

Set Your  
Business Free  
with our solutions portfolio



**Sabre** / Airline  
Solutions.

# 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 an 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.



# Freedom Is Having Choices

Need technology that grows when you do? That seamlessly integrates with everything else? Or that doesn't lock you into a certain platform or way of doing business?

As the industry's largest Software as a Service portfolio provider, *Sabre Airline Solutions*<sup>®</sup> gives you future-ready technology so you have the freedom to operate as you want.

Learn more about how our technology, broad solutions and expertise can help set your business free.

# DEP

GLOBAL

CUSTOMER SUPPORT FACILITIES

20:40	BANGKOK
20:45	BANGALORE
21:00	BEIJING
21:00	BUENOS AIRES
21:05	DUBLIN
21:10	HONG KONG
21:20	KRAKOW
21:45	LONDON
21:50	LOS ANGELES
22:00	KUALA LUMPUR
22:05	MONTEVIDEO
22:10	MOSCOW
22:15	PARIS
22:20	SHANGHAI
22:20	SINGAPORE
22:35	SOUTHLAKE
22:40	SYDNEY

## Complete Solutions Partner

As a complete solutions 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*<sup>®</sup>, 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 you 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.

## Broadest Solutions Portfolio

More than 300 airlines around the globe rely on us to help increase revenues, decrease costs and improve customer service. They choose us because we offer the world's broadest portfolio giving them more choices and the greatest flexibility.

Through our unique expertise and leading technology, we help power your business performance by helping you excel in four key areas:

- Creating a compelling product that appeals to your targeted customers,
- Reaching those customers where they shop for air travel,
- Caring for your customers at every touchpoint,
- Operating efficiently to provide the product the customer expects.

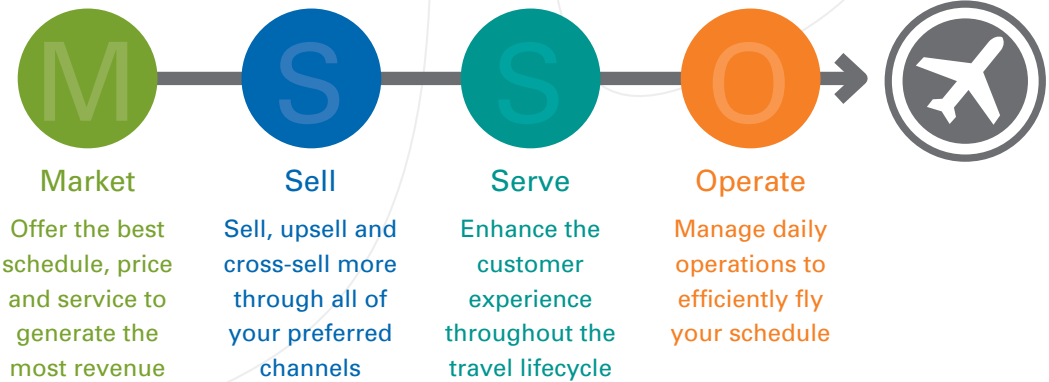
By excelling in these areas, you have a tremendous advantage over your competitors. Through better marketing and selling, you increase your revenue. By operating efficiently, you reduce costs. And by effectively serving your customers, you improve the customer experience to build loyalty and repeat business.

— **Reliable Performance**  
Our airline shopping services process more than 11 million transactions daily.

