

Airline Customer Sales & Service Solution





Your Window To The Future

If you were unconstrained by technology, imagine what the future could be for your airline's passenger service system. Perhaps you envision an airline customer sales and service solution that gives you the freedom to:

- Extend your passenger service system into a customer sales and service solution that helps you generate more revenue,
- Use rich, real-time operational data at every point of customer interaction to differentiate your product,
- Deliver future-ready, services-based capabilities that free you to do business the way you want, to partner with any airline or to join any alliance,
- Implement new technology that evolves with your business (and erases the need for painful generational changes).

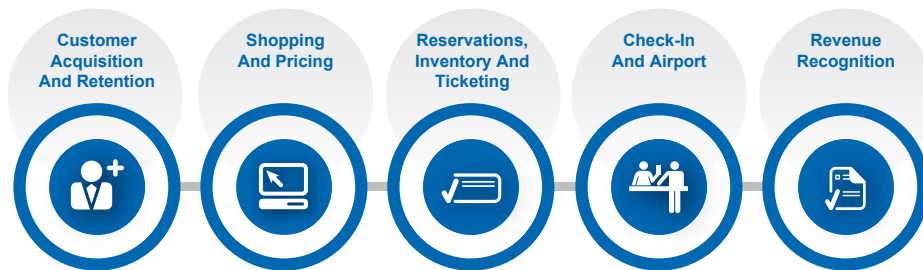
Now, imagine that it can start happening today. Welcome to *SabreSonic® Customer Sales & Service*.

It's the solution that leading carriers like LAN Airlines, JetBlue, WestJet, Volaris, Aeroméxico, Alaska Airlines, Aeroflot, Ethiopian Airlines and Vietnam Airlines rely on.

In addition, many *SabreSonic CSS* components are used by British Airways, Lufthansa, Cathay Pacific and Brussels Airways to enrich their sales and service capabilities.

Why? Because they know the game has changed. And it's time for a game-changing system. More than 300 leading airlines use *Sabre Airline Solutions®* to better market their service, sell their products, serve their customers and operate efficiently. *SabreSonic CSS* lets your airline better merchandise and differentiate its products, boost customer loyalty and increase the use of partnerships and alliances. It's the solution that helps grow revenue and ensures that you aren't leaving money on the table.

The Complete Solution



An end-to-end solution focused on revenue growth, enhanced customer experience and future-ready technology.

What Is SabreSonic Customer Sales & Service?

SabreSonic CSS provides all the essentials of a “passenger service system” plus dynamic and configurable new capabilities. You’ll find powerful direct distribution, sales and fulfillment, merchandising, e-commerce, reservations, inventory and departure control, all designed to enhance the overall customer experience. It is a fully functional,

end-to-end solution that complies with all regulations and mandates. With its combined capabilities, it equals the industry’s only true customer sales and service solution.

With it, you can create a complete customer-focused, revenue-generating environment for your airline and redefine how you interact with your customers. *SabreSonic CSS* is ready for the future ... but delivers results today.

100 airlines



from all regions and alliances use *SabreSonic CSS* solutions.



Advanced Capabilities Like No Others

SabreSonic CSS delivers unique, proven, revenue-generating and customer-focused capabilities. At its core, you'll find reservations, the world's most popular departure control system and the leading Internet booking engine, supported by pricing and shopping, inventory, ticketing, reaccommodation and loyalty.

This comprehensive system has allowed our customers to realize increased revenue through merchandising, codeshare agreements and alliance partners, plus cost savings of up to 40 percent from better-managed inventory and schedules, and shopping and reservations capabilities.

“
jetBlue
AIRWAYS”

“[JetBlue selected *SabreSonic CSS* because it allows the airline] to offer greater revenue-producing codeshare and interline partnership opportunities, which will expand network choice for our customers; provide additional ancillary revenue and marketing opportunities; and will help us gain more insight into our customers. We chose *Sabre* in order to keep the JetBlue experience strong and unique in the industry.”

