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Copa Airlines selects SabreSonic Customer Sales & Service reservations system and broad technology portfolio to enhance retailing offerings

Sabre's retailing solutions, fueled by data analytics, will power the airline's strategy to further personalize the traveler's trip

SOUTHLAKE, Texas, Jan. 28, 2015 /PRNewswire/ -- [Copa Airlines](#), one of the leading network carriers in Latin America, and a Star Alliance member, has selected [Sabre Corporation](#) (NASDAQ: SABR) as **the airline's leading technology provider**. **Copa will leverage the breadth of Sabre's leading technology portfolio, including the SabreSonic Customer Sales & Service (CSS) reservations system, and airline retailing solutions**, enabling the carrier to personalize its flight experience for travelers.



Core to Copa's technology transformation is migrating to the SabreSonic CSS reservations system, **an integrated Software-as-a-Service platform for all critical airline operations - including passenger check-in, inventory and departure control - as well as retailing and e-commerce solutions**.

"The SabreSonic reservations system will deliver new capabilities and flexible technology that will enhance our ability to provide the best possible customer experience," said Glen Baker, Copa Airlines Chief Information Officer. "Sabre's integrated product suite and strong IT expertise will help our airline meet the growing demand for personalization within the Latin American marketplace."

Copa will also leverage two of Sabre's newest solutions, Customer Data Hub and Customer Experience Manager, created to help airlines get to know their customers better so they can create a personalized experience for each traveler. These solutions are part of **Sabre's new airline retailing technology, which works in concert with SabreSonic CSS**.

"We are excited to work with Copa Airlines, one of the world's most successful airlines," said Hugh Jones, president of Sabre Airline Solutions. "By delivering Sabre's unique capabilities, we will support Copa's goal to provide guests an extraordinary travel experience across their entire journey. We are beginning a collaboration that will enable us to unlock new insights through our data analytics, make travel more convenient with mobile capabilities, and deliver personalized service to Copa's global guests."

Based in Central America, **Copa serves a growing network of 70 regional and international destinations from Tocumen International Airport in Panama**, one of the world's most strategically located airports.

Copa is one of many Latin American carriers to select Sabre's technology and passenger reservations system. **Globally, Sabre's technology is used by 225 airlines, including most of the world's largest carriers**. Sabre's broad suite of flexible and scalable software solutions allows airlines to operate how they want to and adapt their business to changing needs and requirements. Sabre's solutions optimize day-to-day airline operations and ultimately help airlines solve their biggest challenges - driving increased revenues, reducing costs and delivering better travel experiences.

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