



Airline Marketing & Planning Solution

Sabre / Airline
Solutions®



It All Starts Here

Imagine if you were unconstrained by technology and could build your brand the way you wanted — a brand that would best serve your customers and drive profitability.

Today, throughout many airlines, the utilization of in-house or non-integrated solutions leads to revenue being left on the table. They are trying to optimize their schedules and market a complex network of flights with outdated systems and processes.

However, this doesn't have to be your airline. Instead, envision a comprehensive, integrated, commercial planning solution that gives you the freedom to operate the way you want. You would have the ability to develop your schedule, price and service to define your differentiated brand and drive profitability.

It would enable you to more effectively:

- Optimize your network based on the unique characteristics of your competitive environment,
- Maximize your airline's revenue through pricing and yield management strategies,
- Recognize and adjust quickly to changes in the marketplace to optimize performance,
- Achieve both your passenger and cargo profit potential.

Welcome to *Sabre® AirVision™ Marketing & Planning*.

The Complete Solution



An end-to-end strategic commercial planning solution that is focused on helping you improve profitability and develop your brand.

What Is Sabre AirVision Marketing & Planning?

Sabre AirVision Marketing & Planning is an end-to-end strategic commercial planning solution that is focused on helping you improve profitability and develop your brand. It is available for both your passenger and cargo offerings.

It helps you discover the right mix of schedule, price and service to develop your unique brand, improve your profits and establish the foundation for exceptional airline performance — all while improving productivity and reducing waste.

The *Sabre AirVision* suite is part of the larger *Sabre Airline Solutions*[®] portfolio. Our portfolio of solutions helps you to better market your service, sell your product, serve your customers and operate efficiently. It is the broadest and deepest suite of solutions in the airline industry.

Discover why over 140 airlines use our solutions to help optimize their commercial planning to improve profitability.



Proven Revenue-Generation Capabilities

Realize as much as 10 percent revenue improvement with proven, industry-leading, revenue-generation capabilities. Starting with network planning, our solutions help you identify profitable new markets, optimize your entire schedule and assign your fleets to maximize profitability. At the same time, they can ensure that you maintain your slot assets and maximize codeshare revenue.

Our revenue management and pricing solutions will improve your revenue performance by better matching fares and availability to market demand.

Further integration with complementary capabilities in revenue integrity, revenue accounting and cargo management can also enhance revenue generation and performance. Similarly, onboard provisioning capabilities ensure an optimal level of customer service that improves profitability.



“Sabre Airline Solutions offers a best-in-platform environment and the flexible solutions needed to help Saudia deliver on its integrated commercial and airline operations vision.”

— Muhammad Ali Albakri

Vice President, Information Technology, Saudi Arabian Airlines

Capabilities

Planning & Scheduling

Pricing & Revenue
Management

Revenue Analysis

Cargo Management

Onboard Provisioning
& Catering

Planning & Scheduling

Design your network to compete effectively in the marketplace with our network planning solutions.

Network planning plays a leading role in your brand, profitability and operational success. To stay ahead of your competition, you must constantly evaluate improvements to your current route structure.

Our integrated suite of network planning solutions enables you to more easily take a strategic-level look at your network to improve its overall performance.

Route Forecasting

Identifying new markets that will generate incremental profitability can be a challenge. Whether you are adding new aircraft to your fleet or using available aircraft time, you need a solution that identifies the most profitable market and its impact on existing routes.

Our route forecasting solution provides the most accurate and insightful method to help you identify the best new market opportunities.

Key Benefits

- Ability to identify pure incremental revenue opportunities to the network in the range of 1 percent to 3 percent,
- Quickly identify the best response to competitor activity through enhanced forecasting and reporting,
- Improves codeshare revenue performance by identifying the best opportunities,
- Optimize network structure through what-if analysis.

Scheduling

Your schedule not only impacts operations but also your revenue and profitability.

It may seem simple, but scheduling hundreds, if not thousands, of flights across your network while allowing for operational constraints can be overwhelming. Most of the leading airlines around the globe rely on our scheduling solutions to help build, evaluate and refine their schedules.