— Rick Zeni

Vice President of Customer Sales and Service, JetBlue

Core Components

Reservations
Departure Control
Online Direct

Reservations

You're in the business of growing revenue. And with our advanced customer management tools, you can make the experience more profitable for your airline and more consistent for your customers.

As the heart of your airline, your reservations system presents multiple revenue-generating opportunities. Our solution provides advanced customer management tools that help your airline market more efficiently, increase sales and effectively manage every channel of distribution. This fully integrated solution gives reservations and check-in agents access to the same information across all points of service enabling you to better serve your customers.

Key Benefits

- Enhances customer recognition with complete and consistent customer information at all touchpoints,
- Offers a consistent customer experience by distributing your merchandising strategy across all your channels,
- Provides flexible and customizable functionality that supports alliances and partnerships,
- Delivers timely fares to market to optimize competitive position,
- Improves understanding of market trends and customer behavior,
- Provides an integrated, end-to-end loyalty solution with the tools necessary for you to effectively use your frequent flyer program,
- Improves market insight with access to comparative market data that helps you more effectively execute your strategy.



"We chose to renew with *Sabre* for another five years to extend our nearly 10-year relationship. We were impressed with their superior graphical user interface, as well as the Web and kiosk check-in functionality. Both systems will allow First Air to provide superior customer service to Canada's north."

— Chris Ferris

Vice President, Marketing & Sales, First Air

Departure Control

The airport is where a customer “meets” your airline in person, sometimes for the first time. Make a great impression by having airport systems that are reliable, fast and comprehensive. And when your employees can focus on the customer (instead of their systems), they can tailor services accordingly for optimal customer satisfaction.

Our new check-in solution, which uses the industry’s leading user interface, enables you to have a complete view of your customer at each point of service with superior data. We help you know your customer better at every touchpoint from Web, mobile and kiosk to airport customer service.

Key Benefits

- Offers enhanced customer profile and data capabilities,
- Supports the best GUI (also used for reservations) for better productivity, team member efficiency, faster adoption, reduced training costs and increased targeted merchandising opportunities, resulting in more revenue,
- Complies with government security and industry mandates,
- Provides an integrated weight and balance application ensuring efficient flight loading and safety,
- Provides accurate departure data to update internal and external systems,
- Supports all major airline alliances.

Online Direct

It’s about choices. To maximize your online booking engine efforts, you need to promote and sell your airline’s products (along with those of your partners) directly to customers online, anytime, anywhere. With our Web solution, you’ll find a cost-effective, flexible, online booking engine that lets you do just that.

Key Benefits

- Delivers the most complete and configurable Web solution with the best return on investment and value in the marketplace,
- Provides the platform to execute a comprehensive e-commerce strategy that serves the end-to-end lifecycle needs of the customer,
- Offers easily implemented, flexible workflows and customer-centric controls,
- Provides increased targeted merchandising opportunities through ancillary services via all check-in channels,
- Offers a cost-effective group booking tool to maximize revenue,
- Provides multiple check-in channels, including kiosk, Web and mobile, so customers can be processed away from the airport and check-in counter, reducing airport-related staff and equipment costs,
- Creates a unique, economical relationship with the customer, increasing loyalty and lifetime value.

287,590,773

revenue passengers boarded in 2009 through our departure control solution.

Advanced, Configurable Capabilities

Pricing And Shopping
Inventory
Ticketing
Reaccommodation
Loyalty

Pricing And Shopping

What's an airline without pricing and shopping? When you need to be able to generate the right product at the right time, our solution delivers a highly configurable set of direct-distribution shopping and pricing capabilities.

Key Benefits

- Increases bookings through creative, advanced low-fare search capabilities,
- Communicates the value of products and increases revenue,
- Increases brand awareness,
- Improves website conversion rates and customer loyalty,
- Increases yield on a per-ticket basis,
- Enables direct fare loading for timely and cost-efficient distribution through all channels.

