Thai Airways International Public Company Limited (THAI) is the national carrier of the Kingdom of Thailand. It operates domestic, regional and intercontinental flights radiating from its home base in Bangkok to key destinations around the world and within Thailand.

THAI's philosophy is to provide a full service to premium passengers while maintaining the highest standards of service to leisure travelers, who represent over 80 percent of the company's total passenger transportation revenue. THAI aims to be the “First Choice Carrier with Touches of Thai.” The success of THAI throughout 52 years of operation has been endorsed through countless international awards the airline has received. It is regularly voted among the world’s most admired carriers in research carried out by leading travel magazines and from passenger surveys.

“...The findings of the value measurement study conducted by Sabre Airline Solutions® mark completion of a successful implementation of the system and provide THAI Airways with a state-of-the-art flight planning system.”

- Captain Jirachai Kumnhordthong
  Director, Operations Coordination and Dispatch Services

Challenge
- THAI Airways recognized that their technology and business processes needed to be strengthened to support long-term growth
- Existing flight planning system did not provide accurate cost information on a route-by-route basis, forcing reliance on historically-used company routes
- Manual processes required flight planning resources to focus on data entry instead of management and analysis
- Costs were higher than necessary due to limited cost analysis capabilities in the system and a limited dataset to support decision making
Solutions Implemented
• Sabre AirCentre Flight Plan Manager
• Sabre® AirCentre™ Flight Explorer
• Sabre Airline Solutions® Consulting Services

A Snapshot Of Success
Thai Airways Improved Productivity Through Data Services And Automation
Prior to implementing Sabre AirCentre Flight Plan Manager, THAI Airways’ six NOTAMS officers manually transferred all NOTAMS for all flights. Using the data services and automation capabilities of the solution, the carrier reduced departmental resources to two, reallocating other team members to more strategic areas within the business.

Solution
• Implemented Sabre® AirCentre™ Flight Plan Manager in a two phase roll-out, closely collaborating with Sabre Airlines Solutions’ implementation and consulting services
• Deployed the solution with its new Airbus 380 fleet in Phase I and with its remaining fleets in Phase II, completed June 2013

Benefits
• Achieved target of 0.5% cost reduction:
  • Gained comprehensive cost comparison between routes by using Flight Plan Manager’s optimization capabilities based on multiple variables such as speed, altitude, over flight charges, and fuel burn
  • Automatically determined lowest cost route for increased confidence in route selection
  • Reduced costs through route and cost optimization using flexible cost index capabilities
  • Improved productivity through automation, allowing flight planners to focus on weather and warning analysis rather than data entry
  • Improved data consistency through data services requiring minimal user involvement, while providing complete NAV load validation and continuous handling of airport, SID/STAR and enroute restrictions
  • Improved crew experience through graphical presentation and web pilot briefing
  • Improved reliability of system through redundancy in hardware and state-of-the-art technology

Why Sabre AirCentre Flight Management Solutions
Airlines around the world, like THAI Airways, are able to achieve their fuel usage reduction goals through the route and cost optimization and flexibility and automation of Flight Plan Manager. Value measurement studies conducted in collaboration with the Sabre Airline Solutions team demonstrate specific cost savings and productivity improvements for all types of airline carriers in all regions globally.

Our Unique Experience
Sabre’s Airline Solutions business offers a broad range of software and data solutions to help airlines market themselves, sell products, serve customers and operate more efficiently. It provides both airline reservations systems, and a full suite of marketing and commercial planning software and enterprise operations solutions. Its data-rich software helps airlines make smarter operational decisions, personalize and retail their products to travelers. Sabre Airline Solutions services approximately 225 airlines including network carriers, hybrids and low cost carriers, primarily through Software-as-a-Service (SaaS) and hosted models, providing lower cost of ownership, flexibility, and scalability as airlines grow. The company also serves approximately 700 other customers including airports, cargo and charter airlines, corporate fleets, governments and tourism boards.

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