Our solutions support schedule management, ensuring slot requirements are met and codeshare flights are aligned with partners' schedules.

Key Benefits

- Increases revenues by 1 percent to 2 percent by using block time and passenger connection analysis, improving aircraft utilization and closing/publishing schedule changes faster,
- Quickly spot issues through a complete schedule representation of aircraft flow, station activity and flight display,
- Easily identify feasibility problems in aircraft flow, station activity and flight display views,
- Creates and efficiently evaluates schedule alternatives with what-if scenarios as well as exploring and evaluating additional scenarios.

Passenger Connectivity Optimization

Increase your passenger connectivity by optimizing not just a flight, but an entire hub.

Our advanced forecasting and optimization techniques enable your airline to retime flights to maximize revenue while still meeting all feasibility-related constraints.

Key Benefits

- Evaluates optimal flight times by fully honoring the aircraft availability and other operational constraints for the schedule,
- Increases revenues up to 2 percent using advanced optimization techniques coupled with best practices in business process consulting,
- Helps planning departments identify optimal times as well as frequency of operation,
- Removes poor-performing flights or selects the best of a set of new markets.

Codeshare Management

Better manage the many codeshare flights you have, both as a marketing and operating center.

Our codeshare management solution will reduce the time required for the codeshare management cycle and ensure codeshare flights are properly timed.

Key Benefits

- Reduces time required to set up codeshare flights and publish them automatically for most aspects of the codeshare management cycle,
- Eliminates misconnections by aligning marketing flights with operating flights, automatically updating marketing flights and alerting analysts to changes,
- Identifies codeshare flight opportunities quickly, resulting in published marketing flights that provide better revenue opportunities.

Slot Management

Airport landing slots are some of the most valuable assets of your airline. Our slot management solution enables your scheduling group to ensure that all standards are met and minimize the chance of losing these valuable assets.

Key Benefits

- Ensures slot requests are complete and accurate according to IATA or FAA standards and minimizes the chances of losing valuable historic slot rights,
- Reduces time spent preparing slot requests by as much as 50 percent to 90 percent over manual methods,
- Faster reaction to major commercial or operation-driven schedule changes by quickly evaluating alternatives and automating generation of required slot change requests.

Fleet Management

Determining the right markets for multi-million dollar assets is critical to your airline. There are so many factors that go into fleet assignment that using an inadequate tool makes the process frustrating and ineffective.

Even small fleeting decisions can have a big impact on your overall profitability.

Simply put, you need a solution that optimizes profitability while maintaining the operational integrity of your schedule. For this, we offer the best solution in the marketplace.

Key Benefits

- Increases revenues by 1 percent to 3 percent using proven optimization techniques,
- Greatly reduces the time needed to fleet a schedule and maintain operational integrity,
- Efficiently make crew-compatible aircraft swaps through demand-driven dispatch using current bookings,
- More quickly pulls down the schedule by running the reduction mode.

70 percent

of the ASKs for the top 100 airlines are managed with *Sabre AirVision Network*.

Close-In Re-Fleeting: Capture Additional Revenue

Today's schedules are usually published months in advance, leaving little room to adjust capacity based on actual demand.

However, by combining our revenue management solution's forecasted demand with the optimization capability of our fleet management solution, you can reallocate capacity to higher load-factor flights from low load-factor flights, thereby capturing additional revenue.

In fact, depending on an airline's fleet and crewing requirements, the revenue improvement can be from 0.5 percent to nearly 2 percent — all without additional operating costs — adding millions to your airline's bottom line.



“With a large-scale expansion ahead of us, it is critical to support it with the right systems and processes. The pending merger of Shanghai Airlines into our family also means that fleet planning, slot and capacity allocation are areas that need to be addressed immediately. *Sabre* has demonstrated to us that its network planning solutions will help us maximize our resources and allow us to make smart decisions with regards to our fleet and slot resources.”

