

A MAGAZINE FOR AIRLINE EXECUTIVES

2010 Issue No. 2

ascend

Taking your airline to new heights



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Revenue Integrity: Beyond All Boundries

Sabre Holdings® acquired Reykjavík, Iceland-based Calidris ehf to bring airlines the world's most robust, innovative revenue integrity technology.

■ By Stephani Hawkins | *Ascend* Editor

A company that sits idle and conducts “business as usual” day after day is one that likely won’t be around long. Building and growing a business requires a powerful strategy that supports all the current and future needs and expectations of a company’s customers, employees, shareholders and communities. *Sabre Holdings* is no exception. In March, the technology company acquired Calidris for its best-in-class revenue integrity, business intelligence and data solutions.

The acquisition is part of *Sabre Holdings*’ long-term growth plans and continued investment in its airline and airport portfolio, and its main objective is to offer its customers

breakthrough technology with the flexibility to help them generate additional revenue and move beyond the traditional processes of simply preventing revenue loss.

“Calidris has been validated by some of the world’s leading airlines and is a very innovative company that has developed some powerful technology that will move the airline industry forward in the area of revenue integrity,” said Steve Clampett, president of Airline Solutions and Products for *Sabre Airline Solutions*®. “This technology reaches beyond all boundaries in this particular arena.”

Calidris began developing revenue integrity solutions in 1997 (then known as Stonewater International), and within two short years,

Icelandair became the first airline to implement Calidris Integrity, realizing a 24 percent decrease in no-shows during the first three months. Since then, Calidris partnered with numerous carriers including Adria Airways, Aegean Airlines, Austrian Airlines, Avianca, British Airways, Cathay Pacific Airways, Croatia Airlines, CSA Czech Airlines, Emirates, Finnair, Malaysia Airlines and Royal Jordanian.

Each of these carriers has achieved significant results. For example, as the first airline in the world to adopt real-time revenue integrity, Finnair realized total return on investment after only two weeks of using the innovative technology, which cleaned the airline’s inventory of bad bookings.



Photo: Boeing

first order data stores, which uniquely combines customer information from across the complete booking-to-fulfillment lifecycle in a single unified data layer. Using Calidris' intelligent process design and automation tools, the Europe-based carrier can now implement new business processes that bridge disparate global distribution systems and passenger service systems and action sophisticated workflows against end-to-end customer orders.

This capability facilitates the implementation of new business models and helps the airline accelerate its transformation of the IT function into a business enabler to support key business goals and initiatives.

"One of the enduring challenges of the airline industry has been linking data and workflows between legacy GDSs and passenger systems," said British Airways Chief Information Officer Paul Coby. "The legacy systems are optimized around servicing individual bookings one at a time and contain a lot of poorly structured data. The Calidris technology allows us to manage complex processes across multiple customers and flights in a way that was impossible before, giving us opportunities to improve customer service as well as solve operational issues and address lost revenue opportunities. We believe the use of this technology to create the ODS is a significant breakthrough, and we look forward to a successful partnership with Calidris that will help keep BA at the forefront of business transforming, technology-led innovation in the air transport industry."

Icelandair, the first carrier to employ Calidris Ingetrity, achieved a 24 percent decline in no-shows during the first three months of utilizing the innovative technology.

Aegean Airlines aimed to utilize a market opportunity by offering a low yet well-controlled fare. Adding a single line to the TTL rule table, creating one watch item and one relatively simple process, the carrier was able to successfully offer aggressive fares without running the risk of flooding its inventory with speculative bookings.

For Avianca, an opportunity to assess revenue integrity functionality and standards arose when the airline decided to migrate from its previous legacy platform. This presented an ideal time for the carrier to seek out the best options to improve its revenue integrity performance.

"Choosing the correct partner for our revenue integrity solution was important for Avianca," said Avianca Chief Executive Officer Fabio Villegas Ramirez. "Not only were we looking for maximum value generation from a solution, but ongoing service support was also something that we considered to be very important for our future success. The Calidris integrity solution provides us with much better tools to manage and change our business processes and rules than our previous revenue integrity system. Calidris also offered the value, flexibility and service support that Avianca expected."

Calidris' technology has enabled British Airways to create one of the airline industry's



Photo: Airbus

Finnair, the first airline in the world to adopt real-time revenue integrity, attained total ROI after a short two weeks of using Calidris technology, which successfully eliminated bad bookings from the airline's inventory.



Photo: Airbus

For Avianca, Calidris presented the best option for improving its revenue integrity performance. The solution provides the carrier with advanced tools to manage and change its business processes and rules, which surpass that of its previous revenue integrity system.


Calidris offers the level of expertise and innovation that is aligned with *Sabre Holdings'* long-term strategy. The enhanced revenue integrity solution allows quick and easy access to business data, making it an integral part of successful revenue planning and revenue generation not previously available. It also gives airlines a more responsive, smarter, well-tuned and fluid customer sales and service environment. Having this type of access to the world's leading revenue integrity solution offers airlines myriad different aspects where value can be measured, such as:

- Seats returned,
- Labor cost savings,
- Better sales channels liaison,
- Improved agent behavior,
- In-flight food savings,
- Reduced denied boarding,
- Improved forecasting,
- Increased customer satisfaction,
- Service improvements.

The technology is based on a wide range of capabilities depending on an individual carrier's needs. For example, newcomers to revenue integrity that are seeking an immediate return on investment have access to a strictly Software as a Service model that manages issues such as ticket firming, fake names and

duplicate tickets. And on the other end of the spectrum, airlines that have utilized revenue integrity solutions but want to break free from the limitations of the legacy environment can exploit the latest technology to support a new and more competitive business model.

As part of the acquisition, Calidris' revenue integrity, business intelligence and data capabilities have become part of *Sabre Airline Solutions'* broad integrated suite of airline products, and they are now made available to more than 300 airlines that currently use the technology company's solutions.

"We understand airlines must have the most robust technology available to be true long-term, forward-thinking leaders in the industry," Clampett said. "And we are confident the acquisition of Calidris is another key driver of our strategy that will deliver nothing less than top-caliber revenue integrity, business intelligence and data collection solutions to our airline partners." 

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HIGHlight

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— *Steve Clampett, president, Sabre Airline Solutions*