



sabre red

powering progress

Sabre / Travel Network®

What makes a winner?

Focus? Luck? Passion? Talent? Winners perfect the balance of all of these and more to achieve peak performance. See, you don't just show up on race day and hope to win. You work at becoming a winner. You make good choices. You act on proven methods. You surround yourself with other winners because they help you raise your game. Fact: *Sabre Travel Network*[®] is the partner of choice for the world's leading travel agencies and corporate travel programmes.

- **over 60% GDS air bookings share with the world's leading Online Travel Agencies**
- **over 50% GDS air bookings share with leading global Travel Management Companies**
- **70% of the Business Travel News 100 (BTN 100) corporate travel programmes choose *Sabre***

But winners are never satisfied with the status quo. They are forever pushing the boundaries. That's precisely why you're always asking, "what if?" And our latest answer to that simple yet profound question is about to change how you think about winning in travel.

drive customer loyalty



The Sabre Red travel solution

From the original travel inquiry on the front end, to serving your customers throughout the trip experience, to business intelligence to close the loop, *Sabre® Red™* is your total travel solution to drive customer loyalty and power business performance.

Success in the travel business requires a healthy balance. On one hand, there's resource spent on customer service, and on the other hand there's achieving your profitability goals. Focus only on efficiency and the customer experience suffers. Likewise, overextend resources to build loyalty and profits disappear. Creating and maintaining high customer loyalty — while also growing revenue and keeping costs in check — is the essence of value creation for your business.

Knowing that your success is our success, we're helping you raise your game to a whole new level. The result is a new generation of end-to-end solutions to help you provide great value and great service while also capturing more revenue and controlling costs through greater efficiency.

power business performance



A firm foundation

The core of the *Sabre Red* travel solution is our powerful *Sabre Red Workspace*[™]. It's not just another "desktop" as other companies are touting, but a customisable workspace that provides unprecedented flexibility to put everything users need right at their fingertips.

The *Red Workspace* is built on a future ready, open platform — the same used by NASA to command the Mars rover missions. Superior speed, superior dependability, superior flexibility, superior ability to simplify complex operations. The only difference between them and you? The ultimate destination of the trips managed.

That means:

- Faster start up times
- Greater stability
- Higher performance worldwide
- Superior application integration capability
- Administrative control to manage configuration and updates down to a user level.

The *Red Workspace* allows agents to utilise traditional GDS formats in a classic view, or utilise a highly intuitive workflow in an all new graphical view.



As it's increasingly harder to find experienced agents with GDS format knowledge — an intuitive, graphical workflow enables you to tap into a broader labour pool and to minimise training for new agents. Even for the most experienced agents — a keyboard-driven graphical view brings powerful new capabilities and productivity into the *Red Workspace*.

Agents benefit from advanced “online” shopping across many options and dates, as well as integration of new supplier merchandising options. And the *Red Workspace* enables you to bring quality control upfront into the workflow to minimise rework and service issues.



Drive customer loyalty

Sabre Red best equips your business to drive customer loyalty by delivering great value and great service.



Deliver great value

It's a fact. With *Sabre Red*, you receive leading low fare search capabilities. And you can further optimise your corporate clients' travel policies through our powerful business intelligence and sophisticated display management — which has proven to save an additional 5% on total air spend! Now that's value.

Stay in front of the travel supplier merchandising curve with our award-winning air merchandising platform. With *Sabre Red*, you'll empower your customers to make the most informed choice with the ability to shop by total price of the fare, including ancillary fees. The *Red Workspace* graphical view will provide agents with our premium "online" air shopping capabilities, providing nearly three times as many low fare options with a single search. And utilising XML connectivity and a new graphical view for hotels, we're continuing to build out a robust hotel merchandising platform to keep you ahead of the next phase of the game.

Travellers have more choices than ever before. Deliver great value to your customers with
Sabre Red.