Inventory

Wouldn't you want an inventory solution that meets the needs of real-time revenue management practices? We have a comprehensive solution that leverages our leading revenue management capabilities to protect and grow revenue.

Key Benefits

- Enables both extensive point-of-sale control and business-rule capabilities,
- Offers flawless, real-time exchange of inventory data and optimal controls,
- Provides multiple nesting structure capabilities,
- Supports latest O&D revenue management techniques including bid price curve, advanced fare qualification and interline proration,
- Offers a high-performance database that sources availability for all shopping transactions.

Ticketing

Select with confidence our best-in-class ticketing solution that meets your business demands and delivers accurate and secure transactions. Over 150 airlines around the globe are partnering with us to provide access to a full suite of electronic ticketing solutions.

Key Benefits

- Replaces paper-based voucher processes with automated electronic documents, or EMDs (electronic miscellaneous documents), increasing team member efficiency, improving customer responsiveness and eliminating paper-related costs,
- Delivers a robust exchange and refunds processing solution backed by the power of CAT31, CAT33 including automated capabilities for irregular operations and Web services enablement,
- Supports revenue-generating interline partnerships through a fully functional electronic ticketing hub,
- Provides comprehensive reporting and reconciliation tools allowing airlines to efficiently track, monitor and account for all sales activities,
- Enables multiple forms of local and international payment options including credit cards, PayPal, Bill Me Later, e-Bank, etc.

Reaccommodation

For passengers waiting in an airport, time seems to stand still. And when you're struggling to get back on track, time flies! But with our automated reaccommodation solution, you'll be able to promptly take control of those disruptions and get each passenger back on track and on his way again. You can even use customer value settings driven by business rules to help you make the right decisions.

Key Benefits

- Helps you make timely decisions with the use of impact analysis results,
- Offers scheduling improvements through impact analysis,
- Improves efficiency with automated rebooking of passengers,
- Reduces call volumes for reservations,
- Results in fewer disrupted or stranded passengers for ticket and gate agents to handle,
- Reduces overnight hotel costs,
- Decreases compensation costs resulting from unsatisfactory actions.



Loyalty

With our corporate, agency and frequent flyer loyalty solutions, you'll have the tools to build those customer relationships, no matter whether your customers are flying for business or pleasure. And the size of your airline doesn't matter either, because we have solutions that range from basic (and easy to access) to sophisticated and customizable.

Key Benefits

- Manages information about your loyalty program members,
- Facilitates administration of your partnerships (both airline and non-airline partners),
- Assists in the creation of loyalty promotions to influence member behavior,
- Provides a well-integrated process with reservations and other related solutions,
- Helps identify your most loyal and valuable customers to concentrate on your high-return revenue opportunities,
- Provides the facility to reach out to new customers and make them loyal customers to your airline,
- Assists in selling your loyalty currency to your partners.

