



Company profile

Founded in 1960

Head Office USA (South Lake, Texas)

Countries with offices 53

Main activities

“Sabre Corporation is the leading technology provider to the global travel industry. Sabre’s software, data, mobile and distribution solutions are used by hundreds of airlines and thousands of hotel properties to manage critical operations, including passenger and guest reservations, revenue management, flight, network and crew management. Sabre also operates a leading global travel marketplace, which processes more than US\$120 billion of global travel spend annually by connecting travel buyers and suppliers.”

Number of employees 10000+

Countries with operations 160

Global revenues 3.6B USD (2017)

Main references in airline industry N/A

Intended positioning on the market

“

Sabre is driving an industry evolution to unify efforts across all channels of retailing, distribution and fulfilment to better serve customers, drive innovation and accelerate the development of next-generation and NDC-enabled solutions.

”



Current NDC offer

Product name :

Digital Airline Commercial Platform (IT Provider solution)
New Sabre Red Workspace, GetThere, Sabre APIs (Aggregator solution)

Addressed clients :

Airlines, Aggregators, Agencies, TMCs, OTAs, Metasearch Engines

- Sabre has NDC-enabled Offer and Order Management Systems which support our end-to-end offering. The Offer and Order Management Systems are key components of our Digital Airline Commercial Platform (IT Provider solution) and the systems Sabre uses to distribute content through the indirect channel

Value proposition

- Integrated and normalized NDC and non-NDC content, providing the most effective comparison shopping and retailing platform in the industry. Sabre continues to evolve existing and new retailing capabilities to third parties in terms of offer personalization, customer data and revenue optimization. Sabre is driving NDC at scale

What differentiates this solution

- Sabre’s central position as a leading provider of GDS, PSS, and retailing solutions uniquely positions us to deliver an end-to-end NDC retailing solution that works for both direct and indirect channels, from offer creation to delivery
- Omni-channel merchandising capabilities
- Sabre integrates and normalizes all content into a single source
- NDC content seamlessly integrated across the business and operational systems



Sabre solutions are active in a production environment, and Sabre is currently preparing for full market deployment

NDC Roadmap

- Intelligent air, seat and ancillary offers
- Booking and fulfilment
- Voluntary changes – exchange, void, refund
- Involuntary changes
- Airline profile
- Divide / reduce number in party
- Payment with points

NDC perception



Modules bringing most value

- Intelligent, personalized offer creation
- Order management
- Air ancillary services



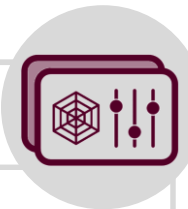
Main pain points heard from industry

- Clear path for an airline to transition to NDC based distribution
- Ability to create a business case for NDC / prove the ROI
- Lack of preliminary analysis of the airline's processes (RM, Pricing, etc) to identify dependencies



Areas of innovations

- Evolve standard setting process to be easier, faster, more agile
- Governance process for decommissioning capabilities / services



Covered Not covered

Use cases		Functional items						
Airlines	Offer Mgt	Air ancillaries	Non-air ancillaries	Personalization	Dynamic pricing	Rich media	Affinity shopping	New offer logic
	Content Mgt	Reference in NDC message	Text	Video	Picture	Multi-language		
	Order Mgt	Order creation	Post-booking ancillaries	Order change	Order cancellation	Payment	Order repository	One Order
	Airline API Mgt	Direct connect Integration	Aggregators Integration	Airline Profile	Network			
	Airline.com	B2C web site and mobile app	B2B web site and mobile app					
	Interline	Offer Interlining	Order Interlining					
	Integration Mgt	CRM integration	Loyalty integration	PNR synchronization	Analytics	RMS integration	CMS integration	
Aggr.	Aggregation	Offer messages	Order Messages	Rich media	Airline Profile			
Sellers	Tools for sellers based on NDC messages	Travel agency solutions	Self Booking Tool	TMC solutions	OTA solutions	MSE solutions	Two-way translation	

