

A MAGAZINE FOR AIRLINE EXECUTIVES

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A Conversation with ... British Airways



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North American Airlines Seek Assistance with Enhanced Security

■ By Steve Hodges AND Deborah Crabtree | Ascend Contributors

“Airlines and Sabre came together . . . to help define the new security mandates and incorporate them . . .”

Security at airports throughout North America has been dramatically changed. Coping with the new security requirements has presented airlines with a challenge, causing them to look for ways to make the process as unobtrusive for the passenger as possible while still complying with federal mandates.

Trying to minimize the impact of security on customers presented a unique opportunity for airlines to work with Sabre in order to operate as efficiently as possible in the new environment.

Airlines and Sabre came together to work with the U.S. government to help define the new security mandates and incorporate them in the departure control system functionality within the *Sabre® Passenger Reservation System*.

Through the enhancements made to the departure control system, airlines were able to meet the new challenges, enabling them to resume operations as quickly as possible.

“Sabre was nothing short of what you would want from an IT partner,” said an official for Southwest Airlines. “Their team rallied and worked tirelessly with our team each step of the way.”

The quick response and sense of urgency that was demonstrated between

security requirements enabled us to maintain efficient, reliable service to our customers,” said Glen Baker, vice president of information services for American Trans Air.

Working closely with airlines, Sabre incorporated new functionality in several systems to enhance security measures.

Automated Passenger Profiling System

The Automated Passenger Profiling System was implemented by Sabre in 1997

passengers are flagged by the system enabling airlines to take appropriate action as required by the FAA. Several modifications were made to the system to help airlines provide increased security.

Watch List

Sabre implemented a program that gives carriers the ability to create their own passenger watch list database. When a name match occurs at the time the reservation is made, a message referencing the reservation



Sabre Airline Reservations provides increased security features to airlines such as ATA that use its reservations systems.

Sabre and partner airlines allowed carriers to continue providing the best possible customer service.

“Sabre’s ability to quickly enhance its systems to meet the rapidly changing

and is used by the majority of its U.S.-based customers. The profiling system identifies high-risk passengers based on criteria defined by the Federal Aviation Administration. High-risk

is placed on an alert queue for follow-up action. If a name from the list is detected during the check-in process, the *Sabre ACS™* airport check-in system alerts the check-in agent and an



information message is placed on an alert queue.

Advance Passenger Information System

The system, implemented by Sabre in the mid-1990s, enables airlines to meet U.S. government requirements regarding notification to the immigration department. When a flight departs foreign soil, it is required to transmit a passenger manifest, including passport data. Currently, Sabre


is cooperatively working with its customers and the International Air Transport Association to define and implement a common standard for a new Advance Passenger Information System message that will meet the security needs of numerous countries in addition to the United States.

Passenger Positive Bag Match

The ACS system can delay

check in until baggage data has been provided. It also provides lists of passengers with checked bags who do not board their flight. These bag-match lists are used by carriers to prevent final flight processing until the bags have been accounted for.

Keeping passengers and employees safe remains a prime goal of airlines around the world. Security measures in the United States

continue to evolve as airlines work to eliminate some of the inconvenience associated with clearing security. As the process of refining security continues, Sabre will work with the airline community to identify potential areas where it can provide assistance. 

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News on New and Improved Products and Services from Sabre Airline Solutions

product

The *Sabre® Inform*SM mobile services

description

A suite of powerful customer service tools that can reduce airlines' costs associated with call center management and customer service.

benefits

The *Inform* voice services provide an automated voice response system that improves cost efficiency for an airline's call center. Through this service, travelers have the ability to retrieve schedules and real-time flight status 24-hours a day, seven days a week.

features

- **Alerting services** — offer customized travel information via a short messaging service, or SMS, enabled mobile phone, personal digital assistant, e-mail, instant message or fax. Travelers will receive reminder notices and notifications on flight delays, terminal and/or gate changes, flight cancellations, and airline, airport, city, country and security alerts prior to departure up until flight time. Users of the service can brand each message with their company name and contact information.

The product also offers a customization tool that enables the company to deliver personalized messages to their most valued customers.

- **Voice services** — enable users to provide travelers with 24-hour access to their travel plans via a branded, automated voice response system that also allows them to transfer to a live agent. Travelers will receive up-to-the minute flight information, including departure date, time and destination; current departure and arrival information for a specific flight by airline

and flight number; traveler itineraries, including confirmation numbers and seat assignments; and weather updates.

- **Mobile services** — provide travelers with real-time information via any wireless device quickly, either to plan a trip or to retrieve information.

Alerting and mobile services are available in English, Spanish, French, Italian, Portuguese and German. Initially, the product will be available in North America only. The product will be available in other markets in the coming months. 