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Chinese airlines banking on technology for savings

Sabre Airline Solutions' AirVision and AirCentre saving airlines millions

SHANGHAI July 4, 2011 – Faced with competitive pressures on many fronts, airlines in China are looking more closely at technology solutions that can directly boost their top and bottom lines.

Sabre Airline Solutions, already a solutions partner to several airlines in China, has seen an enormous growth of interest in such technology among airlines in China. Of particular interest is the *Sabre AirVision* suite that helps airlines with scheduling, planning of networks, pricing, managing revenues. The other, *Sabre AirCentre*, is an operations solution suite that supports airlines by helping them manage crew resources, flight planning, and also provides airlines with a graphical monitoring of airline operations.

“We are in constant conversation with our airline partners, so we hear their concerns and challenges. Our solutions are built to directly address these issues and therefore Sabre is able to bring immediate benefits to the airlines,” said Dasha Kuksenko, Head of Sales for Asia Pacific and India, Sabre Airline Solutions.

One of the challenges faced by airlines in China and around the world is the overbooking of seat inventory. Enter Sabre's *Revenue Integrity*, offering an array of important benefits to airlines by identifying and eliminating non-revenue generating bookings.

“One of our airline partners in the Middle East saw a US\$26 million benefit from using the Sabre *AirVision Revenue Integrity* after just five months. That translates to a huge boost to the bottom line,” said Kuksenko.

Sabre also reported earlier this year that its airline partner China Eastern Airlines had been enjoying greater efficiency after automating its fleet planning and scheduling processes with Sabre's AirVision Network solutions. With these tools, airlines can better forecast network profitability, evaluate optimal flight times against aircraft availability, and better plan frequency of operation. Airlines that have chosen to automate these processes have found immediate savings upwards of two percent.

Rising fuel prices is another chief concern for airlines. From the AirCentre suite is a flight planning tool called Flight Plan Manager. With this, the entire flight planning process is automated, integrating complete data support services such as weather, airport and airspace restrictions information. This industry-leading solution has been proven to save airlines fuel by up to seven percent.

Airlines in China, grappling with constraints on resources against a backdrop of tremendous growth, have also shown keen interest in Sabre's *AirCentre Airport* resource management solution. This allows airlines, airports and ground handling companies to efficiently and effectively plan, administer and manage ground resources such as employees, equipment and gates. Seven of the top 10 airlines in the world use Sabre *AirCentre Airport*, reporting a reduction of full-time employee and equipment requirements by 25 percent. Administrative costs are also reduced by up to 20 percent.

Sabre Airline Solutions continues to work with airlines in China, bringing proven solutions to help China's aviation industry achieve sustainable growth.

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About Sabre Airline Solutions

About Sabre Airline Solutions: The world's leading provider of integrated solutions and services for airlines and airports, Sabre Airline Solutions helps companies generate more revenue by optimizing performance in 14 key areas of airline operations. More than 300 leading carriers and over 100 airports use Sabre Airline Solutions to better market their schedules, sell their products, serve their customers and operate efficiently. Sabre Airline Solutions was founded in 1960. For more information on Sabre Airline Solutions, please visit www.sabreairlinesolutions.com