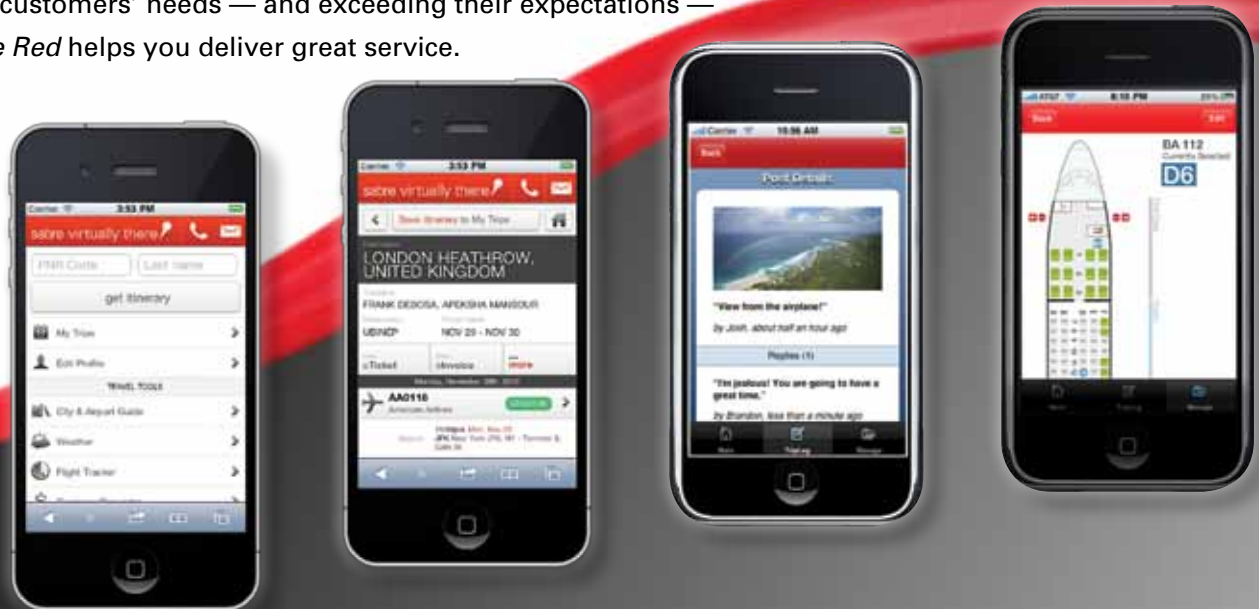


Deliver great service

Serve your customers wherever, whenever they need you with the #1 most popular Web and mobile traveller services in the industry. With our mobile tools you can customise your service by offering customer support 24 x 7 x 365 via the Web, SMS/text and e-mail. You'll be able to utilise our mobile traveller messaging service to extend your personal touch — and your brand — to the traveller throughout the trip experience. This includes pre-trip notifications (weather, ready for check-in, gates, delays), in-trip messaging (cancellations, delays) and arrival messaging (welcome home, solicit feedback). Check-in with over 59 airlines worldwide, and soon you can offer full self-service Web and mobile capabilities such as purchase of ancillary services and fares upgrade registration.

In addition, you can leverage the industry's newest and most powerful client profile management system — available via a graphical interface intelligently integrated in the *Red Workspace*, or via *Web Services* to integrate with your own or third party profile systems.

Anticipating customers' needs — and exceeding their expectations — is how *Sabre Red* helps you deliver great service.



Power business performance



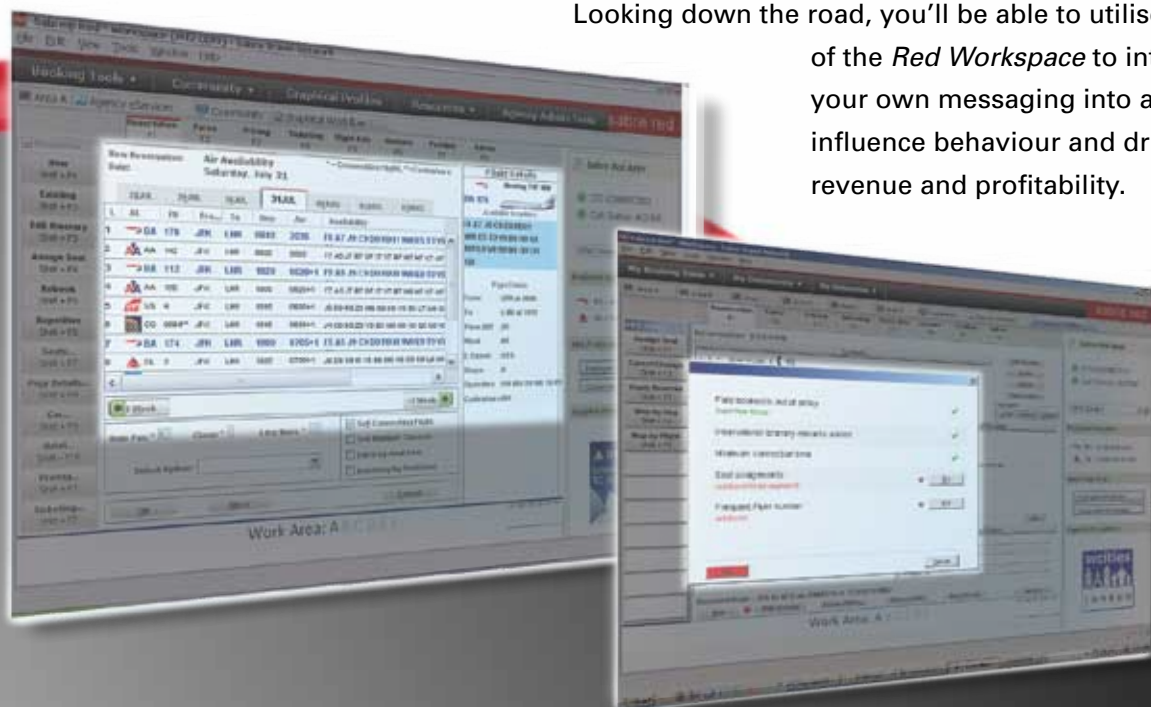
Capture more revenue on more sales and control costs with extreme efficiency

