

A MAGAZINE FOR AIRLINE EXECUTIVES

OCTOBER 2002

# ascend

Taking your airline to new heights

SIMPLIFYING FOR THE FUTURE

## A Conversation with ... British Airways



INSIDE

**Airlines Seek to Simplify Operations**

**Aligning with Industry-Best Practices**

**TAM Extends Leadership**

# The Sabre eMergo Solutions

## *Your Low-Cost Option for High-End Technology*

■ By Stephanie Bundick | *Ascend* Contributor

An airline's primary goals have always included improving revenues, cutting costs and simplifying business functions, but this has never been more true than today.

The airline industry is searching for ways to improve revenues and decrease costs without a large capital outlay. Employing technology in the form of airline applications has been one of the industry's key tools to help achieve improved financial results.

Historically, on-site implementation of software applications required significant up-front investment for software licenses and infrastructure as well as continued maintenance and support costs to maintain the applications. Today, there is another option that can make sophisticated airline tools available to all segments of the airline industry even in these financially difficult times. By providing online access to airline products, the Sabre® eMergo™ Web-enabled and dedicated network solutions present an attractive alternative for carriers seeking high levels of service, quality,

affordability and quicker time to market.

The eMergo solutions, an applications service provider model, offer access to applications over the Internet or a direct connection, eliminating an airline's need for complicated "in-house" data center infrastructure and support. These solutions provide a significantly lower total cost of ownership through the elimination of infrastructure needs, easier use and training needs, and predictable costs.

Unlike some ASP offerings in the marketplace, the eMergo solutions build on a long tradition of serving the industry. The delivery of applications hosted off site first began more than 40 years ago with the forerunners of the Sabre® Passenger Reservation System. This extensive experience with ASP-type delivery results in a stable, secure, reliable method of providing mission-critical support tools now and in the future.

The eMergo solutions, a suite of simplified and standard applications, improves time to market and provides greater integration with Sabre's other software prod-

ucts. Because the applications have all been tested in the environment, only an airline's data and business rules must be loaded into the eMergo solutions, resulting in much faster implementations compared to on-site installations. Sabre manages the hardware, system administration and database requirements in the eMergo solutions, which includes 24-hour data center support. The data center is managed by EDS, a company globally recognized as an expert in data center operations.

Today, through the eMergo solutions, airlines have access to 23 of Sabre's advanced technology applications that support the crucial areas of the travel business — scheduling, pricing, revenue management, operations, to name a few. For decades, Sabre has developed and implemented a unique breadth of state-of-the-art airline solutions designed to help its customers achieve maximum revenue and growth potential. With the eMergo solutions, Sabre has been able to expand the number of airlines that can take advantage of these capabilities.

One such installation just completed is the Quasar™ passenger revenue accounting system for Great Plains Airlines. The system processes airline ticket

“The airline industry is searching for ways to improve revenues and decrease costs without a large capital outlay.”

transactions for accurate and timely recognition of earned revenue. The system allows airlines to reduce costs, increase revenues and analyze detailed marketing data to enhance their competitive positions.


“We believe the ASP delivery method of the Quasar system will be a key tool allowing us to grow our business while keeping our costs under control,” said Mary Ellen Thiets, manager of passenger revenue accounting at Great Plains Airlines. “For instance, we expect the Quasar system's automatic loading of electronic ticket lifts will reduce our data entry expense by 90 percent.”

The newly formed MN Airlines LLC, doing business



as Sun Country Airlines, is using version 5.0 of the *Sabre® AirMax™* automated revenue management system as an *eMergo* solution. The *AirMax* system is a proactive revenue management tool that uses historical and current reservations data to forecast booking activity and automatically set the optimal number of seats in each fare class.

According to Linda Nellis, senior marketing consultant for MN Airlines, "One of the major advantages to our airline has been not having to invest in hardware or support resources to run the *AirMax* system. We are a small carrier and do not have a large IT department. The experience has allowed us to focus on using the system to run our business versus expending time and resources to run it."

Going forward, Sabre will support both centrally hosted solutions and local on-site implementations. Every carrier will have unique requirements — some fitting the *eMergo* solutions offering and others requiring local installation. For carriers seeking airline applications with a lower total cost of ownership, the *eMergo* solutions might be the perfect fit. 

*Stephanie Bundick is product manager for the eMergo solutions.*

## The Simple Solutions

The following airline solutions are available via the *Sabre® eMergo™* Web-enabled and dedicated network solutions:

- Quasar™* passenger revenue accounting system,
- Sabre® Aerodynamic Traveler™* Gate Reader Check-in System,
- Sabre® Aerodynamic Traveler™* Roving Agent Check-in System,
- Sabre® AirCrews™* crew management system,
- Sabre® AirFlite™* flight scheduling system,
- Sabre® Airline Profitability Model,*
- Sabre® AirMax™* automated revenue management system,
- Sabre® AirOps™* operations control system,
- Sabre® AirPath-360™* flight planning and dispatch system,
- Sabre® AirPrice™* fares management system,
- Sabre® AirServ™* aircraft provisioning system,
- Sabre® Fleet Assignment Model (FAM),*
- Sabre® LiteVision™* personalized MIDT system,
- Sabre® PassTouch®* architecture,
- Sabre® SlotManager™* slot managing and tracking system,
- Sabre® StaffAdmin™* employee tracking and assignment system,
- Sabre® StaffManager™* automated staff allocation system,
- Sabre® StaffPlan™* staff forecasting and planning system,
- Sabre® SteadyState™* weight and balance system,
- Sabre® TransVision™* traffic flow analyzer,
- Sabre® Travelcard Pro™* billing and marketing information access system,
- Sabre® Traverse™* loyalty management system,
- Sabre® WiseVision™* sales expansion system.

For more information about the *eMergo* solutions, contact Jim Quilty at 817 264 2906, or send an e-mail message to [jim.quilty@sabre.com](mailto:jim.quilty@sabre.com). 