

sabre red

your total travel solution

drive customer loyalty

power business performance



Sabre Red Value Suite

Air
Car
Hotel
Rail
leisure
Travel Policy Optimization

great value



Sabre Red Service Suite

Customer Profiles
Web and Mobile
Traveler Security
Community

great service



Sabre Red Revenue Suite

Supplier Optimization
Revenue Integrity
Market Services

more revenue



Sabre Red Efficiency Suite

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

more efficiency

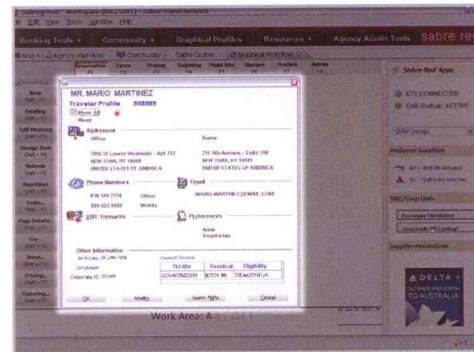
Introducing Sabre Red

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.



The Sabre Red Workspace

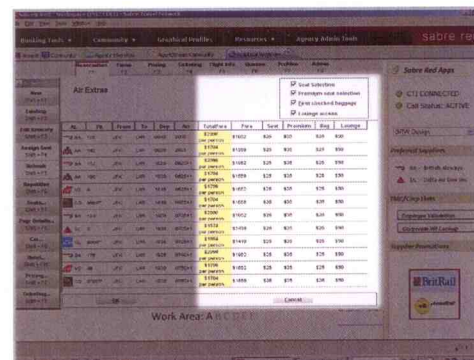
Knowing that your success is our success, we're helping you raise your game to a whole new level. The result is a new generation of end-to-end solutions to help you provide great value and great service while also capturing more revenue and controlling costs through greater efficiency.



Graphical Profile with unused ticket balance

Drive customer loyalty Deliver great value

It's a fact. With Sabre Red, you can save your customers an average of 10% per ticket with the world's best low fare search capabilities. We have outperformed ALL GDS competitors in finding the lowest available fares. And you can further optimize 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.



Shop by total price including ancillaries

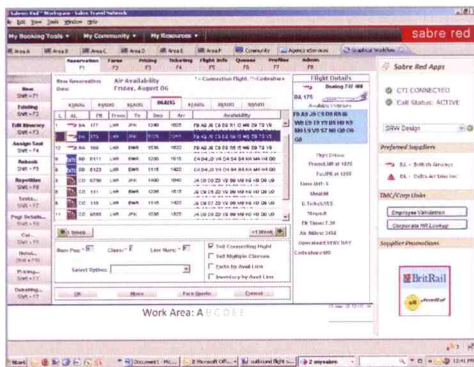
Deliver great service

Serve your customers wherever, whenever they need you with the #1 most popular web and mobile traveler services in the industry. With mobile tools such as our new smart-phone app, you can customize your service by offering customer support 24 x 7 x 365 via web, SMS, voice and e-mail. You'll be able to utilize our mobile traveler messaging service to extend your personal touch – and your brand – to the traveler 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). Soon you can offer full self-service web and mobile capabilities such as purchase of ancillary services, upgrade registration and check-in.

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.

Power business performance 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 optimization 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 max effect.



Preferred Supplier Optimization grows revenue



Sabre Red mobile services

Create more efficiency

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

A common thread.

The customizable 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. *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 traveler demands, recruiting top customer service agents, or anything else the future throws your way.