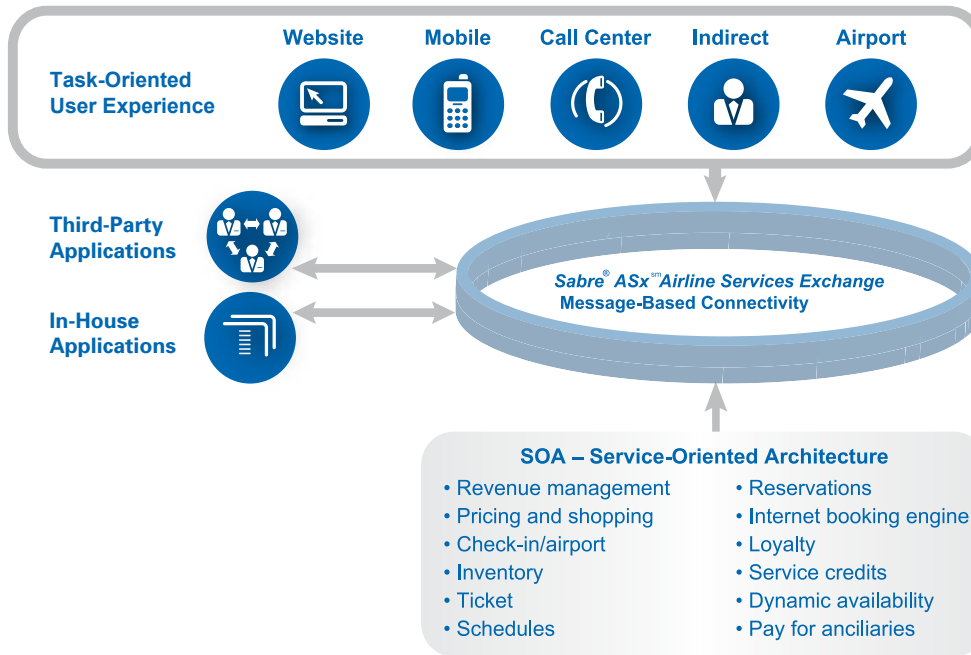


"SabreSonic CSS delivers new business capabilities and flexible technology that Aeroméxico requires to better understand our customers and provide the best possible travel experience."

— Andres Conesa

Chief Executive Officer, Aeroméxico

Our Infrastructure Is Tested, Mature And In Production



With the Sabre ASx Airline Services Exchange, you will get real-time transactions, a natural-language rules engine, local or regional deployment and real customer value.

Technology

Your technology shouldn't be a constraint. With our service-oriented architecture and Sabre® ASx™ Airline Services Exchange platform, you have the flexibility to adapt your business to meet changing requirements and more efficiently incorporate new technology.

Consistent Innovation

- We provide your airline with powerful applications, Software as a Service delivery and high-performance environments. All this gives you the most robust, integrated platform available.

Data Distribution

- Our platform enables you to distribute data throughout your organization. With our natural-language rules engine, you can create business rules to help you use data in the same manner regardless of how your customers interact with you.

Data Availability

- Data needs to be available throughout your airline so you can action it consistently. With SabreSonic CSS, real-time customer data is available at all points of sale and service.

Customer Solutions

- Our SabreSonic CSS solution also gives you the industry's leading customer experience solutions, including the simplest and most intuitive graphical user interfaces. And if you need it, leverage our developer toolkit to build your own GUIs for your unique needs.

A Focus On The Customer

By focusing on your customers at each point of sale and service, the *SabreSonic CSS* solution enables you to have a deeper understanding of their preferences, habits and previous experience with your airline. With this information available at every touchpoint, you can better differentiate your service, make targeted offers and better serve your most important customers.



Give your employees easy-to-use access to customer information for a **consistent customer experience**.



Provide **self-service online** for a more efficient airport experience.



Provide **self-service at the airport** to enhance the airport experience.



Enable your **product merchandising** strategy through your direct channel.



Reaccommodate your customers and notify them of flight changes via their mobile devices.





The Power Of E-Commerce

Our integrated e-commerce capabilities will help revolutionize your online business and empower your customers. This fully functional solution with a complete set of capabilities delivers revenue growth, cost reduction and customer loyalty. From customer acquisition to revenue recognition, we offer a platform upon which you can execute a comprehensive strategy that serves the end-to-end travel needs of the customer.

Part of our e-commerce solution is a best-in-class Internet booking engine that drives direct distribution. It combines the flexibility of a custom solution with the stability and speed to market of a standard off-the-shelf product.

By applying customer-centric business rules to shopping and merchandising, airlines can increase online sales conversions and revenue per order, positively impacting profitability. Airlines benefit from a community investment model that lowers development costs, while the Software as a Service model lowers overall hardware operating costs.

Key Benefits

- Increases fare uptake by over 5 percent through branded fares,
- Increases online conversion rates by more than 3 percent to drive added revenue and customer loyalty,
- Improves promotional sales and reduces revenue dilution with targeted deal management,
- Generates incremental revenue with multiple points of merchandizing integration within the sales process,
- Maximizes revenue opportunities through expert e-commerce consulting,
- Increases cash flow through a unique and exclusive economic relationship with your customers,
- Reduces costs through automated passenger compensation,
- Reduces costs through fully integrated self-service group shopping, booking and fulfillment.

