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## **Aeroflot pioneers new Sabre analytics technology to achieve one version of the truth**

### **New software addresses data and analytics challenges to help maximize revenue and extend competitive advantage**

SOUTHLAKE, Texas and MOSCOW, April 27, 2016 /PRNewswire/ -- Russia's flagship carrier, Aeroflot, is the world's first airline to achieve a single view of all its commercial data, using AirVision Commercial Analytics, developed by [Sabre Corporation](#) (NASDAQ: SABR).

The pioneering analytics solution from Sabre addresses one of the airline industry's biggest challenges - obtaining a consolidated and accurate view of data generated from across the commercial planning division of airlines. By bringing that data into one place, Commercial Analytics is able to provide airlines with unique and actionable insights that create competitive advantage and empower employees from across multiple commercial departments to make more informed decisions.

"Sabre continues to significantly invest in solving the most challenging industry problems, including revenue stream diversity," said Darren Rickey, vice president of AirVision, Sabre Airline Solutions. "Partners such as Aeroflot are looking to make the complex transition towards becoming more customer-centric retailers. We are focused on helping them cross that bridge by providing one version of the truth and a continuous stream of insights that can be quickly actioned to help drive maximum revenue while clearing a path to faster and smarter decisions."

"We are proud to be working with Aeroflot to develop and launch new technology that will help it capitalize on an increasing number of new revenue streams," said Dino Gelmetti, vice president EMEA, Airline Solutions. "Aeroflot operates a vast and complex network of flights in the region and we are committed to working with the airline to develop new, industry-leading technology that can help it to continue its steady growth. By expanding our strategic relationship with Aeroflot through developing new customer-centric technology, Aeroflot can make a significant impact on continually enhancing the travel experience."

Commercial Analytics has been designed to help airlines optimize revenue per passenger instead of revenue per seat, a key enabler of achieving [total revenue optimization](#). The solution provides insight into historical and forward-looking revenue trends while offering a sophisticated analytical approach to customer segmentation, and partnership and alliance analysis. Featuring integrated market metrics and predictive intelligence, it is also the only solution in the market to measure the impact of passenger behaviour on an airline's revenue, helping airlines become true retailers.

"Identifying new revenue streams and improving efficiencies across our vast partnership network is a key business priority for Aeroflot," said Kirill Bogdanov, Chief Information Officer, Deputy CEO of Aeroflot. "Commercial Analytics is a breakthrough in airline specific analytics and will give us true visibility into forward-looking interline revenue and codeshare opportunities that would otherwise be missed. This supports our growth goals and our commitment to innovating using the latest technology."

Commercial Analytics builds on Sabre's already formidable suite of data and analytics solutions and highlights the company's commitment to investing in solutions that address the needs of airlines and the travel industry today, tomorrow and in the future.

#### **About Sabre Corporation**

Sabre Corporation is a leading technology provider to the global travel and tourism 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 \$120 billion of estimated travel spend annually by connecting travel buyers and suppliers. Headquartered in Southlake, Texas, USA, Sabre operates offices in approximately 160 countries around the world.

#### **About Aeroflot**

Aeroflot is Russia's flagship carrier and one of the largest airline groups in Europe. In 2014 Aeroflot carried 23.6 million passengers (34.7 million passengers as Aeroflot Group including subsidiaries) a record for any Russian airline. A proud member of the SkyTeam global airline alliance. Aeroflot and its partners serve 1,052 destinations in 177 countries

worldwide. Aeroflot operates the youngest fleet in the world among major airlines, numbering 156 Airbus, Boeing and Sukhoi airliners. Aeroflot is among the global leaders in aviation safety. The Company's European Community Safety Assessment of Foreign Aircraft (SAFA) Index, which is the main globally recognized safety parameter, is comparable to global peers. The first Russian carrier to enter the IATA Operational Safety Audit (IOSA) register, renewing its registration for the fifth time in 2013. Aeroflot has successfully passed the IATA Safety Audit for Ground Operations (ISAGO) and is fully ISO 9001:2008, ISO 14001:2004 compliant. In 2014 Aeroflot was named by SKYTRAX as the Best Airline in Eastern Europe for the third time. Find more at [www.aeroflot.com](http://www.aeroflot.com).

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The Sabre logo is rendered in a bold, red, italicized sans-serif font. The letter 'S' is significantly larger than the other letters, and a white swoosh underline is positioned beneath the 'S' and the 'a'. A registered trademark symbol (®) is located at the end of the word.

Logo - <http://photos.prnewswire.com/prnh/20131216/DA33636LOGO-b>

To view the original version on PR Newswire, visit: <http://www.prnewswire.com/news-releases/aeroflot-pioneers-new-sabre-analytics-technology-to-achieve-one-version-of-the-truth-300258443.html>

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