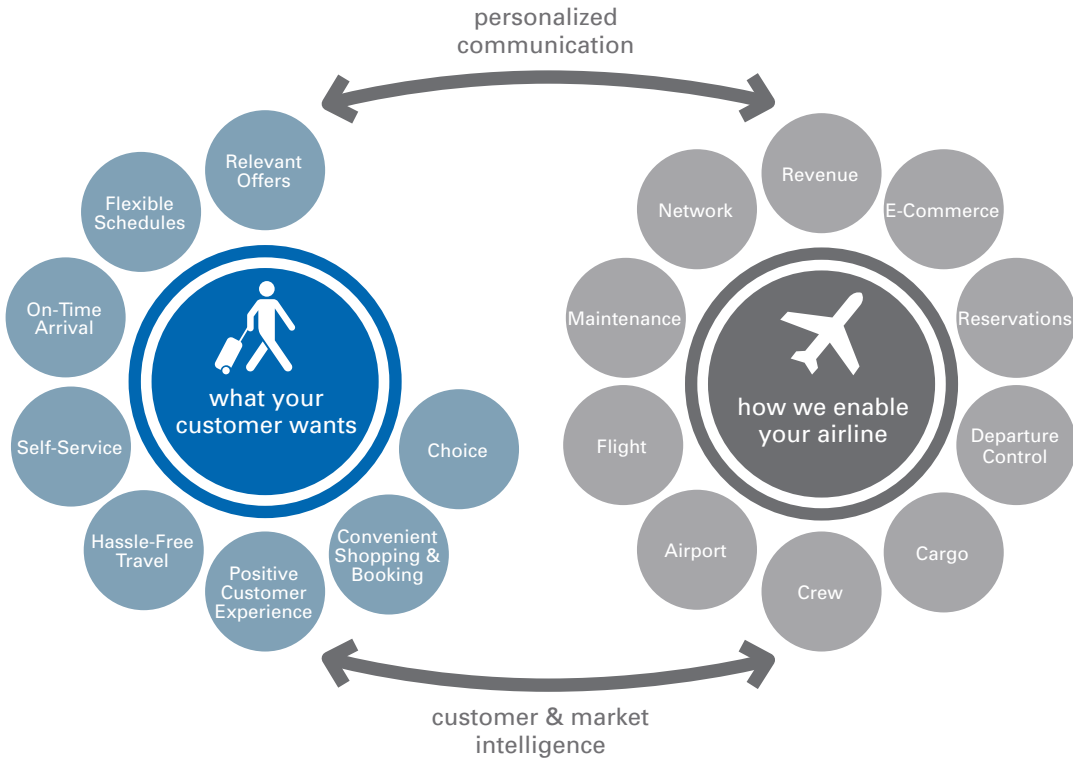


## How Our Portfolio Works For You

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.







## Market Your Airline

In a highly competitive industry, attracting and retaining customers becomes more challenging. An airline's superior schedule, price and inventory availability form the foundation of its brand, a powerful lure that is the most important asset. By properly marketing your brand, your airline can fill its aircraft with the right mix of customers who pay the right price for the desired level of service.

### Sabre AirVision Marketing & Planning

The *Sabre® AirVision™ Marketing & Planning* solution helps you achieve your profit potential, build your brand and establish the foundation for exceptional airline performance.

Our market tools within our *Sabre AirVision* suite help you profitably attract more customers. Integrated commercial planning includes real-time revenue management, inventory controls and fare class management.

This integration has become a vital aspect of successful airlines' marketing strategy and represents a key aspect of profitability. Of course, marketing begins with designing a desirable schedule and includes other aspects such as fares management, revenue integrity and revenue accounting.



“With a large-scale expansion ahead of us, it is critical for us to support it with the right systems and processes. *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







## Sell Your Products

You've set your schedule, price and availability. Now it's a matter of selling your products and services. Customers now have more options than ever when traveling. The key is to have your products and services available in the right channels when that customer is ready to buy. And the channels can change depending on the type of trip.

Today, that customer might be shopping on your website for a quick weekend getaway or booking with one of your reservations agents. Tomorrow, the same customer might book a business trip through a corporate booking tool.

### SabreSonic Customer Sales & Service

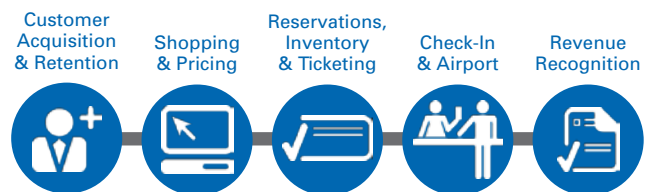
The *SabreSonic*<sup>®</sup> *Customer Sales & Service* solution provides all the essentials of a passenger service system, plus dynamic and configurable new capabilities. You'll find powerful direct distribution, sales and fulfillment, merchandising, e-commerce, reservations, inventory and the world's most popular 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.

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.



"Cambodia Angkor Air is anxious to become a full service carrier and to expand its international services as soon as possible. Judging from Vietnam Airlines' positive experience implementing the *Sabre*<sup>®</sup> system, we are confident the *SabreSonic* CSS solution will similarly drive our plans forward quickly and successfully."

— Trinh Ngoc Thanh  
CEO, Cambodia Angkor Air



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## Serve Your Customers

Your customers have bought your product and service. Now you need to deliver the superior customer experience they expect. Nothing ensures customer loyalty more than a great experience.

Airlines can differentiate themselves by consistently meeting — or exceeding — customers’ expectations. Customers today demand self-service tools so they can check themselves in online or at an airport kiosk. And busy travelers appreciate the ability to check in, get a boarding pass or receive notification of gate or time changes on their mobile phones.

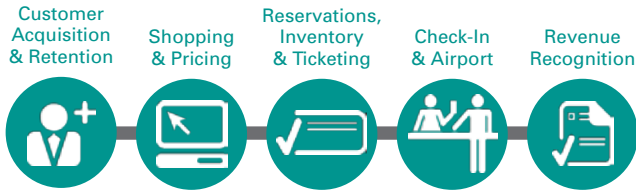
### SabreSonic Customer Sales and Service

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.

