



## Sabre teams up with Cendyn to enhance the SynXis platform with advanced CRM capabilities

March 7, 2018

SOUTHLAKE, Texas, March 7, 2018 /PRNewswire/ -- Sabre Corporation (NASDAQ: SABR), the leading technology provider to the global travel industry, today announced an enhanced technology agreement with Cendyn, the best-in-class customer relationship management (CRM) solutions provider. This arrangement expedites Sabre's rollout of new, intelligent guest profile and experience management capabilities through the SynXis Enterprise platform that will revolutionize insights and personalization opportunities for the hospitality industry.

"Our SynXis platform is emerging as a single source of truth for the hospitality industry, given the span of our products and Sabre's unique position within the marketplace," said Mike Rodger, vice president of product marketing for Sabre. "As our customers begin to focus on enhancing guest interactions and personalizing offers, an alliance with Cendyn allows us to leverage the power of SynXis to drive actionable insights in this space. We'll enable hotel staff to provide consistently remarkable service and generate new revenue opportunities based on guest attributes – including preferences, insights, stay history and shopping behavior."

Sabre's collaboration with Cendyn provides SynXis customers with fully-integrated guest profile management, personalization, audience segmentation, multi-channel marketing automation and loyalty program management, paving the way for cutting-edge innovations later this year from Sabre in the guest experience space.

According to Forrester, almost 62 percent of online adults have chosen, recommended or paid more for a brand that provides a personalized service or experience and 51 percent of travelers are open to sharing personal information in return for relevant offers.<sup>1</sup>

"Sabre provides powerful tools for businesses across the travel industry, and we saw an opportunity to partner our technologies to enhance the entire hotel guest experience," said Tim Sullivan, chief sales and marketing officer at Cendyn. "This close collaboration between two industry-leading hospitality technology solutions in the personalization, hotel CRM, marketing automation and loyalty space will create huge opportunities for Sabre's customers to drive profitable revenue growth, guest satisfaction, and loyalty."

<sup>1</sup> Source: "Customer Experience In Hospitality: Embrace Customer Data And Elevate The Guest Experience," Forrester, November 2015

### About Sabre

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.

### About Cendyn

Cendyn is a cloud-based software and services provider that develops integrated technology platforms for driving sales and marketing performance in the travel and hospitality industry. The Cendyn Hospitality Cloud offers the most complete set of innovative software and services in the industry, covering hotel marketing, guest engagement, group sales, and event management. With offices in Boca Raton, Atlanta, Boston, San Diego, Toronto, Whistler, London, Munich and Singapore, Cendyn proudly serves more than 30,000 clients in 143 countries with enterprise spend levels in excess of \$1 billion. For more information on Cendyn, visit [www.cendyn.com](http://www.cendyn.com).

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