The Power Of Multi-Channel Merchandising

Through *SabreSonic CSS*, you can distribute your products and services across all channels — unlike other solutions that only focus on the direct channel. A total-channel approach enables you to maximize revenue opportunities. And our end-to-end solution integrates industry-recognized capabilities (such as ATPCO OC and EMD fulfillment) together with inventory controls, diverse shopping and reporting analytics to create, sell, deliver and account for all products and services.

Maximize Revenue Opportunity

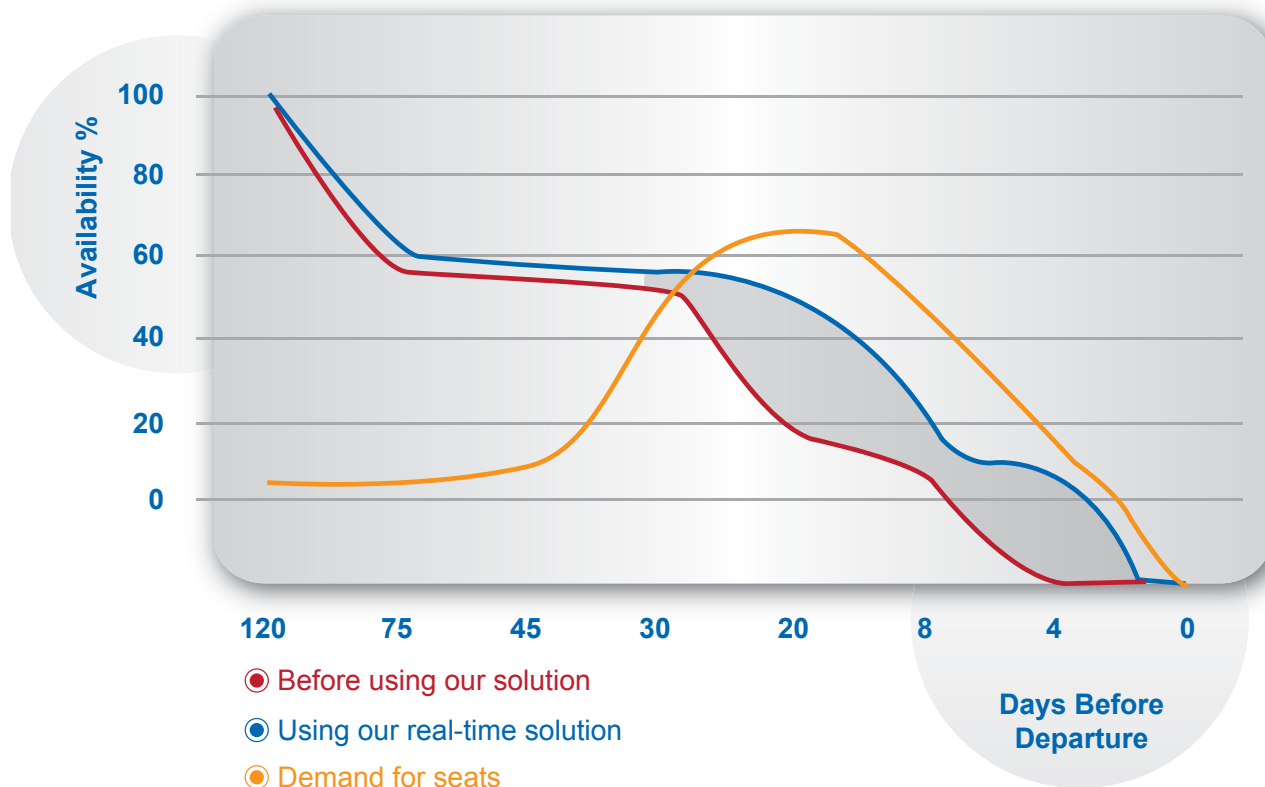
- Revenue and yield optimization. By including merchandising services with *SabreSonic CSS*, you can remain competitive while creating an opportunity to generate incremental revenue through the sale of ancillary products and services.
- Operational efficiency. Gain efficiencies across your operation with configurable solutions that integrate with yours more easily. Your products and services can be designed and delivered quickly with multi-channel workflows maintained by the airline connected to a leading rules engine.

