



Seamless travel, simplifying business

**-From Government Initiative to Customer Success-**

**NATM Bijeenkomst Schiphol  
20 april 2010**

# FLUX: Benefits for frequent traveler

-Pilot period-

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- Save time entering the USA and the Netherlands (EU)
- Using dedicated automated border facilities for fast border passage (Iris in NL, Fingerprint in US)
- At main airports in the U.S.
- And Amsterdam Airport Schiphol in the Netherlands
- One-stop-shop application procedure for both countries
- Easy biometric enrolment and interview in one location
- No more customs and immigration forms to fill in

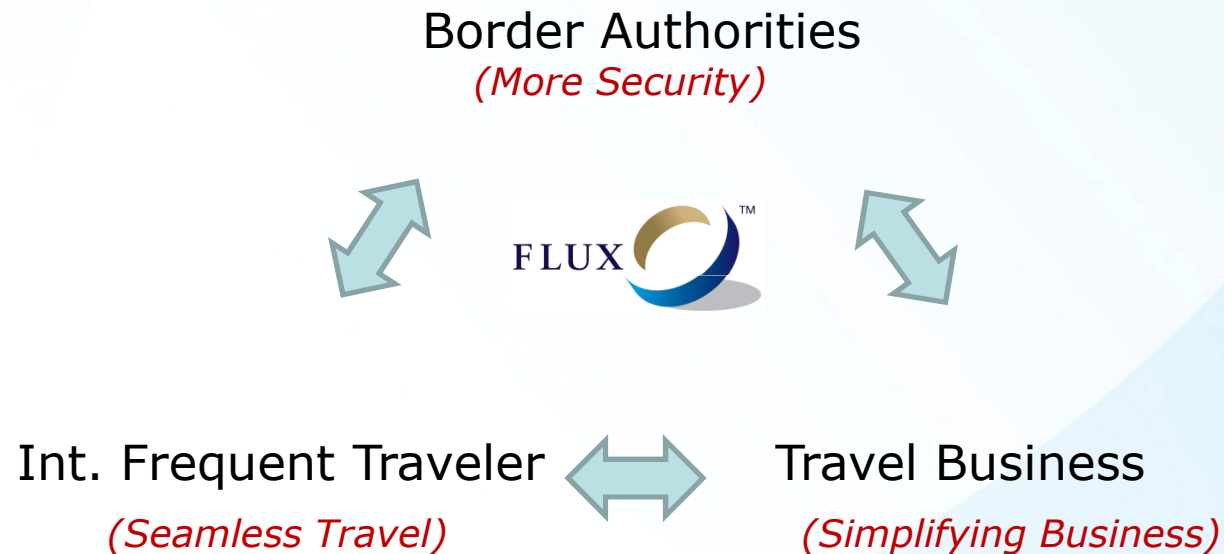
2

=> 6,400+ US/NL applications since 23/4/9



# FLUX Philosophy: a win-win-win

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FLUX is the cooperation between immigration authorities, and provides a basis for **connecting** existing national automated border passage programmes.

FLUX **facilitates** world wide smooth and secure border crossing for those travellers that meet the conditions and that are willing to be checked in advance.

FLUX is for international frequent travelers, that want to be respected as a customer and for whom time is value. The FLUX proposition is **international** automated border passage.

# FLUX Arrangement: Pilot Period

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PRIVIUM



Members of the FLUX Arrangement



# FLUX Arrangement: After Pilot Period

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Members of the FLUX Arrangement





Seamless travel, simplifying business



Search Your search term(s)

Sign up today!

Benefits of FLUX:

- ✓ Save time entering the USA and the Netherlands
- ✓ Using iris scan and automated kiosks
- ✓ At Amsterdam Airport Schiphol
- ✓ At international airports in the USA
- ✓ No more customs and immigration forms to fill in



## Step 1: Personal information

Please fill in the information exactly as required to avoid rejection or delay of your FLUX application. *Fields with a \* are mandatory.* Instructions are shown when you click in these fields as well as details of which country requires this information (USA or NL).

