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Sabre next-generation revenue management platform optimizes all revenue streams and empowers airlines to become better retailers

Aegean Airlines to implement Sabre AirVision Revenue Optimizer, enabling real-time revenue management

SOUTHLAKE, Texas, Oct. 27, 2016 /PRNewswire/ -- At the [CAPA-ATCE Global Summit](#) in Amsterdam, [Sabre Corporation](#) (NASDAQ: SABR), the leading technology provider to the global travel industry, launched its next-generation revenue management platform, AirVision Revenue Optimizer. This innovative solution is designed to help airlines respond to rapidly changing market conditions in real-time and to optimize multiple revenue streams through advanced decision support.

Sabre's Revenue Optimizer provides end-to-end control for airlines to better understand traveler profiles and respond to their needs and willingness to pay, while efficiently pricing and selling seat inventory and ancillary products. This is done by leveraging real-time data from the passenger service systems (PSS) and other Sabre commercial planning solutions such as scheduling and pricing.

"Utilizing revenue management systems of the past can no longer produce long-term profitability," said Pramod Jain, vice president of Sabre AirVision. "Legacy systems lack the ability to have real-time, accurate, customer-focused capabilities. Airlines need a next-generation revenue management platform like Revenue Optimizer that provides the opportunity to consider the total customer value and therefore become better retailers."

Customers want tailored offers from airlines, and airlines need to create and manage these offers in an optimal way to remain competitive. This practice involves changes in many different systems airlines use. Revenue Optimizer supports this transformation and can help airlines drive incremental revenue by up to two percent. It also provides recommendations that allow airlines to offer the right content to the right customer at the right price.

"Sabre's real-time data processing, enhanced integration and advanced decision support tool capabilities were impactful considerations for Aegean," said Roland Jaggi, Director Revenue Management, Pricing, International Sales at Aegean Airlines. "By leveraging Revenue Optimizer, we will be able to maximize revenue opportunities by offering our customers innovative and personalized services and retail offers."

Aegean Airlines is the seventh airline to sign an agreement to use this next-generation solution. Success in today's industry requires a next-generation revenue management solution that is robust and provides airlines with more accurate, real-time information in an easy-to-consume format.

By implementing Revenue Optimizer, airlines will be able to fulfill these requirements and truly differentiate themselves as customer-centric retailers in the industry.

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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