



The E-Commerce Solution That Empowers Your Customers And Revolutionizes Your Business

# SabreSonic Web

## E-commerce Evolution

Your website is your most valuable selling asset — the window to your company and first impression potential customers have of your brand. It enables you to sell products and serve your customers.

But the world today has evolved. Customers want to be able to shop and book travel online and on the go, and they have high expectations about how that should be done. It's no longer enough to just have a website — you need a powerful Internet booking engine that provides the flexibility for you to meet the demands and needs of your customers.

You also need the tools to display, promote and sell not only your products but those of your partners and affiliates. Anytime. Anywhere.

## Driving Direct Distribution

*SabreSonic® Web* is the industry-leading e-commerce solution. Our solution includes a best-in-class, Internet booking engine, configurable shopping and pricing capabilities, self-service check-in, loyalty and mobile solutions and robust analytical and revenue reporting tools.

Figure 1 SabreSonic Web offers an end-to-end e-commerce solution that supports the complete travel lifecycle, delivering increased revenue and customer loyalty.



## Key Benefits

### Increases Revenue

*SabreSonic Web* is a configurable solution that makes it easy to define the optimal booking and shopping parameters for your customer segments. By doing so, it increases conversions and revenues per order. Additionally, you can drive increased revenue through targeted offers, ancillary shopping and branded fares.

### Reduces costs

Because each airline is unique, our technology is highly flexible, scalable and ready to integrate with your existing website and backend systems. Development costs are lowered through a community investment model, while the Software as a Service model reduces overall hardware operating costs.

### Enhances the customer experience

Feature-rich solution allows you to provide the most intuitive, tailored and comprehensive offerings to your customers. It enhances their experience with your brand and creates repeat business and customer loyalty.

## Features

*SabreSonic Web* is the most complete e-commerce solution available. It combines the flexibility of a custom solution with the stability and speed to market of a standard off-the-shelf product.

Key features include:

- Configurable Internet booking engine,
- In-path ancillary shopping, including third-party insurance, car and hotel,
- Loyalty integration and redemption shopping,
- Branded fare families,
- Targeted offers,
- Online group booking tool,
- Self-service solutions,
- Travel bank,
- Reporting and Web analytics,
- Expert e-commerce consulting.

## Our Unique Experience

At *Sabre Airline Solutions*<sup>®</sup>, our team of experts is ready to help power your progress by lowering your costs and generating more revenue for your airline. With our comprehensive portfolio, you can market your experience, sell your product, serve your customers and operate efficiently across your entire airline.

Visit our website at  
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