Web Service est tout simplement une API intégrée en HTTP. Tous les Web Services sont des API mais toutes les API ne sont pas des Web Services.



XML : l'Extensible Markup Language (XML) est un langage balisé qui définit un ensemble de règles pour coder des documents dans un format à la fois lisible par l'homme et par les machines. De nombreuses interfaces de programmation d'application (API) ont été conçues pour aider les développeurs de logiciels à traiter les données XML et plusieurs systèmes de schéma existent pour aider à définir des langages basés sur le XML.

WEB SERVICES :

EURONET

PÉRIMÈTRE FONCTIONNEL

- Tout le contenu SNCF par défaut
- Couverture complète du périmètre fonctionnel (recherche, vente, émission et après-vente)
- NB : l'émission et l'après-vente sont limités (toutes les opérations ne sont pas possibles par le biais des Web Services)

OUTILS/PROCESSUS COMPLÉMENTAIRES

- Toute action qui n'a pas été implémentée ou qui n'est pas disponible par le biais des services Web Euronet devrait être effectuée :
 - Soit par le biais du centre d'assistance téléphonique voyages-sncf ;
 - Soit directement par l'agence de voyage en utilisant Euronet Desktop.
- Ce point concerne principalement les billets papier et certaines opérations après-vente

INFORMATIONS COMPLÉMENTAIRES

- Restrictions géographiques de distribution: les web services peuvent être utilisés pour la distribution dans n'importe quel pays européen (à l'exception de la France)

SERVICE CLIENTÈLE ET ASSISTANCE

- Une équipe dédiée d'experts IT ferroviaires
- Un processus de certification qui garantit une intégration de grande qualité avant le lancement
- Une documentation complète incluant des guides d'utilisation pour chaque service

PROCESSUS CLIENT

1

COMPLÉTEZ LE FORMULAIRE DE DEMANDE QUI SERA FOURNI PAR VOTRE REPRÉSENTANT DES VENTES VOYAGES-SNCF



2

SUR LA BASE DES INFORMATIONS FOURNIES, VOYAGES-SNCF VOUS PRÉSENTERA LA (LES) SOLUTION(S) APPLICABLE(S)



3

LA SIGNATURE DE L'ACCORD DE CONFIDENTIALITÉ (NDA) EST NÉCESSAIRE AVANT LE PARTAGE DE LA DOCUMENTATION TECHNIQUE



4

RÉCEPTION ET ÉVALUATION PAR LE CLIENT DES SPÉCIFICATIONS DES SERVICES WEB EURONET + DÉCISION DE LA SOLUTION À IMPLÉMENTER

5

NÉGOCIATION DE CONTRAT ET SIGNATURE



6

DÉVELOPPEMENT ET IMPLÉMENTATION DU CÔTÉ DU CLIENT



7

CERTIFICATION DE LA SOLUTION PAR VOYAGES-SNCF



8

LANCEMENT

WEB SERVICES

APPLICATION FORM

In the case that you wish to be granted access to the voyages-sncf web services, please answer the following questions and reply with a business case. The business case should include precise answers to the questions below. Without such information, Voyages-sncf will not be in a position to make a decision. Thank you very much for your understanding.

GENERAL INFORMATION ABOUT YOUR COMPANY

Company Name	
Address	
Telephone	
Fax	
Website (s) URL	
Contact Person	
Position in the company	
E-mail	
Ownership structure (please explain and indicate the position of your company within the structure)	
Company's activities structure	
Number of branches (offices) and their location	
Number of employees in the travel branch (management, reservations, clericals, others...)	
CRS (GDS) used (number of terminals)	
IATA number	
Company type - Wholesaler - Retailer - Ground Operator - Air consolidator - Other.....	
Main travel products	
Main target (customers profile)	
Position of the company in the market	
Strength of the company compared to competitors on the market	
Number of agencies served	
Existing GSA contracts (if any)	
Main destinations in Europe	
Means of payment accepted	
Catalogue, brochure (please send a copy of all brochures/flyers promoting Europe)	
Supplier references (airlines, hotels...) & contact names	
Financial references	

