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.

“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.”

Sabre GLBL Inc.

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.
Sabre GLBL Inc.

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

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

Current NDC offer
- 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

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
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