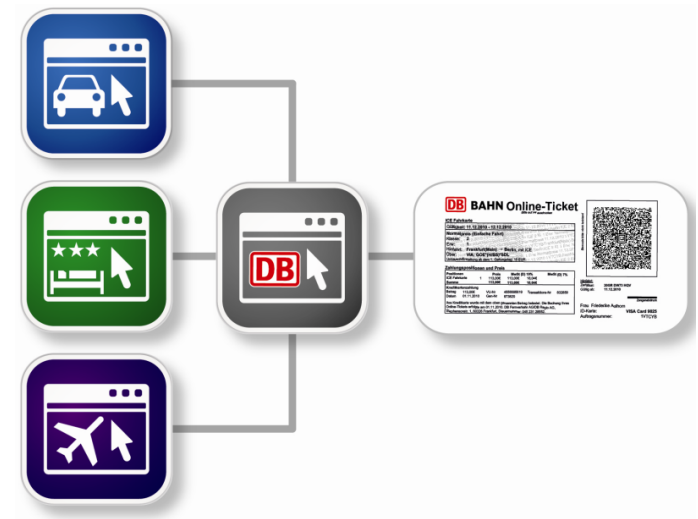


Partner solutions – the new bahn.de API

Reaching new customers
on third-party websites



DB Vertrieb GmbH

Mathias Hüske

Berlin, 11.03.2011

bahn.de is the No. 1 German travel portal with steadily rising visitor numbers and revenues



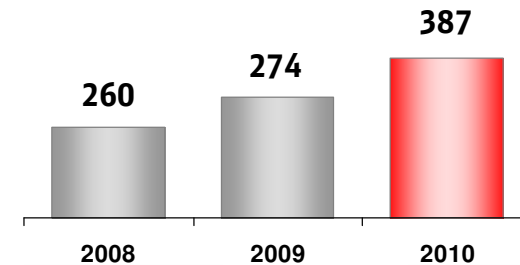
Number 1 in Germany:

- 5.5 Mio. registered customers
- Up to 2.2 Mio. visits/ day
- Up to 6.9 Mio. timetable inquiries/ day
- Up to 150,000 online tickets/ day

Online share of sales channels (Q4/2010):

- Share of total sales: 20%
- Share of long-distance ticket sales: 35%

Visitors per year (in Mio.)



Top 10 Travel Sites Visitors in June 2010

	Visitors
1 bahn.de	5.678.000
2 Holidaycheck	2.144.000
3 Ab-in-den-Urlaub	1.675.000
4 Tripadvisor	1.647.000
5 Booking.com	1.639.000
6 HRS	1.519.000
7 Air Berlin	1.383.000
8 Lufthansa	1.340.000
9 Fluege.de	1.259.000
10 Expedia	1.182.000

Source: Nielsen Netratings

Challenge and opportunity: Reaching new online customers on third-party sites

Situation and challenge

- bahn.de already has high market penetration
- Sparse active sales via partner sites, but increasing demand