WEB SERVICES

APPLICATION FORM

OFFLINE SALES ACTIVITY (if any)

Sales volume in travel	
Total number of PAX/year	
Number of PAX to France/year	
Percentage of : - Direct sales - Wholesales	
Percentage of - Inbound sales - Outbound sales	
Percentage of - Business sales - Leisure sales	
Percentage of - group sales - FIT	
Percentage of Europe in your sales compared to all other destinations	
Do you sell European Rail products already ?	
If yes : - which products do you sell ? - what sales volume ? - who do you purchase them from ?	
Is there a Voyages-sncf GSA in your country ?	
If yes : - name of the GSA(s) - do you currently work with this/these GSA(s) ?	

ONLINE SALES ACTIVITY

On which website (s)?	
Volume of online sales (if multiple websites, please specify the volume for each website).	
Share of online sales vs total volume of sales	
Which products/services do you currently sell online?	
For each product, please provide the number of pax per European destination per year (France, Benelux, Spain, Italy, Germany, Switzerland)	

WEB SERVICES

APPLICATION FORM

VOYAGES-SNCF BOOKING ENGINE ON YOUR WEBSITE

On which website do you intend to integrate a rail booking engine?	
On which markets do you intend to sell/ advertise your website?	
Average daily number of visitors of the above mentioned website	
Visibility of the website on the search engines	
Is the website B2C or B2B oriented?	
If your website is B2B oriented, what is the number of affiliate agencies? Which commercial conditions are you planning to offer for B2B sales of the rail products?	
Voyages-sncf is charging a fee for each pax issued. Will you charge this fee to the end customer? Will you charge any other fees to the customer?	
Do you want to sell only rail products through the website ?	
Do you want to sell rail products in combination (shopping basket) with other travel products through the website ?	
If yes, please specify which products : Airline Tickets Hotels Car rental Other	
Should the booking engine allow dynamic packaging (i.e. only the global price of the package will be mentioned without disclosure of the price for each separate service)?	
Which modes of payment would you like to offer?	
Is your website equipped with a solution ensuring a secure online payment? (such as 3D solutions for example)?	
Taking into account that electronic tickets are available only for SNCF/RENFE/NTV (Italy) trains, would you be ready to take care of issuing of paper tickets, after-sales operations and delivery of paper tickets to the end customer? How do you plan to manage these tasks?	
In case you decide to take care of the fulfillment process (issuing of paper ticket and after-sales operations) you will have to set up Euronet, Voyages-sncf's booking system, in your office. Please advise how many points of operations you would like to equip with Euronet.	
Are you aware that Voyages-sncf is a specialist of SNCF products and offers the most competitive conditions for SNCF products only?	

WEB SERVICES

APPLICATION FORM

Which other European carriers' offer is of a key importance to you?	
How many pax do you think you could bring to Voyages-sncf : <ul style="list-style-type: none">- within a year ?- within 2 years ?- within 3 years ?	
Estimated potential in terms of sales volume <ul style="list-style-type: none">- within a year ?- within 2 years ?- within 3 years ?	
What is the average ticket price you based your estimation on?	
Explain your motivation for the integration of Voyages-sncf content on your website	
Please rate the complexity of rail content integration (from 0-easy to 10-very difficult).	
Do you already have any experience of rail content integration?	
Number of IT/ web specialists in the company	
Will the development works be performed by the internal IT staff or are you planning to outsource?	
Planned beginning of the development works	
Estimated time necessary for the development	
How do you intend to promote the booking of rail products on your website?	
What is the budget available for the promotion?	

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NONDISCLOSURE

AGREEMENT



City (e.g. Brussels), Date (e.g. June 15, 2014)

Name of main contributor/signatory

Email address of signatory

This Nondisclosure Agreement (the "Agreement") is entered into by and between name of voyages-sncf entity with its principal offices at address of voyages sncf ("Disclosing Party") and name of the receiving party/customer, with its principal offices at name of the receiving party/customer, ("Receiving Party") for the purpose of preventing the unauthorized disclosure of Confidential Information as defined below. The parties agree to enter into a confidential relationship with respect to the disclosure of certain proprietary and confidential information ("Confidential Information").

