

Sabre Technology Simplifies Travel Data Management

TruTrip addresses the problem of fragmented itinerary visibility for business travelers, corporations, and travel management companies

SOUTHLAKE, Texas – July 31, 2013 -- Sabre, a global travel technology company, has announced new capabilities that allow business travel buyers to easily capture travel activity across booking sources. Building on existing TripCase, GetThere, and Sabre Red capabilities, TruTrip addresses existing gaps created by out-of-program bookings. The TruTrip experience will be shown next week at the Sabre booth #1527 during the GBTA Conference in San Diego.

With this new offering, corporations will have greater insight and oversight of travel programs. Travel management companies (TMCs) will save time and know more about their client's travel activity, allowing them to better manage and serve business travelers. Travelers will be able to create a single itinerary from travel booked via multiple sources then sync it with other business travel tools, giving them and their corporation better visibility into the entire trip.

"This is the next step in managed travel. TruTrip will help travelers have a better service experience and allow travel managers and TMCs to be better stewards of T&E spend," said Chris Kroeger, senior vice president for Sabre Travel Network. "Travel managers will be able to improve duty of care, drive greater policy compliance and have broader visibility across their travel program."

At the heart of this new capability is the TruTrip Hub, an intelligent rules engine that aggregates travel and itinerary data from multiple sources. Whether a trip was booked in or out of the program, the TruTrip Hub collects and synchronizes business travel itineraries with mobile, online, and offline tools to create a complete view of travel activity using a shared graphical itinerary. This ensures the traveler, corporation, and TMC can instantly access the same information.

"There has been a great deal of noise in the industry around open travel. Rather than exposing my program to additional costs and challenges, TruTrip will help me augment the strategic managed travel program I already have in place," said Cindy Heston, travel manager for WellPoint. "This is exciting, and I am already looking to see how I can incorporate TruTrip into my program."

TruTrip will also include a service known as TruTrip Shop, a gateway that extends managed travel booking capabilities to additional sources outside of the core Sabre travel marketplace. TruTrip Shop provides end-to-end travel management benefits, without exposing managed travel programs to sources with limited data and incomplete workflows.

About Sabre

Sabre Holdings is a global travel technology company, serving the world's largest industry – travel and tourism. We provide software to travel agencies, corporations, travelers, airlines, hotels, car, rail, cruise and tour operator companies through our four businesses: Sabre Airline Solutions, Sabre Hospitality Solutions, Sabre Travel Network and Travelocity.

By delivering innovative travel technology, Sabre makes the world a better place. Our innovative technology is used by more than a billion people around the world to plan, book and get to their destination at a time and price that's right for them. We work behind the scenes to make the world a better place, one journey at a time.

Headquartered in Southlake, Texas, Sabre has approximately 10,000 employees in 60 countries around the world. It has large development and customer care centers in the United States, Argentina, India, Philippines, Poland and Uruguay. Sabre has won numerous awards for being a top employer and corporate citizen in Argentina, Brazil, India, Mexico, Peru, Poland, and the United States. Sabre is privately owned by Texas Pacific Group (TPG) and Silver Lake Partners.

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