“jetBlue  
AIRWAYS®”

“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





## Unique Expertise —

Forty percent of all flights, or 880 million people who traveled by air, are managed by *Sabre AirCentre Enterprise Operations*.

## Operate Efficiently

You've done all your planning, the customers have bought their travel and now everything comes down to the day of operations. This is when all the planning and preparation come together for an on-time departure. The aircraft are maintained, the crews are assigned and checked in, the airport personnel are in place. Of course, one little ripple in the flow of operations can have a tremendous downline impact. Maintaining efficient operations clearly is good business — each minute of delay can cost US\$70. But it also plays a role in customer satisfaction by ensuring customers get to their destination on time.

### Sabre AirCentre Enterprise Operations

*Sabre® AirCentre™ Enterprise Operations* is the end-to-end, integrated, next generation solution for airline operations.

This solution delivers powerful capabilities spanning flight operations, crew management, airport operations and maintenance planning. These capabilities enable you to deliver your promise to your customers at the lowest operating cost while effectively managing change.



“We are excited to now have a fully integrated flight operations solution that increases productivity and provides significant savings to our operations.”

— Captain Laurence Gatt  
Chief Officer, Flight Operations & Engineering  
Air Malta



## Future-Ready Technology

Available through the industry's largest Software as a Service (SaaS) platform, our unique solutions and technology free you to focus on your core mission while we handle the IT infrastructure. And with our unparalleled technology platform, you can use real-time data throughout your operation to ensure everyone has the same information exactly when it's needed to make the best possible decisions. Our SaaS solutions integrate well with each other or with your airline's applications, so you can execute your technology the best way for your business.

Your technology shouldn't be a constraint. With our service-oriented architecture and *Sabre® ASx<sup>sm</sup> 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, SaaS delivery and high-performance environments. All this gives you the most robust, integrated platform available.

### Data Distribution

- Our platform enables you to distribute data across your enterprise. 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

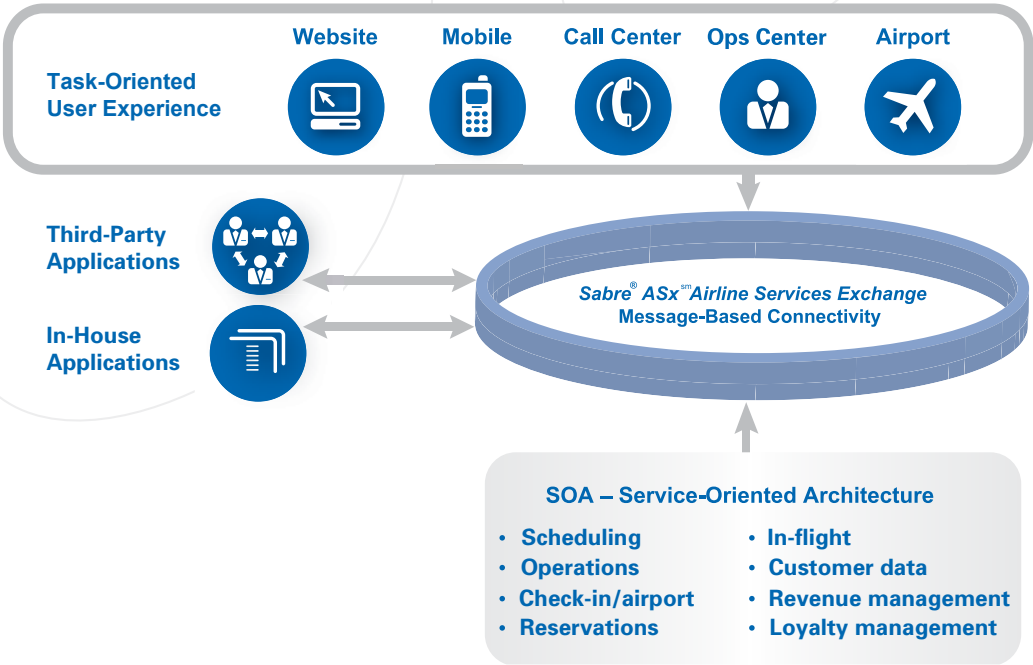
- Data needs to be available throughout your airline so you can action it consistently. With our portfolio of solutions, real-time customer data is available at all points of sale and service.

### Customer Solutions

- We offer 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.



