

ascend

Taking your airline to new heights

Focus
on India

Seeking Gold

India's booming economy benefits
airlines around the world

page 20

INSIDE

40

India's government revamps
airport infrastructure

42

IndiGo to begin service
as India's newest start up

46

India's flag carriers adjust to
relaxed government regulations

From Planning Through Execution

■ By Stephani Hawkins | *Ascend* Editor-in-Chief

Market. Sell. Serve. Operate. To the general population, they are four simple words, but to airlines around the world, they are the backbone of a successful business. Optimum management in these four areas is essential to running a long-term, healthy airline. And excelling in these areas, from planning through execution, distinguishes the successful airlines from their competitors.

Technology plays a vital role in an airline's ability to effectively and efficiently market its schedules to customers, sell more tickets through preferred distribution channels, serve its customers and manage daily operations. A premium airline software provider needs to be aligned with an airline's needs in these main areas.

In recent years, many airlines have taken drastic steps to simplify their operations and remove as much complexity as possible. And with a strategic software provider, a more diverse and comprehensive portfolio can help airlines streamline operations through integrated systems, bringing more value to airlines. However, if not well organized and managed, a broad portfolio can become unclear and confusing.

Sabre Airline Solutions offers leading airlines a product portfolio that has unmatched breadth and depth compared to any other provider in the world. And to ensure airlines can quickly identify which of its more than 100 systems best meets their needs, the portfolio has been strategically divided into the key areas of "market, sell, serve and operate." The scope of its 15 product areas and 10 product suites might ordinarily seem com-

plex, but when an airline needs to make improvements in one or more of the four critical areas of its business, it's clear which products within the *Sabre Airline Solutions* portfolio is best suited.

From planning through execution, the *Sabre Airline Solutions* product portfolio is structured to help airlines — any size, anywhere in the world using any business model — better market, sell, serve and operate.

Market

Sabre Airline Solutions offers airlines an elite group of products to market their inventory. The Market product group helps airlines determine how best to offer their schedules to customers and how to make the most revenue from the schedule using superior products to manage fares and cargo as well as leveraging passenger revenue accounting applications. Other Market applications give airlines valuable insight with data collection and global distribution system evaluation. An airline's loyalty program establishes long-term customer relationships with the most highly valued customers. Products supporting an airline's market needs include:

- *Quasar™* passenger revenue accounting system,
- *Sabre® AirFlite™ Planning and Scheduling Suite*,
- *Sabre® AirMax® Revenue Management Suite*,
- *Sabre® AirPrice™* fares management system,
- *Sabre® CargoMax™ Revenue and Pricing Suite*,
- *Sabre® GDS Analysis*,
- *Sabre® Loyalty Suite*,

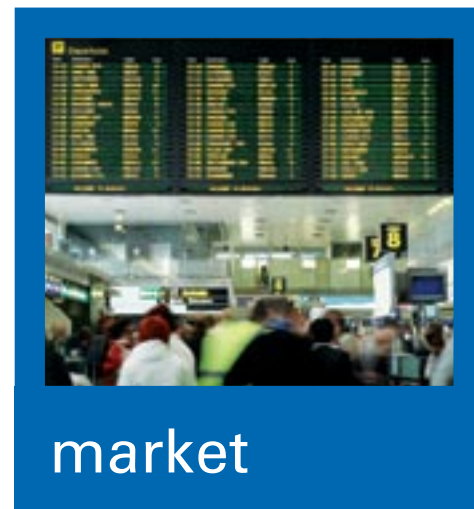


Photo by Dreamstime.com

market

- *Sabre® SmartFlow™* tool kit,
- *SabreSonic™ Inventory*.

Sell

The Sell product group enhances an airline's ability to reach customers through its preferred distribution channels by providing booking engines, channel distribution, customer relationship management, sales data analysis, reservations, shopping options and ticketing solutions. *Sabre Airline Solutions* helps airlines sell intuitively, using advanced tools to plan and analyze data, including:

- Customer Data Delivery,
- Customer Insight,
- *Sabre® Qik® Business Processing Solutions*,
- *Sabre® WiseVision™ Data Analysis Suite*,
- *SabreSonic™ Res*,
- *SabreSonic™ Shop*,
- *SabreSonic™ Ticket*,
- *SabreSonic™ Web*.

Successful airlines are able to market their service, sell tickets, serve customers and operate efficiently. The Sabre Airline Solutions® business has tools designed to help airlines achieve each of these strategic goals.



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sell



Photo by Christoph Emeß/Stockphoto.com

serve



Photo by René Mans/Stockphoto.com

operate

Serve

The Serve group offers applications to accommodate passengers requiring special services and to manage airport staff while handling passenger check in from home, curbside and gate. Delivering an easier experience for customers throughout the travel process improves customer satisfaction by providing aids for trip organization. Advanced solutions are available to help airlines excel in these areas, including:

- Sabre® InformSM mobile services,
- The Qik solutions for customer processing,
- Sabre® Virtually There® Web site,
- SabreSonicTM Check-in.

Operate

The Operate group delivers integrated solutions for a system's operations control center, including flight planning; operations and disruption control; maintenance, repair and overhaul; staff and gate manage-

ment; crew management; flight scheduling; and dining and cabin services. The vital Operate products oversee an airline's daily operations — ensuring that flights leave and arrive on time, or, in the case of an unexpected disruption, can be quickly and efficiently handled. Solutions designed to help airlines operate with maximum efficiency include:

- Maintenix® MRO System,
- Ramco MRO System,
- Sabre® AirCrews® Crew Management Suite,
- The AirFlite suite,
- Sabre® AirOpsTM Flight Operations Suite,
- Sabre® AirServ® In-flight Solutions,
- Sabre® Flight Control Suite,
- Sabre® GS FusionTM Ground Support Suite,
- Sabre® Rocode® Airline Operations Suite,
- Sabre® StreamlineTM Resource Management Suite.

In addition to helping airlines better market, sell, serve and operate from planning through

execution, many Sabre Airline Solutions systems, such as the AirMax suite and the AirPrice system, are integrated, helping further optimize the effectiveness of critical business areas.

Providing end-to-end solutions is only half of the equation for a well-rounded, solid, reliable software provider. Understanding how each product can best be utilized by airlines and determining which functional areas they support is just as critical. The simplified arrangement of the Sabre Airline Solutions portfolio is indicative of its thorough understanding and knowledge of the airline industry and what drives a thriving business. That, combined with its range of state-of-the-art solutions for any type of airline in any nation is what differentiates Sabre Airline Solutions from any other technology provider in the world ... and that combination will help many airlines soar above the rest. **F**