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Sabre seeks innovators to pilot TruTrip prior to global launch

Corporations and travel management companies sign up now

SOUTHLAKE, Texas, July 22, 2014 /PRNewswire/ -- [Sabre Corporation](#) announced that it is opening enrollment for the beta test of the next phase of TruTrip, Sabre's solution for corporations and travel agencies to capture, aggregate and manage data on bookings made outside of the standard procurement process. [TruTrip](#) creates a single travel itinerary and keeps it continuously synchronized with online, offline, and mobile tools, allowing corporate travel managers and travel agencies to capture and service travel activity, regardless of where a booking originates.



The next phase of TruTrip seamlessly integrates out-of-program bookings for hotel into the existing workflow and software solutions used by corporations and agencies. Beta test functionality will be shown as part of the Sabre booth (Booth #1513) at GBTA Convention 2014 from July 28-30 in Los Angeles.

Among the main components of this next phase is the TruTrip Hub, an intelligent rules engine that aggregates and normalizes business travel itinerary data from different sources, and a new open-systems trip record that integrates an out-of-program booking directly into that trip record as a structured segment.

"Because business travelers have more information and technology at their fingertips, travel managers feel more pressure than ever to comprehensively manage their programs," said Greg Webb, president of Sabre Travel Network. "TruTrip provides travel management companies and corporations the flexibility to manage corporate travel policy with visibility of out-of-program trip details."

For seamless service and program management, trip information captured through TruTrip dynamically updates the different travel manager, traveler, and travel management company software applications.

Sabre launched the first phase of TruTrip with the release of TripCase Corporate in April. Using TripCase Corporate, travelers who make a reservation outside their corporate travel program can designate trip elements, such as a flight or hotel stay, as being for business. The information is then captured and shared with the corporation through an easy-to-use dashboard, allowing travel buyers to identify, track, and manage out-of-program spend.

About Sabre

Sabre® (NASDAQ: SABR) 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, such as passenger and guest reservations, revenue management, and flight, network and crew management. Sabre also operates a leading global travel marketplace, processing over \$100 billion of estimated travel spend in 2013 by connecting travel suppliers to their most valued customers, the business traveler. Headquartered in Southlake, Texas, USA, Sabre operates in approximately 60 countries around the world. www.sabre.com

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