## Our Infrastructure Is Tested, Mature And In Production



*With the Sabre ASx<sup>sm</sup> Airline Service Exchange service, you will get real-time transactions, a natural-language rules engine, local or regional deployment and real customer value.*

**Technology Execution —**  
US\$100 billion in airline inventory is managed by *Sabre Airline Solutions* systems.

## Unmatched Airline Expertise

As the world's leading provider of high-performance solutions for airlines and airports, we help companies generate more revenue by optimizing 14 key airline areas. More than 300 leading air carriers and over 100 airports use our solutions to better market their offering, sell their service, serve their customers and operate efficiently. We also distribute software solutions and consulting services to customers spanning six continents, powering the progress of a key segment of the world's largest industry — travel and tourism.

We have a passion for the airline industry — and it shows. Our consultative professionals come from around the world with one goal in mind — to help you achieve your success. Using best-practice techniques designed to address organizational challenges, our consultants provide results-oriented solutions ranging from carefully crafted strategic alternatives to improving commercial or operational results. And through our innovation and unique expertise, we help power an airline's business performance no matter the airline size, region or business model. That's why airlines and airports partner with us to create a more successful business.

— **We Provide Scale**  
In the time it takes to blink an eye  
(50 milliseconds), our systems  
process 1,500 transactions.



## The Largest Airline Community

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.

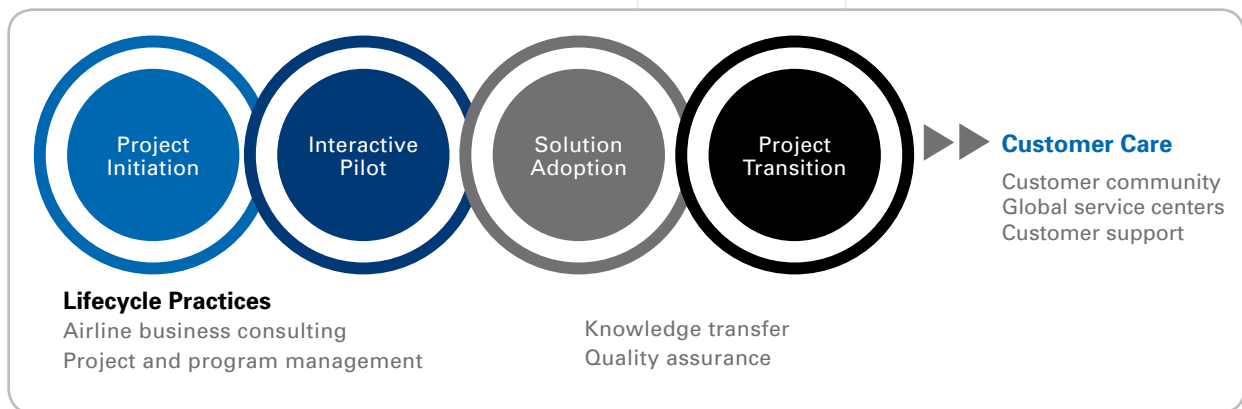


*Our community is the voice of the customer driving collaboration, knowledge and shared insight. Multiple online and offline channels provide interaction at all levels for 380+ airline industry companies.*

## World-Class Delivery And Customer Care

We believe the relationship begins, not ends, when you select us as your partner. Once you've selected one of our solutions, 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.

By taking a 360-degree view of our customers, we provide world-class delivery and customer care with pre-delivery consulting, expert implementation and training and responsive steady-state support. Through our consulting services, we help train your staff and align your business with industry best practices. Additionally, we perform regular diagnostic health checks to ensure that you have fully adopted the solutions and business processes we helped you put in place. And we work upfront with you to identify value measurements that validate a faster return on investment and lower total cost of ownership.



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



## Improve Total Cost Of Ownership

*Sabre Airline Solutions* has developed a formalized delivery approach emphasizing value, adoption and consistency that helps ensure our customers derive maximum business benefit from their purchases.

You can leverage the full breadth of our portfolio for all your airline application needs, or we can work with your existing systems. Our solutions work seamlessly together and drive unique functionality.

Additionally, our customers benefit from lower total cost of ownership from our advanced Software as a Service business model. As a result, they can focus on flying while we manage IT operations.

We know that a successful implementation from fast adoption equals a successful investment. We're committed to driving measurable value for our customers.



*"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."*

— Mohammed Abaki  
Vice President, Information Technology  
Saudia Arabian Airlines



BL-6451 TGS  
TERMINAL 4

# As Your Business Partner, We're Ready To Power Your Progress Today

When you count on someone to help you achieve success, you must feel confident that they will be there for you in both good times and bad.

Such a key relationship demands more than a technology vendor; it requires a true partner, like *Sabre Airline Solutions*, who can assist in multiple facets of your business. We welcome the opportunity to earn your trust and to help power your progress, now and in the future.

## *powering progress*

Visit our Web site at  
[www.sabreairlinesolutions.com](http://www.sabreairlinesolutions.com)

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