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Sabre launches first AI-powered business intelligence solutions for the hospitality industry

Combining artificial intelligence, big data, and modern visualizations, SynXis Analytics Cloud offers predictive analytics and pattern recognition to recommend strategies that increase hotel revenue across channels

SOUTHLAKE, Texas, Oct. 23, 2017 /PRNewswire/ -- Sabre Corporation (NASDAQ: SABR) has developed the hospitality industry's first analytics platform to use artificial intelligence (AI) to help maximize total hotel revenue. SynXis Analytics Cloud is Sabre's new data and analytics platform built from the ground up for the hospitality industry.

Without an industry-grade automated solution, many hoteliers are hamstrung with a number of separate - often manual - reports, creating an expensive lag in their revenue-focused decisions and making them reactive to market dynamics. Even with solutions available on the market today, hoteliers are limited to analyzing past events which provides only a historical view and few actionable insights.

Leveraging artificial intelligence, SynXis Analytics Cloud identifies opportunities for revenue and guest experience improvement and helps hoteliers avoid lost revenue by analyzing data from operations, finances, room-stay production, ancillaries and rate-room-channel configurations to deliver targeted, actionable insights. A hotel user is also able to design and test different predictive models by choosing a variety of pre-built machine learning algorithms.

"Our vision for SynXis Analytics Cloud is focused on solving the hospitality data integration challenge and meeting hoteliers' need for self-service business intelligence and artificial intelligence capabilities," said Balaji Krishnamurthy, vice president of global strategy, corporate development and business intelligence for Sabre Hospitality Solutions. "The move to predictive forward-looking analytics represents a tectonic shift for the hospitality industry that has traditionally been limited to static backward-looking reporting. We are bringing AI to operations, distribution, personalization and retailing."

Customer Responses

Several Sabre customers including Denihan Hospitality Group, Preferred Hotels & Resorts, Vantage Hospitality Group, L.E. Hotels and Two Roads Hospitality have already embraced these solutions.

According to Joshua Steele, Denihan's director of reservations, key accounts and operations, "SynXis Analytics Cloud offers powerful analytics tools that are fast and easy to use and the fresh visualization capabilities allow for in-depth analysis of subchannel booking trends. I have used the tool for market segmentation channel analysis and to evaluate negotiated account performance."

SynXis Analytics Cloud includes a suite of pre-built insights for executives, business managers and hotel revenue analysts that allow them to see hotel performance at a region/brand/chain level down to rate code level, while also providing powerful on-demand analytics and storytelling capabilities. The platform offers a robust data warehousing service to host and integrate multiple sources of hospitality data in the cloud and empower highly customized, on-demand analytics consumed through a suite of self-service business intelligence capabilities.

Performance Insights, Self-Service BI and Rate Insights are the flagship products available today in the SynXis Cloud Analytics suite of solutions. Sabre expects to expand its business intelligence offering later this year with additional AI-powered solutions.

"We are fans of Performance Insights as we have all information at our finger tips. Instead of running reports per property to have an overall idea of how our company is doing, we can run figures and get immediate reports. It also has a variety of graphs and tabs that can be easily exported. I do not know how we would manage our reporting without this tool," said Bianca Porto Barga, vice president, account management for L.E. Hotels.

About Sabre Corporation

Sabre Corporation is the leading technology provider to the global travel industry. Sabre's software, data, mobile and

distribution solutions are used by hundreds of airlines and thousands of hotel properties to manage critical operations, including passenger and guest reservations, revenue management, flight, network and crew management. Sabre also operates a leading global travel marketplace, which processes more than US$120 billion of global travel spend annually by connecting travel buyers and suppliers. Headquartered in Southlake, Texas, USA, Sabre serves customers in more than 160 countries around the world.

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

Investor Contact:
sabre.investorrelations@sabre.com

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