### FLUX application temporary storage

You can temporarily and securely save/store your information to allow you to complete your application at a later stage. Via this option you can also prevent loss of data before your application is completed/submitted.

**SAVE TEMPORARY**

Nationality \*

Gender \*  Mr.  Mrs.

Title

## Your application form

- Step 1**  
Personal information
- Step 2**  
Birth and citizenship
- Step 3**  
Residential address
- Step 4**  
Contact and correspondence
- Step 5**  
Employment
- Step 6**  
Additional information (for USA)

# Full Service Webportal

Partners/  
Travelers



FLUX Webportal & Services

## Services include:

- “One stop shop” application processing for multiple programs
- Obtain trust status from multiple countries
- Online appointment scheduling for enrolment
- Payment collection and distribution for multiple countries
- Account Structure (“My FLUX”) *Released Expected Sep '10*
  - view vetting results
  - complaint handling
  - change in personal data
  - renewals



# FLUX | Partner landingpage on FLUX Webportal

## Example KLM Flying Blue

The screenshot shows the FLUX application form landing page. At the top, there is a navigation bar with the FLUX logo and links for Contact, Frequently Asked Questions, and Language: English. Below this is a secondary navigation bar with links for Home, Travelers, Privacy, Alliance, User experiences, and News.

The main content area is titled "Welcome to the FLUX application form" and features a large image of a woman with the text "FOR FLYINGBLUE MEMBERS". Below the image is a "Special Offer for Flying Blue members" section, which includes a description of the offer and a "START FLUX APPLICATION" button. There are also sections for "Special Offer details", "Who can enjoy FLUX?", and "Not a Flying Blue member?".

On the right side, there is a search bar and a "Sign up today!" button. Below this is a "Benefits of FLUX" section with a list of advantages, a "Do you have a question?" section with a dropdown menu, and a "Latest news" section with three news items.

**FLUX** Home | Travelers | Privacy | Alliance | User experiences | News

Contact | Frequently Asked Questions | Language: English

Welcome to the FLUX application form

FOR FLYINGBLUE MEMBERS

Special Offer for Flying Blue members

Flying Blue members who apply for FLUX before October 8th 2010 will receive a discount on their first year membership of FLUX and can also make use of a discount on Schiphol Valet Parking: Day 5 – free parking

Special Offer details

Who can enjoy FLUX?

Not a Flying Blue member?

To make use of the Special Offer and start the FLUX application process, please fill in the fields below and then press the "start FLUX application" button.

Your Flying Blue number:

Your citizenship:  NL  U.S.

START FLUX APPLICATION

KLM | FLUX Special Offer Payment Overview

Download question form

General Terms and Conditions FLUX 2010

Search Your search term(s)

Sign up today!

Benefits of FLUX

- Save time entering the USA and the Netherlands
- Using iris scan and automated kiosks
- At Amsterdam Airport Schiphol
- At international airports in the USA
- No more customs and immigration forms to fill in
- One-stop-shop application procedure for both countries

Do you have a question?

Select the subject of your question:

select a category

Latest news

16 March 2010  
As of April it is possible to complete your FLUX application 'one-stop-shop' at five...  
[Read more](#)

24 February 2010  
Interview Minister of Justice, FLUX pilot evaluation shows: "FLUX really lives up to its..."  
[Read more](#)

19 November 2009  
Department of Homeland Security (DHS) Secretary Janet Napolitano today announced the...  
[Read more](#)



# Special offers with Partners

## Example KLM Flying Blue

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### **FLUX package**

**€ 325\*** + 7500 Flying Blue Miles (normal price € 374)

1 year FLUX (+ Privium Basic + Global Entry membership)

### **FLUX only** (for existing Privium or Global Entry members)

**€ 235\*** + 3500 Flying Blue Miles (normal price € 259)

1 year FLUX (+ Privium Basic or GE)

\* Including your one-off application fee of € 100

### **Flying Blue members die gebruikmaken van de FLUX | KLM special offer:**

Discount on Schiphol Valet Parking until October 8th 2010: Day 5 – free parking



# FLUX | Partner Brochure

## Example KLM Flying Blue

FLUX and KLM have created a special offer for Flying Blue members.