— Chen Xin

Executive Vice Chairman, Commercial Committee, China Eastern



Pricing & Revenue Management

Your competitive landscape is constantly changing. Either you are evolving your business model or your competitors are adapting their strategy looking for an advantage. Layer on top of this the many types of airlines with whom you compete across markets, and you need revenue management and pricing solutions that are flexible enough to help you win in this changing marketplace.

We have many powerful solutions to help your revenue management and pricing departments better compete. Our revenue management solutions enable you to compete effectively with network carriers, low-cost carriers and everything in between. But, we don't stop there.

We have also designed solutions that can take advantage of your network's unique strengths. Whether it focuses more on point-to-point traffic or connecting hubs, our solutions will enable you to get the most revenue out of your network.

Our pricing solution provides the information and analytics that can enable your airline to respond quickly and effectively to competitors' fare changes, saving you millions in lost revenue. Combine our pricing solution with our revenue management solutions, and you will have the most powerful platform in the industry to maximize your revenue.

Passenger Revenue Management

The industry calls it revenue management, but our solution is about revenue maximization. A sophisticated, yet easy-to-use and flexible solution, our revenue management system provides you with the broadest range of revenue management capabilities to meet your airline's unique needs.

We have a leg-based revenue management solution for mostly point-to-point airlines and an origin and destination (O&D) system for network carriers. Within either solution, we can help you manage markets where you compete with low-cost carriers or in markets with traditional rules-based pricing.

Key Benefits

- Increases passenger revenue by 4 percent to 7 percent by combining our solution with best practices,
- Increases forecasting accuracy by 10 percent to 15 percent by incorporating actual customer behavior in demand forecasting (and industry first),
- Ability to compete effectively in any pricing environment through integrated decision support for traditional or simplified pricing,
- Offers the industry's only proven Software as a Service revenue management solution.

Fares Management

Pricing strategy is a crucial aspect to maximizing revenue. Our pricing solution equips airlines with the ability to manage fares in a competitive and timely manner. The system's powerful data query tools help pricing analysts examine relative market data — including competitors' changes — to make the right decisions at the right time.

Key Benefits

- Provides revenue opportunities in excess of 1 percent of total income,
- Enables you to react quicker to market changes,
- Recognizes and takes advantage of markets where you lead the competition,
- Helps carriers stay competitive by identifying uncompetitive fare levels and restrictions.

US\$100 billion

in inventory is managed by
*Sabre AirVision Revenue
Manager* annually.

Group Revenue Management And Online Reservations

Group bookings can be a great way for you to fill seats that would otherwise have gone unfilled. However, if not handled properly, these bookings can dilute revenue as they often come at a deep discount. To manage these bookings today, most airlines use a manual process in which a group travel desk liaises with the revenue management department.

Our group revenue management and Web-based reservations solutions automate and optimize the group booking process.

Key Benefits

- Offers revenue-enhancement gains typically in the range of 1 percent to 2 percent by pushing group traffic to lower demand flights and minimizing dilution on high-demand flights,
- Improves customer service and reduces costs by enabling groups to book directly online,
- Reduces turnaround time of group request processing and facilitates better resource utilization by automating the request process.

Strategic Commercial Planning

Commercial planning requires close coordination and smart decision making across multiple functions to win in the marketplace.

