

Sabre Launches Mobile App for Travel Agents

iPad App Provides Mobile Access to Sabre Travel Marketplace for Agents who Need to Shop, Book and Manage Travel On the Go

SOUTHLAKE, Texas – Nov. 6, 2013 – [Sabre](#), a global technology company, has launched a mobile app for travel agents on the go who need to book travel and serve customers. The [Sabre Red Mobile Workspace](#) provides access to the most commonly used agent functions including air, car, and hotel shopping and booking, customer profiles, PNR servicing, seat maps, ticketing capabilities and more.

The Red Mobile Workspace is a purpose-built app specifically designed to take advantage of the unique capabilities offered by tablets, including touch and swipe gestures. The app incorporates a custom Sabre keyboard, providing easy access to alpha, numeric and symbol characters from one screen. In addition, an embedded browser gives agents in-app access to popular Sabre resources such as Agency eServices and AgentStream.

“Technology is evolving, and so is the way travel agents want to work,” said Chris Kroeger, senior vice president of Sabre Travel Network. “Travel agents increasingly face the need to serve their customers wherever and whenever. The Sabre Red Mobile Workspace gives them the freedom to do so.”

Sabre Red Mobile Workspace was introduced at Sabre’s Travel Technology Exchange event held in May. Since then, it has undergone extensive beta testing with customers from all around the world. Beta test agents were [highly satisfied with the app](#) and found a variety of creative places from which to use the app, including their hotel pool, while floating down a river, on the pier at Bar Harbor, from the hospital and in the middle of Great Salt Lake.

The app operates as an extension of the Sabre Red Workspace and uses cloud technology to share and automatically sync reservations information, customer profiles, user preferences and shortcuts across devices.

According to research firm IDC, tablet shipments will outpace laptop shipments this year. A recent Sabre survey indicates that a majority of Sabre connected travel agents want to use a tablet device to serve their customers.

“We are heading toward a future where the lines between offline, online and mobile are blurring and will eventually disappear,” said Kroeger. “We’re helping our customers prepare for that reality.”

Sabre Red Mobile Workspace is available in the Apple App Store to any user of the Red Workspace and is available in English, Spanish, Portuguese, German, Italian, French, Russian, and Japanese. As a special introductory offer, the app is available to download and use at no additional charge through February 15, 2014.

Supporting Quotes from Beta Test Customers

Part of my role is organizing groups travelling for a UK media production company, and the introduction of Sabre for the iPad has been fantastic. During production time, I usually have to be on call and within a 1 hour commute of my computer, but having Sabre on the iPad, I can be anywhere and still service my clients to the high standard they expect. The ability to make, amend and cancel bookings is easy; navigation of the tool is simple. Thanks Sabre! - Jane Bleddyn, Uniglobe, UK

I am SO thrilled that there is now an iPad app for Sabre Red, as this allows me to be even more efficient when I am traveling and need quick access to my client's itineraries or to book their flights on the fly! The app is clean, user-friendly, and my favorite app on my brand new iPad Air! - Stacy H. Small, Founder/President, Elite Travel International.

It's a remarkable addition to the Sabre Red Workspace, and a perfect complement to our workflow. My team prides itself on being available to clients whenever possible, and the Sabre Red Mobile Workspace allows us to easily access our client PNRs while out of the office. It is a terrific tool to make quick changes, send client confirmations, or add a hotel or car rental at the last minute. Our clients rely on quick answers and the Sabre Red Mobile Workspace empowers us to deliver great results and exceed our clients' expectations. - Robert McCoy, The Travel Collaborative, US

My agents have been asking for this for a long time and I can't wait for them to see it. My agents are always on the move and this will help them manage their clients. It is very intuitive and has great features! - Heather McIntyre, Travel Experts, Inc., US

My experience so far has been excellent. The mobile app gives me the ability to provide my customers with personal attention from anywhere. - Alejandro Caramuti, Carlos Garro Travels, Argentina

About Sabre

Sabre Travel Network provides technology to the travel industry. It operates the world's largest travel marketplace, connecting travel buyers and sellers through the Sabre global distribution system (GDS). Its innovative technology connects 370,000 travel agents to more than 400 airlines, 125,000 hotels, 27 car rental brands, more than 50 rail providers, 16 cruise lines and other global travel suppliers. More than \$100 billion of travel is purchased through this channel annually.

Sabre Travel Network is part of Sabre, a global travel technology company serving the world's largest industry- travel and tourism. For more information please visit: www.sabretravelnetwork.com.

###

Contact:
Heidi Castle
Sabre
Heidi.castle@sabre.com
682-605-4290