Offer Customer Choice And Value

- Enhanced brand value. With complete flexibility and control in the delivery of your merchandising offering, you can differentiate yourself from your competitors and align your brand with a broader customer base.
- Traveler choice. With the ability to efficiently merchandise more choice in the levels of products and services you offer, you can provide a unique value proposition to all customers, enabling them to choose the products and services they value most.

Reach Customers Everywhere

- Multi-channel consistency. With the merchandising tool offered through *SabreSonic CSS*, you can seamlessly merchandise and distribute your products and services across direct and indirect channels, offline and online, while maintaining a consistent customer experience and maximizing the total incremental revenue opportunity.
- True global reach. Complement your direct channel and connect your merchandising strategy to the largest global travel marketplace with access to more than 55,000 agency locations, 3,000 corporations and 250,000 points of sale in 113 countries.



As demand spikes, we return the most seats to inventory.

The Power Of Real-Time Revenue Integrity

Revenue integrity means optimizing revenue while protecting your inventory from bad bookings. You can better utilize the seats you're flying without the increased operating costs of adding more flights or buying more aircraft.

Why is our solution different? Because real-time data takes your revenue integrity to a whole new level. Our *SabreSonic CSS* solution receives bookings as soon as they are created or changed and searches for potential quality problems. Our solution then acts on those problems either by automatically challenging them or cancelling them, releasing the seats for re-sale to other passengers.

Our solution finds more problems and opportunities than any other. It also finds the problems earlier and resolves them quicker, releasing the seats for re-sale while there's demand.

The strengths of real-time revenue integrity include:

- Real-time processing. Bookings are processed within seconds after creation or changes, finding and solving problems as fast as possible.
- Flexibility and responsiveness. The airline can quickly set up new processes and change the configuration of the existing processes, all through a simple-to-use user interface.
- Exceptional value. The solution will deliver outstanding value from the beginning and more value than any other solution.



The Power Of Real-Time Revenue Optimization And Growth

Our *SabreSonic CSS* solution unifies the revenue management, inventory control and pricing functions in a way that lets your airline quickly respond to changing market demands. It delivers dynamic interaction and coordination of decisions in these critical areas. That means you maximize the value of each seat sold.

Real-time revenue management gives you optimal inventory control. You can immediately update your fares in the marketplace without the wait for either the nightly download or manual analyst intervention. That means your airline can react faster than ever before to changes in your inventory.



“We are encouraged by the strengthening revenue environment as we continue to develop additional revenue streams with *Sabre*, our new customer service and reservations system. With some of our biggest challenges behind us — including the closure of JFK Airport’s principal runway and the implementation of *Sabre* — we are optimistic about the rest of the year.”

— Ed Barnes
Chief Financial Officer, JetBlue

Your Business Partner

We offer the world’s broadest portfolio and the industry’s largest Software as a Service platform, giving you more choices and the greatest flexibility. More than 300 airlines around the globe rely on us to help increase revenues, decrease costs and improve customer service.

We believe the relationship begins, not ends, when you select us as your partner. We have a unique delivery methodology that is unmatched in the industry. With our experience in large-scale system cutovers, you can rest assured we will deliver your solutions on time and within budget with the least possible disruption to your operation. Our unmatched expertise and value gives you world-class delivery and customer care to create faster ROI and lower total cost of ownership.

And after delivery, we provide complete 24/7 customer care. Our global customer support facilities are available for you when you need them. We also provide self-help tools online through our one-of-a-kind customer portal.