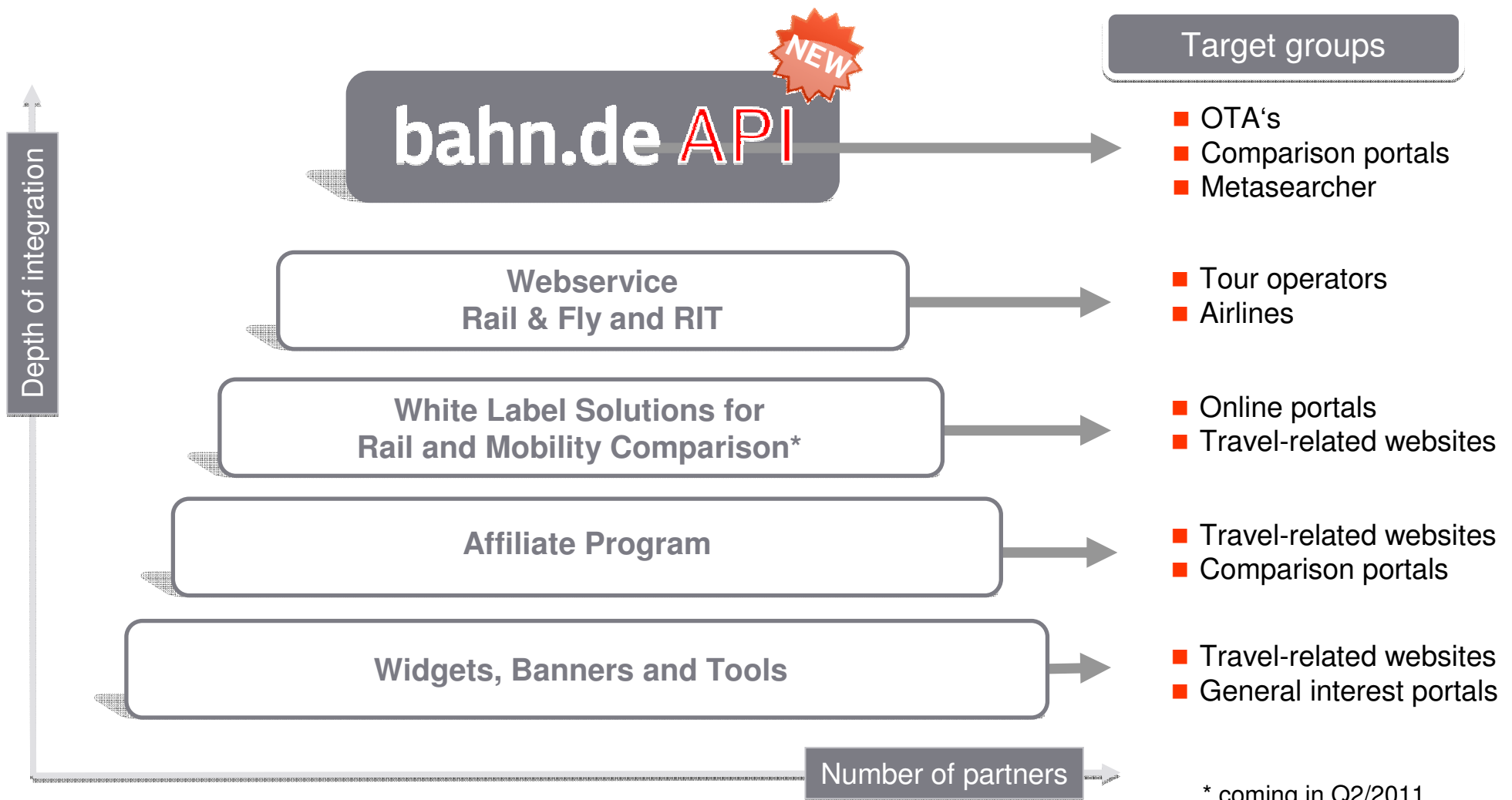


Goal

- DB intends to be present wherever travel and mobility necessities arise



The new API is designed to meet the market demands



* coming in Q2/2011

Our powerful solution: bahn.de API – integrating DB products flexibly and individually



bahn.de API - what does that mean?

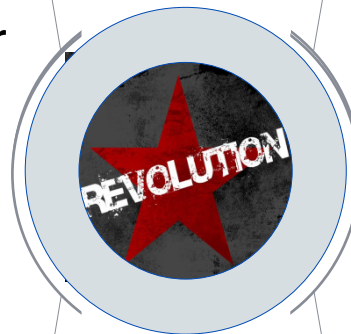
- Easy integration: Schedule-based interface consisting of 3 messages (offer search, details and booking)
- Access to most DB products and rates (standard and special fares)
- Fulfillment and payment processing handled by bahn.de



Why did DB decide to develop the API?

Status quo

- For many partners the white-label-solution is not flexible enough or it is not suitable for integration into processes
- Access to DB core systems is too difficult to realize



Target scenario

- Promoting active sales on partner websites with a solution that is simultaneously
- Easy to integrate
 - Flexible and versatile
 - Economically attractive for the partner

The API is suitable for various target markets



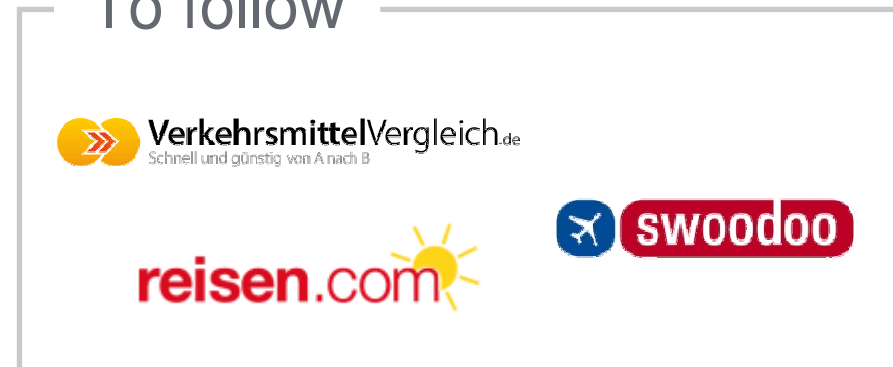
Where do we stand? – The project bahn.de API

