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## Sabre Pilots New Travel Agent Workflow Solution Desktop Technology Integrates with Sabre Merchandising Platform

**SOUTHLAKE, TX – February 3, 2010** – [Sabre Travel Network](#)(R), the world's leading provider of high-performance solutions for the travel industry, today announced a global pilot of a new travel agent workflow solution. The solution facilitates simplified agency operations, enabling new and experienced agents to serve a diverse set of customers while selling and servicing a wide range of travel supplier products.

A new graphical interface helps minimize training for new agents and enables agency management to maximize labor resources across the agency. The pilot includes a customer profile system that intelligently leverages client policies and preferences in the shopping and booking process.

The workflow solution operates across global distribution systems (GDSs), enabling larger travel management companies (TMCs) that serve clients on more than one GDS to simplify their operations with a standardized workflow across their customer base.

A key component of Sabre's merchandising platform, the solution provides efficient access to airline merchandising in the agent workflow. The Sabre merchandising platform efficiently integrates traditional and new forms of content – such as seat selection and fare families – through a variety of technologies and connectivity approaches, including traditional EDIFACT and XML.

The solution leverages the benefits of multiple technology investments at Sabre, including components that integrate additional sources of content provided via XML at the agency desktop *and* operate across GDSs – capabilities proven in the technology Sabre has successfully deployed to more than 2,000 agents in Brazil.

Multiple travel agencies in the Americas, including large regional and multi-national TMCs, have already signed to participate in the pilot. Sabre anticipates that additional agencies, including agencies in Europe and other regions, will join the pilot this quarter and throughout the first half of 2010, providing valuable feedback as Sabre prepares for global rollout later this year.

“Travel agencies are challenged today by complex product offerings from suppliers and evolving service requirements from clients,” said [Greg Webb, president of Sabre Travel Network](#). “The new workflow solution simplifies everyday shopping and selling routines for agents, efficiently incorporating supplier merchandising offerings while reducing the time it takes to review and book options. These enhancements also address key sources of inefficiency, helping agencies manage their costs even as they offer a growing number of travel options to corporate and leisure clients.”

## About Sabre Travel Network

Sabre Travel Network is the world's leading provider of high-performance travel solutions. By combining its unique expertise and leading technology, Sabre powers business performance across the travel industry. Sabre's multi-channel merchandising and procurement solutions enable corporate and leisure agencies, corporate travel programs, airlines, hotels and other travel suppliers around the world to make money, save money and provide better customer service.

The Sabre(R) GDS is the foundation for these solutions, providing a ready-built efficient marketplace that connects travel suppliers, including hundreds of airlines and thousands of hotels, with more than 55,000 travel agency locations. The Sabre GDS powers 70 percent of the *Business Travel News* 100 travel programs.

Sabre Holdings connects people with the world's greatest travel possibilities by retailing travel products and providing distribution and technology solutions for the travel industry. More information about Sabre Holdings is available at <http://www.sabre-holdings.com>.