

Middle East Carriers Save Millions Using Sabre Airline Solutions Technology

Sabre AirVision Revenue Integrity powered by the real-time Sabre ASx platform produces substantial revenue gains for airlines

SOUTHLAKE, TEXAS, MAY 2011 - The overbooking of seat inventory is an all too common occurrence for airlines. Identifying and eliminating non-revenue-generating bookings is, therefore, a key objective for many airlines in the Middle East. Carriers using *Sabre® AirVision™ Revenue Integrity* have testified to some amazing results and demonstrated that the market-leading technology provides the greatest return on investment.

Revenue Integrity offers an array of important capabilities, such as no-shows, duplicate bookings, fictitious names and redundant itineraries. This level of functionality is required to return seats to sales and maximize revenue opportunities

Royal Jordanian, one of the first airlines to implement *Revenue Integrity*, said it returned some 3 million seats back into sales last year.

“Our airline was losing significant revenues because of seats not released back to inventory at the airline,” said Royal Jordanian Chief Executive Officer Hussein Dabbas.

“By signing up for *Revenue Integrity*, we have better control over our seats and are able to operate more efficiently,” he said.

Kuwait Airways also claimed to have achieved successful results. After only five months of adopting the technology, the airline said it earned US\$26 million from the release of seats.

Hisham Alsuraye, Kuwait Airways’ senior expert for pricing and revenue management, said: “We were going through a major problem of no shows, which led to a huge number of seats spoilage. It affected our profitability by up to 10 percent on the network. The new technology has increased profitability on the network by freeing resalable seats and also decreased manpower. We highly recommend the system for implementing real-time revenue integrity.”

Furthermore, the problem of revenue integrity – cancelling bad PNRs – has shown the importance of taking fast action on the data. The underlying technology platform, called *Sabre® ASxsm Airline Services Exchange*, allows you to take immediate action, even if the data is located in different repositories.

Officially unveiled in Dubai In February this year, during the Arab Air Carriers Organization’s IT forum, The ASx exchange contains an operational data store (ODS) and a rich meta-data store that is used to configure and orchestrate dynamic data, rules, events, filters, conditions and actions. This allows the triggering of actions in real time during the revenue integrity process.

“The *Sabre ASx* platform helps solve an existing airline problem and rapidly advances new initiatives that current systems do not support,” said Maher Koubaa, general manager in the Middle East and Africa for *Sabre Airline Solutions®*.

This technology from *Sabre Airline Solutions* helps airlines in the Middle East and Africa improve their performance by managing revenue in a dynamic manner. This is achieved not only by converting unsold

inventory into revenue-producing inventory but also by enabling airlines to manage their processes more dynamically via real-time capabilities and by facilitating data integration when required.

The *Sabre ASx* platform enables *Sabre Airline Solutions* to solve challenges for airlines that other software providers are currently unable to address. Airlines are now able to improve operations, secure customer loyalty and increase revenues by initiating action on their newly integrated data.

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 sabreairlinesolutions.com