Flying Blue members who apply for FLUX before October 8<sup>th</sup> 2010 will receive a discount on their first year membership of FLUX.

[www.flux-alliance.eu/klm](http://www.flux-alliance.eu/klm)

**Experience seamless travelling**

FLUX is a governmental partnership to enhance security and facilitate legitimate global travel. As a FLUX participant you obtain an international trust status. This allows you to use fast border passage facilities at airports in participating countries. Since more countries are interested in joining the FLUX Alliance, a growing number of airports becomes available. This makes FLUX the perfect solution for frequent, international travellers.

**Fast border passage in the U.S. and the Netherlands**

Global Entry and Privilium are local service programs offering fast border passage at participating airports in the U.S. and the Netherlands. Visit [www.flux-alliance.eu/klm](http://www.flux-alliance.eu/klm) for detailed information and application.

Global Entry and Privilium are members of the FLUX Alliance.



FLUX brochure with additional Partner page for special offers

**Seamless travel, simplifying business**

As a frequent traveler you may know from experience that travelling is time-consuming. FLUX provides you with a unique opportunity of faster border passage, saving you precious time at international airports in the U.S. and the Netherlands. With FLUX you never need to complete immigration and customs forms again. Make your travel easier, smoother and much more efficient. Apply for FLUX online.

**Who can enjoy FLUX?**

Only citizens of participating countries can apply for FLUX. FLUX is now available to U.S. and Dutch citizens. To participate in FLUX there are a few conditions to consider. As an applicant you should:

- Hold a valid U.S. or Dutch passport
- Be aged 14 or older
- Consent to background screening by both U.S. and Dutch authorities

**FLUX Newsletter**

Do you want to be informed about new countries joining FLUX and other upcoming developments? Go to [www.flux-alliance.eu/klm](http://www.flux-alliance.eu/klm) and leave your e-mail address.

**Benefits of FLUX**

*Fast border passage in the U.S. and the Netherlands*

- Save time at international airports
- No more customs and immigrations forms to fill in
- Use of automated border passage systems
- One-stop-shop application
- Currently available at more than 20 airports

[www.flux-alliance.eu/klm](http://www.flux-alliance.eu/klm)

**Special offer for Flying Blue members**

Go to [www.flux-alliance.eu/klm](http://www.flux-alliance.eu/klm) for all information and application

**FLUX package**

€325 +7500 Flying Blue Miles  
one-off application fee €100

1 year FLUX, including Privilium Basic and Global Entry membership

**FLUX only**

€235 +3500 Flying Blue Miles  
one-off application fee €100

1 year FLUX, for existing Privilium or Global Entry members

\* Including your one-off application fee of €100.

**Not a Flying Blue member?**

Apply for the Flying Blue programme via [www.klm.com](http://www.klm.com) first and then make use of the above special offer.

**Schiphol Valet Parking**

Flying Blue members who decide to make their travel easier and join FLUX now, can also enjoy a special discount on Schiphol Valet Parking. Until October 8<sup>th</sup> 2010. Day 5 - free parking.




# FLUX Arrangement

Half year evaluation-November 2009

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- “FLUX garners significant support from the private sector, uses a risk-based approach to determine a traveler’s low-risk status and allows CBP and the Netherlands to focus resources on potentially higher-risk travelers while facilitating legitimate trade and travel. The FLUX arrangement is an innovative best practice, which has improved the arrival process and passenger processing efficiency in both countries.”
- “During the first six months, the number of applications and active members do indicate the genuine interest of travelers in the program. The number of border crossings made by the FLUX participants indicate frequent travel. Traveler satisfaction is positive on the overall arrangement and the service provided by the agencies involved.”

**FLUX is robust, flexible and scalable  
cooperation ready for expansion by mid 2010**

-US CBP & NL Ministry of Justice-