- Development was conducted jointly with the pilot partners
- API was launched in December 2010
- Pilot phase until June 2011

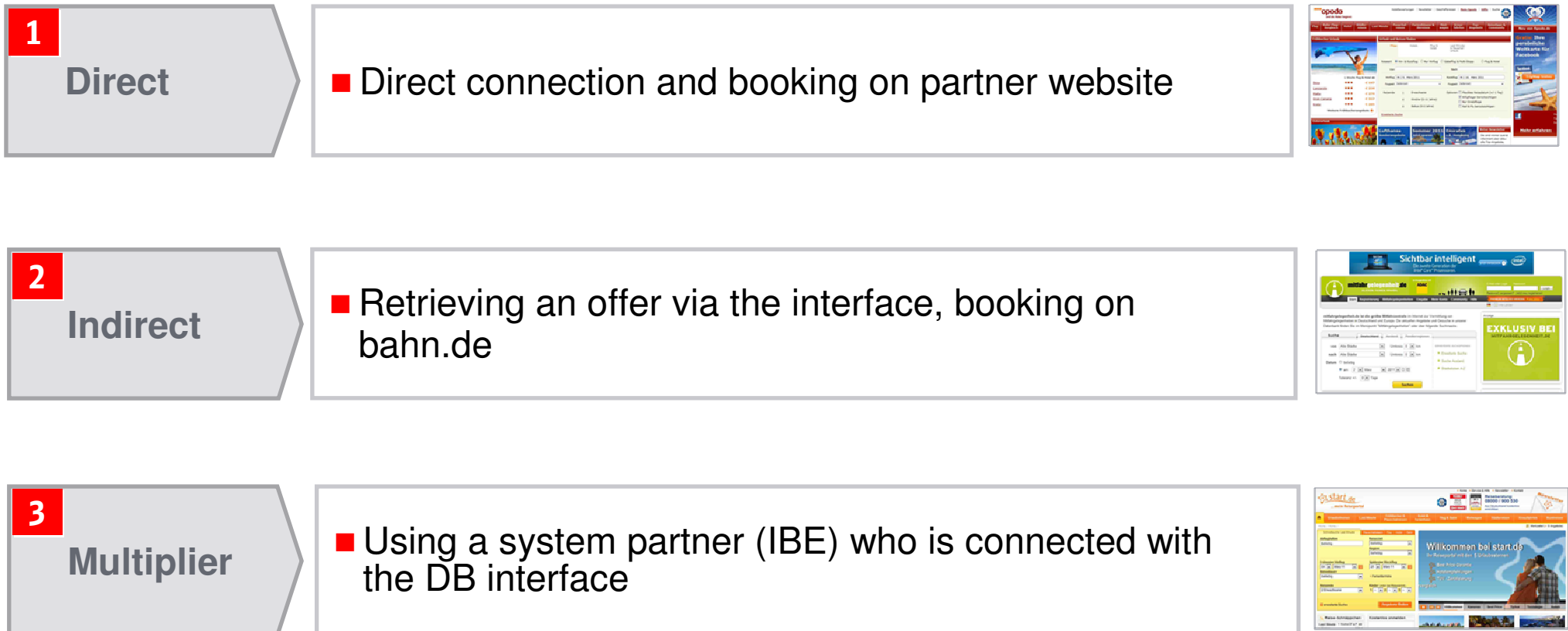
Online

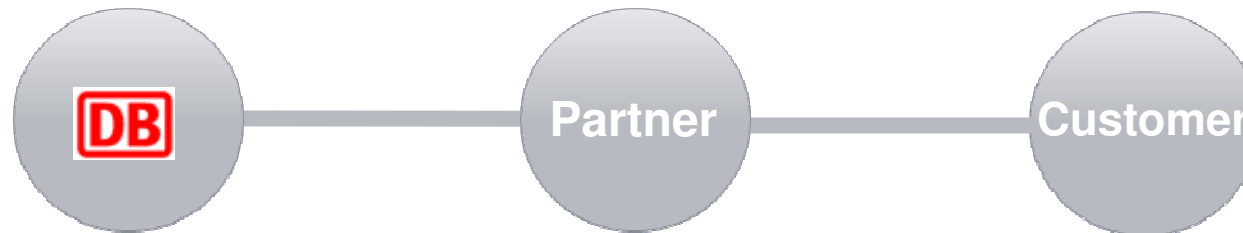


To follow



How can partners link up?





What does this mean?