Capture more revenue

Who wouldn't want to increase preferred supplier sales by up to 20%, and boost overrides by up to 10%? Make it a reality by using the industry's only true supplier optimisation solution. Leveraging a combination of robust business intelligence tools and a sophisticated rules engine, *Sabre Red* enables you to manage both offline and online point of sale displays to maximum effect.

While you're at it, use our mark-up management capabilities to drive sales and revenue on your private fares. And even roll in commissionable travel extras to earn additional revenue. And for more added benefit use our automated service fee management capabilities to ensure consistent and accurate application of fees on each transaction. And as more transactions move online — you'll be able to take advantage of the new *Sabre Red* fraud detection tool, based on proven capabilities, to ensure the integrity of your sales.

Looking down the road, you'll be able to utilise the capabilities of the *Red Workspace* to intelligently integrate your own messaging into agent workflow to influence behaviour and drive even greater revenue and profitability.





Create more efficiency

Efficiency is the name of the game, and *Sabre Red* brings your business powerful capabilities to enable you to control costs with extreme efficiency.

Configure and customise the *Red Workspace* to create agent workflows tailored to your operations and your customer service processes. And once you've put your ideal workflow in place, keep an eye on your business performance with powerful, aggregated data and analysis through our *Business Intelligence* product.

Keep your business humming with efficiency built right in to everyday activities. For example, you'll be able to reduce agent training time and keystrokes by up to 50% with graphical workflow in the *Red Workspace*. And increase productivity for even the most experienced agents with automated exchange capability — integrated with low fare shopping — that can save up to 10-20 minutes per transaction.

You can even achieve 90+ percent touchless ticketing rates and 90% - 100% quality control compliance with our configurable and customisable post booking process automation tools.

What other solution provides you with more cost control opportunities?

A common thread

The customisable capabilities of *Sabre Red* bring a whole new level of intelligence to your game. It enables agencies to design and deliver a differentiated customer experience supported through a simplified workflow. *Sabre Red* threads a sense of the customer and active intelligence throughout every facet of your business.

And that's how the magic happens. As great service and great value drive customer loyalty, the optimised performance of your business delivers more revenue and more efficiency.

The result: a business that continually improves and adapts nimbly to industry challenges such as airline ancillary fees, changes in preferred supplier agreements, self-service traveller demands, recruiting top customer service agents, or anything else the future throws your way.



***Sabre Red* — your total travel solution to drive customer loyalty and power business performance.**

drive customer loyalty



Sabre Red Value Suite

Air
Car
Hotel
Rail
Leisure and Tour
Travel Policy
Optimisation

**great
value**



Sabre Red Service Suite

Customer Profiles
Web and Mobile
Traveler Security
Community

**great
service**

power business performance



Sabre Red Revenue Suite

Supplier Optimisation
Revenue Integrity
Marketing Services

**more
revenue**



Sabre Red Efficiency Suite

Workflow Management
Post Booking Automation
Private Fare Integration
Business Intelligence
Developer Tools
Consulting

**more
efficiency**



powering progress

Sabre / *Travel
Network*®