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ON THE ROUTE TO RECOVERY

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New, flexible passenger solution offering from Sabre Airline Solutions gives airlines the ability to adapt and grow in the future.

■ By Holly Burkholder | *Ascend* Contributor

As the airline industry continues to transform, airlines will need high-performing reservations and departure control functionality with the flexibility to adjust to changing circumstances and new technologies. The new *SabreSonic™* passenger solution has been designed to give airlines of all sizes and business models not only crucial capabilities but also the ability to anticipate change and adapt quickly.

For more than 40 years, Sabre Airline Solutions has provided the industry with leading reservations technology, and the *SabreSonic* solution represents the new generation of this functionality. Built on an open-systems platform, the solution opens the door for airlines to seamlessly integrate new functionality and technology as they become available.

"The *SabreSonic* solution represents a high-performing passenger solution that provides carrier-specific flexibility," said Gianni Marostica, president of Airline Passenger Solutions at Sabre Airline Solutions. "In today's market and projecting into the future,

carriers will increasingly require flexibility from their systems. As their business models evolve, airlines need to keep the longer view in mind with systems that can offer maximum scope and scale to accommodate future growth and model changes. Our open-systems approach provides this flexibility to airlines across the travel experience from shopping to fulfillment."

Keeping flexibility in the forefront, airlines can utilize the entire suite of open-systems functionality or select stand-alone components to enhance in-house or third-party reservations systems. Airlines that rely on Sabre Airline Solutions for their reservations and departure control functionality can implement the *SabreSonic* solution as a single, fully integrated passenger suite, realizing the financial and strategic benefits of working with a single partner. In addition, a single solution gives airlines an accurate, real-time view of passenger information across all customer touch points, enhancing customer service levels and boosting productivity. With the

SabreSonic solution, airlines can choose from any combination, or all, of seven primary components:

- *SabreSonic™* Res — Advanced reservations management capabilities enable airlines to efficiently grow revenue and manage every channel of distribution. The offering includes the industry's leading online booking engine, and shopping, ticketing and codeshare capabilities all managed from a single, easy-to-use graphical user interface.
- *SabreSonic™* Check-In — Leading departure control capabilities facilitate efficient passenger processing both on and off airport grounds, streamlining operations and enhancing the customer travel experience. Capabilities include check-in, re-accommodation and automated fee collection capabilities all managed from a single, easy-to-use GUI.
- *SabreSonic™* Inventory — Advanced inventory management capabilities such as serial, virtual and continuous nesting enable origin and destination-based inventory management, replacing outdated leg and segment

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processing. Considered a breakthrough in yield management, this system — either a fully integrated hosted component or a Unix-based, stand-alone component — provides real-time transaction processing 24 hours a day, seven days a week.

- **SabreSonic™ Command** — A first in the industry, this Web-based tool enables airlines to quickly react to changes in the marketplace by managing and configuring the entire system from one location.
- **SabreSonic™ Shop** — This component features advanced shopping and pricing capabilities for all distribution channels. Airlines have the flexibility to offer customers both fare-led and itinerary-led shopping options, as well as the ability to price complex itineraries involving multiple carriers and segments.
- **SabreSonic™ Ticket** — State-of-the-art electronic ticketing functionality eliminates the need to build costly systems for electronic ticket distribution and database maintenance. Using this component, airlines can connect to a universal electronic ticketing

hub for cost-effective, efficient connectivity to e-ticketing partner airlines.

- **SabreSonic™ Web** — A complete, fully hosted online booking system enables airlines to efficiently display and sell products over the Internet as well as those of selected partner airlines, car and hotel providers.

Alternatively, airlines using an in-house system or third-party reservations provider can supplement their tools with four of the seven highly sought-after, innovative components available through the *SabreSonic* solution:

- **SabreSonic Inventory,**
- **SabreSonic Shop,**
- **SabreSonic Ticket,**
- **SabreSonic Web.**

As stand-alone components built on open-systems technology, these tools seamlessly integrate directly with any reservations system.

A few years ago, as an industry first, the process of migrating key operational systems to an open-systems platform began in an effort to provide affordable, futuristic solutions

capable of managing every facet of an airline's reservations and departure control environment. As part of this migration, Sabre Airline Solutions took a phased re-platforming approach, making new technology seamlessly available to airlines. With more functionality on an open-systems platform than any other reservations system, the *SabreSonic* solution, currently used by more than 100 airlines around the world, offers a single suite of unmatched passenger management solutions. The sophisticated shopping and pricing functionality was most recently migrated to the open-systems platform.

Several options within the *SabreSonic* solution components have already been migrated to an open-systems platform:

- **Agent Sales Report** — A robust agent ticketing activity reporting and reconciliation tool,
- **Customer Data Delivery** — A tool that transforms data into a structured format enabling analytics and reporting,
- **Customer Data Warehouse** — A relational database used to store trip information used

The SabreSonic Solution ...

Smart.Proven.Bankable.

Smart Flexibility

- The *SabreSonic* solution fits airlines of all sizes, in all stages of growth, in all regions of the world, utilizing any business model.
- It can be implemented as a single, fully integrated solution or as stand-alone components that deliver only the desired functionality.
- Airlines can easily configure the entire system from a single, easy-to-use Web-based tool to quickly react to changes in the marketplace.
- The open-systems architecture enables airlines to easily adopt and integrate new technologies with their existing in-house or third-party systems.
- The robust, open-systems customer relationship management platform ensures consistency across all customer touch points by enabling the integration of reservations and check-in information with an airline's CRM systems.

Proven Performance

- The *SabreSonic* solution is backed by the highest operational excellence rating in the industry.
- Airlines drive product development, ensuring the solution is continually enhanced to anticipate evolving needs.
- Unmatched support services available 24 hours a day, seven days a week keep airlines running at full speed.
- More large-scale system migrations have been successfully performed by Sabre Airline Solutions than any other company in the history of aviation.

Bankable Results

- Powerful capabilities deliver bankable results, with airlines increasing total revenue by up to 10 percent and reducing total costs by up to 40 percent.

For more information, visit
www.sabresonic.com or
www.sabreairlinesolutions.com.

for post-travel analytics,

- *Customer Insight* — A comprehensive relational database that collects and stores information on travelers for real-time operational use.

While modernization and flexibility represent key elements of state-of-the-art reservations and departure control functionality, affordability makes possible the implementation of such technology for most, if not all, airlines.

"By leveraging the open-systems approach, we are able to provide a new generation solution at a price that airlines can afford, aiding carriers as they reign in all costs," Marostica said. "We provide leading technology at the right price, and once in place, the

new technology is further leveraged to help airlines reduce their costs. Our experience has shown that airlines utilizing our passenger management solutions can achieve up to 40 percent cost savings."

As the migration to an open-systems platform continues, additional components will be added to the modular offering. Airlines currently using the *SabreSonic* solution drive new enhancements, which are released quarterly. In an ongoing effort to anticipate trends and changes in technology, Sabre Airline Solutions invests millions of dollars annually in the product portfolio, ensuring that airlines always have access to systems based on a cutting-edge infrastructure.

"I'm pleased to see that Sabre Airline Solutions is continuing to invest in its suite of products and services," said Andy Dawson, head of worldwide reservations for Gulf Air. "Gulf Air has to compete for business, and using leading-edge technology is essential to do that. We have a commitment from Sabre Airline Solutions that it will deliver industry-leading capabilities to support our efforts, and the launch of the *SabreSonic* solution is clear evidence of executing on that commitment." **E**

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