

The agent is authorized to declare...

In September, Vipservice became an authorized agent of a new Russian airline "Azimuth". Dmitry Gorin, Vipservice, CEO, tells about the synergetic effect of collaboration.

We have acted as general and authorized agents of airlines earlier as well, for example, we were a partner of Thai Airways several years ago. We have a successful experience of cooperation with Russian carriers. I would especially like to note the work with Pobeda Airlines. At the start of sales, the low-cost carrier was not using the services of the classic GDS, and Vipservice was one of the first to start working with it directly.

We are very active and are always open for a dialogue in the market of passenger transportations. Therefore, when the arrangement of an airline in the south of Russia was discussed at the beginning of the year, we offered our cooperation to the management of Azimuth company. We launched the sale of tickets as an authorized agent in September 2017.

DISTRIBUTION PLANS

Already now, Vipservice sells airline tickets to the flights by Azimuth via Portbilet 2.0 online booking system, and independent travelers can purchase them from Biletix online travel agency. The search systems Yandex, Aviasales, Skyscanner, Momondo, and KAYAK, as well as the largest Russian OTA such as OneTwoTrip, are involved. The airline tickets are sold via the web-sites of Vnukovo airport and several regional airports in the cities of Azimuth route network. The leading agencies arranging business trips also offer the airline tickets to their corporate clients.

Azimuth participation in our partner programs with Sberbank, VTB, Alfa Bank, Russian Standard, and other major Russian banks will provide another interesting way of distribution.

NEW FORMAT OF COOPERATION

We are trying to offer the most convenient and profitable ways of cooperation to our partner airlines. Thus, we have offered the direct work to Azimuth, and it has become the first airline to try and estimate the new interaction scheme.

I presume the standard form of coordination between the agent and the airline will soon change due to the introduction of the new NDC protocol. Vipservice is ready for the changes and offers to its partners a quality distribution channel, which is cheaper compared to the services provided to the airlines by third parties. **TB**



ALEXANDER SIZINTSEV
CEO, Biletix online agency
Our agency Biletix launched sales of Azimuth tickets on September 8, 2017, and we have at once noticed the high demand for the airline flights.

The competition on interregional routes is necessary for the transportation market. For the first time in the Russian history, an airline hub was placed in the south of the country. It will positively affect the economy of the region, promote the development of domestic tourism and business activity. We are pleased to begin cooperation with Azimuth airline and wish it all the success!



Vipservice and Azimuth: Mutually Advantageous Union

PAVEL EKZHANOV, CEO, Azimuth airline, talks about the advantages of cooperation with the largest Russian consolidator of airline ticket sales.



Why have you chosen the Vipservice holding as the strategic partner?

Vipservice unites over 10 thousand subagents. Our cooperation expands airline's opportunities and makes the flights more affordable for the passengers.

Representative offices of the holding are situated in 11 cities of the Russian Federation, including the cities of Azimuth route network: Moscow, Saint Petersburg, Yekaterinburg, Krasnodar, and Novosibirsk.

What is the business model of the new airline?

We have chosen the classic model of an air

carrier, but the efficiently arranged processes allow offering favorable prices to our clients. The airline business plan provides for the flights along the routes in the Southern and North Caucasian Federal District, as well as the flights to other regions of Russia.

What are the advantages of the Azimuth aircrafts?

Sukhoi Superjet 100 is a modern design which incorporates the best solutions of the global civil aircraft construction. Azimuth exploits the aircrafts of the improved modification SSJ-100-95LR (LongRange) having the increased maximum take-off mass and flying range. When flying these airplanes, the passengers are as comfortable as in the long-haul airliners.

AIRLINE REFERENCE INFORMATION

The new carrier from the south of Russia uses only domestic aircrafts. Vitaly Vantsev, the owner of the Moscow air hub Vnukovo, and Pavel Ekzhakov and Pavel Udod, ex-functionaries of Yakutia Airlines, initiated the company incorporation. Azimuth currently has at its disposal four SSJ-100 aircrafts out of sixteen contracted.

The key destinations of the airline: Moscow, Saint Petersburg, Rostov-on-Don, Yekaterinburg, Omsk, and Novosibirsk.

The first flights have already taken place, and the sale of tickets for the autumn/winter period has been launched