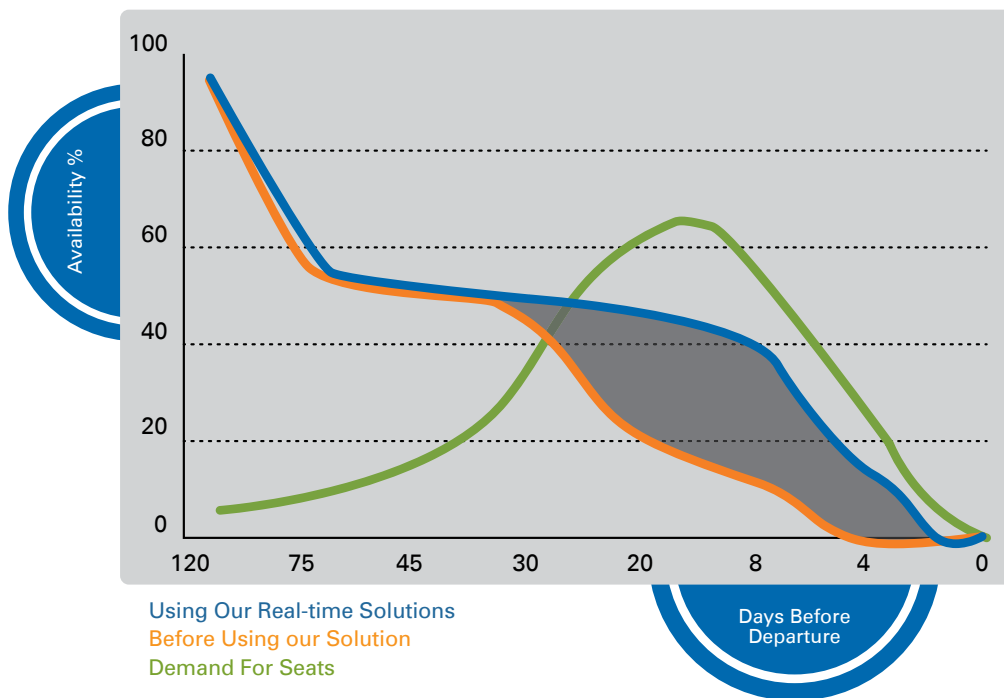
With the *Sabre AirVision* suite, you can more easily integrate these functions for a comprehensive approach to commercial planning. This will allow you and your team, to develop the optimal mix of schedule, price and services to best drive your airline's performance.



Vice President, Commercial Planning

Make better decisions through closer coordination.
With one source of information everyone has what they need to make their seat at the table most efficient.





At the peak of demand, real-time Sabre AirVision Revenue Integrity ensures that inventory is as clean as possible with fewer bad bookings blocking inventory.

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 *Sabre AirVision* 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

The *Sabre AirVision* 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 so you can 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.

Revenue Analysis

You need the right information at the right time to make smart business decisions. Having the right systems in place and using them effectively is only part of the solution.

Whether it is competitive intelligence or data from your own revenue, we have the solutions to help you make better decisions and drive additional value for your airline.

Market And Competitive Intelligence

Today's rapidly evolving marketplace drives an unprecedented need to analyze data, make a decision and take action quickly.

Our market and competitive intelligence solution enables you to make well-informed decisions quickly based on a clear understanding of customer demand and the competitive landscape. This solution can be used throughout the commercial planning function and at any stage of the process.

Key Benefits

- Provides accurate and reliable data that supports key commercial decisions,
- Allows analysts to identify new market opportunities, monitor segments and markets for the effects of competitive actions, and identify underperforming agencies and markets,
- Increased insight into competitors' service offerings, traffic and market share.

Revenue Accounting

Better revenue information drives better revenue decisions. With our robust revenue accounting solution, you better understand all aspects of your revenue. Accurately accounting for ticket, interline and ancillary sales is the heart of our solution.

In today's competitive environment, having accurate and timely revenue information drives additional revenue opportunities.

Key Benefits

- Provides precise and timely passenger traffic data in flexible reporting tools, supporting network planning, revenue management, sales analysis and profitability measurement,
- Increases revenues by 1 percent to 3 percent using automated audits and through market intelligence,
- Helps ensure your airline receives all of its entitled revenues by performing audits on fares, commissions, taxes and interline settlements,
- Increases productivity by automating the processing of sales, lifts and interline settlements.

40 billion

FTKs each year are managed by
Sabre AirVision Cargo.

Commercial Intelligence

Significantly increase your competitive position in the marketplace with our commercial intelligence solution. You will be able to seamlessly integrate all of your *Sabre AirVision* data and provide every commercial area with a graphical and holistic view of market performance. This allows your team to use data to drive decisions.

The commercial intelligence solution is ideal for new market tracking, incremental revenue opportunity identification, problem market management and major event planning.