We offer your business much more than just a software application. You can choose additional services that ensure you realize the most value from your solutions, such as consulting to help train your staff and align your business with industry best practices. We perform regular health checks to ensure that your systems are optimally used. We will also help you measure the value you receive from the system to validate your return on investment.

Join The Largest Airline Community



Our community is the voice of the customer driving collaboration, knowledge and shared insight. Multiple online and offline channels provide interaction at all levels for 380+ airline industry companies.

It's not just our solutions that make us exceptional. Our community is the industry's largest offering both online and offline opportunities to interact with our experts as well as industry peers. Through our community, you can learn from the experience of other airlines and collaborate to set the agenda for future solution enhancements.

The community provides you with a voice and enables a spirit of partnership that drives collaboration, knowledge and shared insight. Our community provides opportunities for engagement at every level of the organization from front-line analyst to C-level executive.

A Solution Like No Other

When you are ready to extend your passenger service system into a true airline customer sales and service solution, *SabreSonic CSS* is the only choice. With new technology, real-time operational data and a true business partner invested in your success, you'll have a solution that gives you the freedom to operate your business the way you need.

Contact your account director or regional solution partner to learn more about the industry's only customer sales and service solution.

About Sabre Airline Solutions

As a complete business partner, we can offer you the right solution no matter your airline's size, complexity, region or business model.

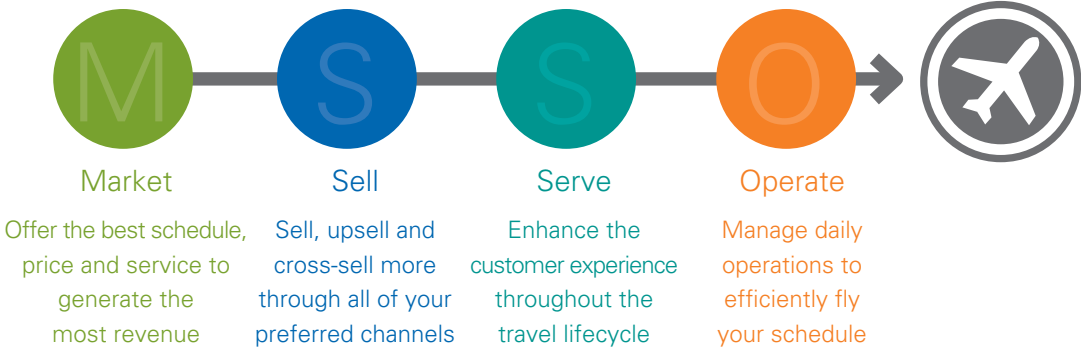
Airlines, airports and aviation organizations partner with us to create a more successful business. Sometimes we help enhance how they sell travel or build new revenue streams. Other times, we help them streamline operations into an integrated, well-oiled machine. Whatever your vision of success, we can help you with solutions for the key business challenges you face daily.

Sabre Airline Solutions is a part of *Sabre Holdings*[®], the world leader in the travel marketplace. This combined power brings several advantages to serve you better:

