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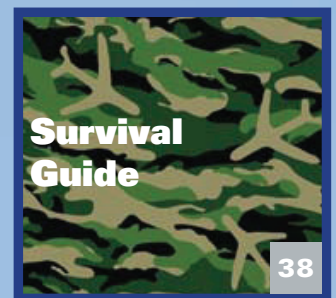
Taking your airline to new heights

## A Clear Vision

A Conversation With ...  
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# Sharpening The E-Commerce Edge

*Sabre Holdings*® recently acquired EB2 to enhance airlines' e-commerce capabilities by providing a vast range of Web options.

■ By Phil Johnson | *Ascend Staff*



The revenue-generating potential of an airline's e-commerce channel may very well become even more significant considering the level of uncertainty in worldwide economics.

*Sabre Holdings'* acquisition of e-commerce specialist EB2 brings new vigor to *SabreSonic® Web*, a component of *SabreSonic® Customer Sales & Service*. The expanded set of advanced Web-based tools gives airlines a leading edge.

The London-based e-commerce unit specializes in developing, customizing and hosting Internet booking engines for online travel booking, simplifying direct sales to the corporate, agency and individual traveler segments alike.

Historically, EB2 has staked a solid reputation as a top supplier of e-commerce solutions, infrastructure and services to a broad range of global carriers.

The EB2 acquisition represents an important part of *Sabre Holdings'* pledge to provide forward-looking technologies that enable carriers to maximize e-commerce-channel revenues with flexible, cost-effective, reliable solutions.

The capabilities and expertise of EB2 are being integrated into *SabreSonic Web* (with products to be developed up to two years earlier than previously scheduled).

Current customers of *Sabre Airline Solutions®* as well as the newly acquired clients from EB2 — including AeroMéxico, Transaero, RegionalLink, S7 Airlines, Brussels Airlines, Air Malta, Belavia, Brindabella Airlines, Olympic Airlines and Gulf Air — will benefit from the new capabilities of the enhanced *SabreSonic Web*.

Planning and integration activities are underway to accelerate e-commerce capabil-

ities through a service-oriented, rules-based architecture, enabling both *Sabre Airline Solutions* and its customers to quickly adapt to new business processes. This is in addition to providing merchandising capabilities based on up-sell, cross-sell and ancillary-product Web offerings. Online direct Web services are also being introduced to leverage and control airline content for third-party and airline use as well as plug-in adaptors enabling activity by payment service providers and third-party content.

The new version of *SabreSonic Web*, planned for rollout by year end, will leverage several key differentiators such as flexible calendar-search displays with targeted shopping experiences adapted to suit individual markets. Providing a range of calendar-based shopping experiences optimizes an airline's look-to-book conversion rates.

New screen designs planned for *SabreSonic Web* include dual-display shopping as well as matrix shopping and a merchandising framework that provides carriers the ability to configure sets of products and other associated features for each of their fare families. Airlines can configure products and features related to specific fare families by market using an online administration interface or customize by the individual carrier's philosophy, mission, service promise, direction and innovative ideas.

Also included are customer up-sell opportunities, enabling the sale of higher-value products through fully configurable business rules that determine the most opportune moment to offer up-sell opportunities to online customers. In addition, cross-sell emphasis offers appropriate ancillary products to the right customers at the right times.

All of these customer-specific capabilities are dependent upon accurate, up-to-date, customer profiles available to call up at any customer interface. It's a necessity for carriers to be able to take full advantage of the *SabreSonic CSS* capabilities.

*Sabre Airline Solutions* advancement through the EB2 acquisition represents a truly significant achievement — with the company now possessing the industry's most powerful Internet booking-engine capabilities.

Existing *SabreSonic Web* customers will be migrated to the new version of *SabreSonic Web* during the next 18 to 24 months.

In joining *SabreSonic CSS*, EB2 has brought — in addition to its quality portfolio of airline customers — an extremely high level of processing capability at more than 2.6 million transactions annually.

EB2's employees in the United Kingdom and Australia are being assimilated into existing *Sabre Airline Solutions* offices, and the EB2 development center in the Philippines will be maintained as a new *Sabre Airline Solutions* office location.

Overall, with the addition of EB2, a highly robust offering of *SabreSonic CSS* has grown even more robust — leading to a more exciting future for many airlines around the world. **F**

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## +count it up

**49**

The percentage of safety improvement in the air transport industry during the last 10 years, according to the International Air Transport Association. At the end of 2008, the industry hull loss rate was 0.81 per million sectors flown.

**10**

The percentage of improvement in fuel efficiency and CO<sub>2</sub> emissions International Air Transport Association member airlines achieved in 2006, four years ahead of the 2000-2010 goal.

**483**

The number of aircraft deliveries last year by Airbus (30 more than 2007), a new record for the Toulouse, France-based aircraft manufacturer.