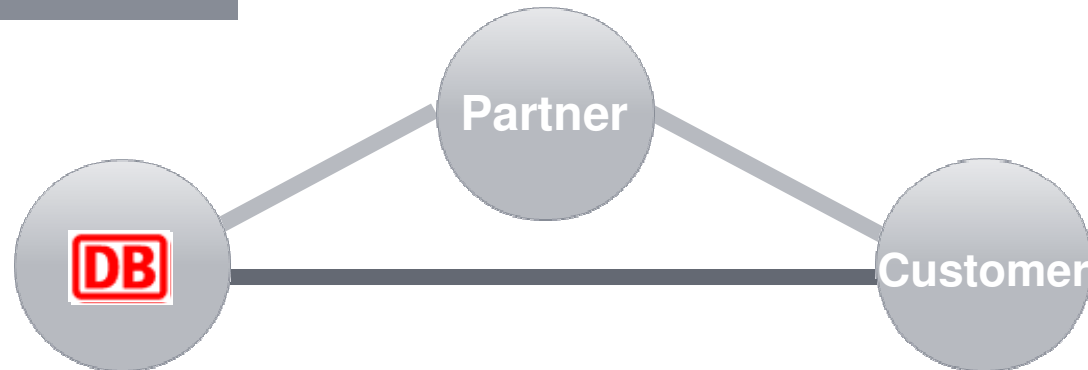
- Display of offers, details and booking takes place directly on the partner's website
- Interface is based on different messages and thus modularly structured

For whom is it suitable?

Portals with need of a high degree of flexibility, e.g. when

- the integration of DB offers into existing booking applications and processes has top priority
- the portal's individual Look&Feel is very important

Retrieving an offer via the interface, booking on bahn.de



What does this mean?

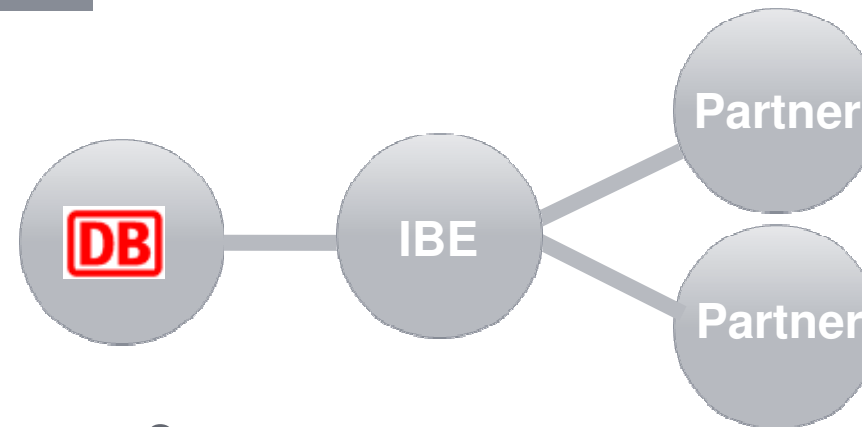
- Only the offers are displayed on the partner's site
- Booking takes place on bahn.de

For whom is it suitable?

Portals who do not wish to implement the booking on their site, e.g. because

- only services are provided
- the partner has focus on comparing offers
- the partner's business model does not involve direct booking

Using a system partner (IBE) who is connected with the DB interface



What does this mean?

- A system provider is directly connected and integrates all messages in its system
- The partner using the system provider's application doesn't need to carry out its own connection

For whom is it suitable?

- Portals that use booking applications of system providers, such as Ypsilon.net



First experiences with pilot partners

- Connection process can be handled in relatively short time

- New customers are being generated for both parties

experiences & insights

- Higher share of customers who book international destinations compared to bahn.de

- The share of special fare bookings is higher than on bahn.de

Partners and customers say...



This is an ideal complement to our offer- a unique additional service, which is accepted exceptionally well.
Dr. Michael Reinicke, Managing Director,
mitfahrgelegenheit.de

Good service –
now I can compare
air and rail offers
quickly and easily.
Customer voice

Finding the optimal mobility solution is now possible
without any detours: We provide customers a price
comparison of train and flight offers.
Tom Reiter, Country Director, Opodo Germany

Ypsilon customers can now deploy
the competitive DB offer side by side with air content on
their booking engines, meet the increased ecological
awareness of their customers and augment their profit.
Markus Keim, Director Key Account Management, Ypsilon.Net

Now I can find DB
and carpool-offers directly
on mitfahrgelegenheit.de.
This is great!
Customer voice

Outlook – what´s coming next?

- Rollout as of July 2011
- First negotiations with partners are taking place
- The interface is continually enhanced and improved

The following issues are being worked on:

- Payment processing and collection by partners
- Cancellation on partner websites
- Mobile ticketing



Looking forward to new connection ideas... !



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