1. Definition of Confidential Information. For purposes of this Agreement, "Confidential Information" shall include all information or material, whether oral or in writing, and disclosed by the Disclosing Party to the Receiving Party.

2. Exclusions from Confidential Information. Receiving Party's obligations under this Agreement do not extend to information that is: (a) publicly known at the time of disclosure or subsequently becomes publicly known through no fault of the Receiving Party; (b) discovered or created by the Receiving Party before disclosure by Disclosing Party; (c) learned by the Receiving Party through legitimate means other than from the Disclosing Party or Disclosing Party's representatives; or (d) is disclosed by Receiving Party with Disclosing Party's prior written approval.

3. Obligations of Receiving Party. Receiving Party shall hold and maintain the Confidential Information in strictest confidence for the sole and exclusive benefit of the Disclosing Party.

Receiving Party shall carefully restrict access to Confidential Information to employees, contractors and third parties as is reasonably required and shall require those persons to sign nondisclosure restrictions at least as protective as those in this Agreement. Receiving Party shall not, without prior written approval of Disclosing Party, use for Receiving Party's own benefit, publish, copy, or otherwise disclose to others, or permit the use by others for their benefit or to the detriment of Disclosing Party, any Confidential Information. Receiving Party shall return to Disclosing Party any and all records, notes, and other written, printed, or tangible materials in its possession pertaining to Confidential Information immediately if Disclosing Party requests it in writing.

4. Duration. This Agreement shall be deemed to have commenced on the date of this Agreement and shall continue in effect for a period of five (5) years from the date on which the last item of Confidential Information is disclosed hereunder.

5. Relationships. Nothing contained in this Agreement shall be deemed to constitute either party a partner, joint venturer or employee of the other party for any purpose.

6. Severability. If a court finds any provision of this Agreement invalid or unenforceable, the remainder of this Agreement shall be interpreted so as best to effect the intent of the parties.

7. Integration. This Agreement expresses the complete understanding of the parties with respect to the subject matter and supersedes all prior proposals, agreements, representations and understandings. This Agreement may not be amended except in a writing signed by both parties.

8. Waiver. The failure to exercise any right provided in this Agreement shall not be a waiver of prior or subsequent rights.

This Agreement and each party's obligations shall be binding on the representatives, assigns and successors of such party. Each party has signed this Agreement through its authorized representative.

9. Liquidated damages. Should the Receiving Party breach one or more of its obligations under this Agreement, the Disclosing Party shall be entitled to liquidated damages in the amount of € 10,000 per breach. These liquidated damages are without prejudice to the right of the Disclosing Party:

NONDISCLOSURE

AGREEMENT



- a. to seek injunctive relief in view of restitution of all Confidential Information and any object containing or made with or based on (even if only in part) any Confidential Information;
- b. to claim additional damages if Disclosing Party's actual loss, liability, damages or deficiency suffered or incurred in connection with Receiving Party's material breach are not adequately and completely compensated by the liquidated damages.

10. Rights and licence. This Agreement shall not be construed as granting to the Recipient any licence or other rights, except as expressly stated above and shall not oblige the parties to enter into any further agreement or relationship.

11. Responsibility. The Recipient acknowledges that unless otherwise agreed in writing neither the Disclosing Party nor any of its representatives accept any responsibility for or make any representation, express or implied, with

respect to the accuracy or completeness of the Proprietary Material except that at the time it is disclosed it is believed in good faith to be substantially accurate, fair and not misleading.

12. Validity. The validity, construction and performance of this Agreement shall be construed in accordance with the laws of Belgium and the parties irrevocably submit to the exclusive jurisdiction of the courts of Brussels to settle any dispute that may arise hereunder.

In witness whereof the parties have signed and executed this Agreement in twofold on date of the agreement.

For and on behalf of:
The Disclosing Party
Name of signatory

For and on behalf of:
The Receiving Party
Name of signatory

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word document
\(.doc\)](#)