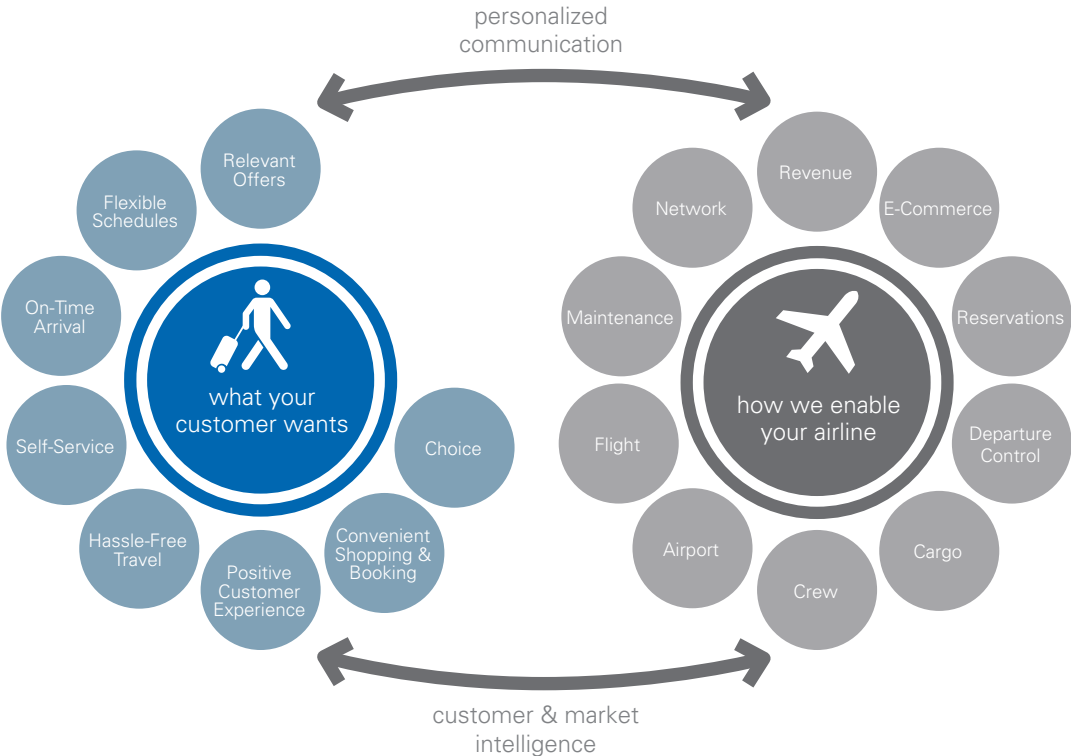
- Industry leader in all major travel channels — we can create global reach and partnering opportunities better than any other company,
- Innovative, industry-leading solutions — our community is the largest; we collaborate to innovate, know the industry and bring those insights to you,
- 1,400 professionals dedicated to the airline business — we are close to our customers in how we deliver and support, offering expertise when you need it.

How Our Portfolio Works For You

It helps you better, market, sell, serve and operate from planning to execution.



It helps you increase airline revenue, decrease costs and enhance the customer experience.



Compelling Reasons To Choose Sabre Airline Solutions As Your Business Partner

Complete Solutions Partner

A trusting relationship — developed through our deep understanding of customer needs and the airline industry, our continual investment, innovation and financial strength — providing you with freedom and assurance to transform your business.

The Broadest Portfolio

End-to-end, cohesive software solutions that span your entire organization, including commercial planning, customer sales and service, and enterprise operations.

Future-Ready Technology

High-performance Software as a Service — and robust capabilities — power your airline with flexibility, reliability, scalability and seamless integration today, tomorrow and well into the future.

Unmatched Airline Expertise

Our experts around the world — with a passion for the industry — help you identify problem areas and determine the best solutions to generate optimum results.

The Largest Airline Community

Collaborate and innovate with more than 380 airline and airport customers — of all sizes and business models — to leverage unmatched wealth of knowledge for your business.

World-Class Delivery And Customer Care

Client services professionals take a holistic view of your airline to deliver solutions on time and in budget while providing around-the-clock, award-winning, global customer care 365 days a year.

Improve Total Cost Of Ownership

Value from fast solution adoption and unrivaled capabilities helps dramatically lower your costs, grow your revenue and enhance your customers' experience.

Visit our Web site at
www.sabreairlinesolutions.com

Worldwide Headquarters

Sabre Airline Solutions
3150 Sabre Drive
Southlake, Texas 76092 USA

Please contact our nearest
regional office for more
information:

Asia / Pacific

Tel: +65 6215 9500
E-mail: contact.apac@sabre.com

Europe, Middle East, Africa

Tel: +44 208 538 8539
E-mail: emea.contact@sabre.com

The Americas

Tel: +1 682 605 6750
E-mail: contact.americas@sabre.com

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powering progress

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