Your team will be alerted in real time to competitors' adjustments in capacity, frequency and fares. It also provides market-level alerts such as RASK, ASK or market share, as well as allows you to track the competitive response.

Key Benefits

- Better data quality with one unified version of commercial performance from the network level, down to the individual flight level,
- Faster decision making with real-time data,
- Less time spent aggregating data and more time analyzing decisions and improving performance,
- Ability to proactively manage flight profitability.



Cargo Management

As commerce expands around the globe and the need for timely shipments grows, air carriers will continue to derive more value from their cargo operations.

Our cargo revenue management solution can be a key driver for additional cargo revenue and is comparable to the most sophisticated passenger revenue management system. It estimates available cargo capacity by flight and then optimizes the revenue for that available capacity. By so doing, it can put your airline at a competitive advantage versus carriers with less-sophisticated revenue management systems.

Key Benefits

- Increases revenues by up to 10 percent using proven decision support and automation coupled with best practices in business process consulting,
- Increases productivity by providing key flight, customer and booking information,
- Improves earnings and service quality by identifying revenue streams and potential service failures proactively through interactive flight-monitoring.

Onboard Provisioning & Catering

For carriers that differentiate their offering based on their onboard service, our onboard catering and provisioning solution is just the answer. It offers market-leading capabilities and a proven ROI.

Our modular, Web-based solution streamlines catering processes, facilitating and integrating departmental interaction across business units and with your catering suppliers. This solution integrates multiple systems onto a single platform, automates your business processes and frees you to focus on strategic decisions.

Key Benefits

- Increases efficiency by automating manual processes, interfacing with disparate systems, streamlining workflows and coordinating across the supply chain,
- Lowers costs by up to 10 percent of the total catering budget through minimized meal wastage, 100 percent invoice auditing, optimized service provisioning and reduced airline-owned inventory spend,
- Streamlines operations through centralized communication of service changes and automates service adjustments resulting from operational changes, reducing the need for manual processes in the dynamic airline operation.

210+ million

passengers served through
Sabre AirVision In-flight in 2010.

Sabre SaaS Advantage

Technology

We give you the freedom to focus on your core mission of profitably serving your customers while we assume the responsibility of managing and maintaining your IT infrastructure.

Our Software as a Service (SaaS) model gives you the flexibility to evolve your technology as your needs change and grow. By choosing our SaaS solutions you gain:



Speed Of Deployment

Implementing and upgrading can happen much quicker compared to a traditional on-premise installation. We manage the burden of development and testing, and can quickly implement a new version or even a new solution over the Web. This accelerates adoption and ultimately your return on investment.



Lower Total Cost Of Ownership

You can focus your resources on serving customers and building your brand while we cost effectively manage your IT infrastructure. You will be able to reduce the complexity and cost associated with software and hardware management and reduce the resources required to run it all.



Simplify IT

Not only are you outsourcing installation, maintenance and hardware management, but also taking advantage of 24/7 application availability, business continuity, tracking and monitoring and security access. All of these core IT functions are provided in our SaaS model.



Seamless Integration

Data needs to be available throughout your airline so you can make informed decisions and quickly take action. With integrated *Sabre AirVision* solutions, real-time market and airline data is available throughout the commercial planning process to drive sound business decisions.



Scalability

The flexibility and future-proof technology behind our SaaS model allows you to ramp up of users, shift the location of your users and add additional solutions as quickly as your business evolves.

Join The Largest Airline Community



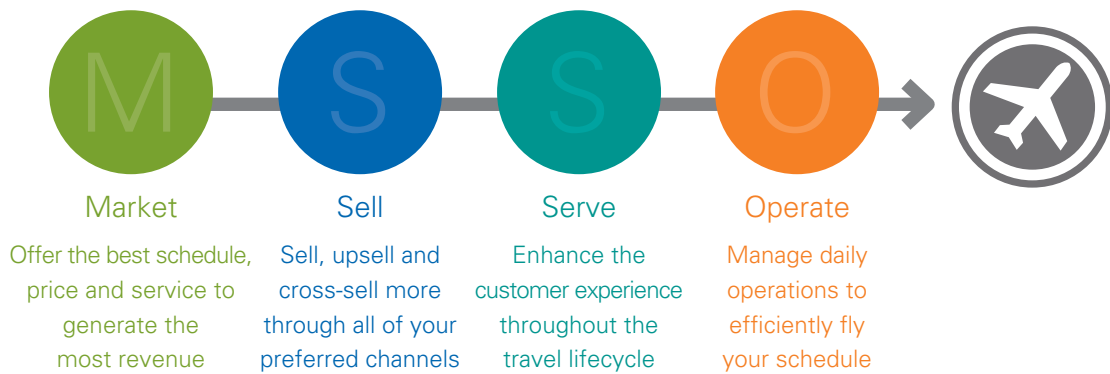
Our community is the voice of the customer driving collaboration, knowledge and shared insight. Multiple online and offline channels provide interaction at all levels for 380+ airline industry companies.

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.

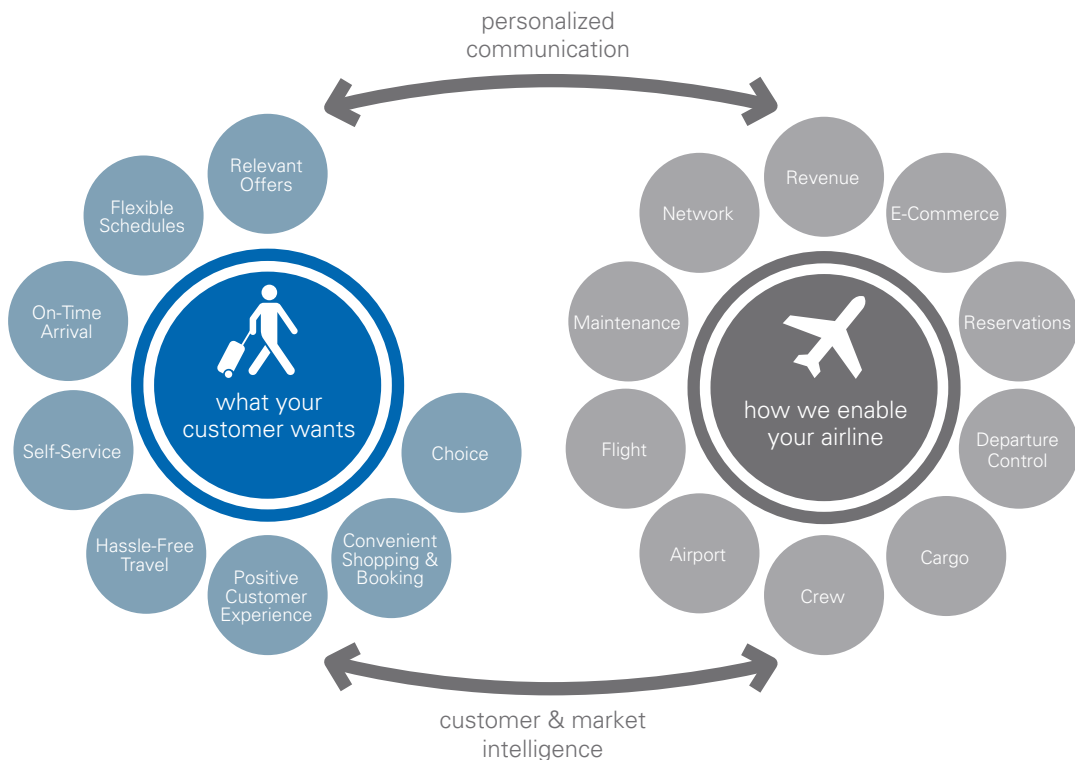
The community provides you with a voice and enables a spirit of partnership that drives collaboration, knowledge and shared insight. Our community provides opportunities for engagement at every level of the organization from front-line analyst to C-level executive.

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.



Sabre Airline Solutions: Your Business Partner

Sabre Airline Solutions offers 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.

Sabre Airline Solutions offers 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.

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.

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.

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powering progress

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