Retailing, Distribution and Fulfillment for Hotels

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HOSPITALITY SOLUTIONS

RETAILING ▶ DISTRIBUTION ▶ FULFILLMENT

RETAILING	DISTRIBUTION	FULFILLMENT
	Booking Engines SynXis Booking Engine	
Revenue Optimization SynXis Analytics Cloud	**Central Reservation Systems** SynXis Central Reservations	
Shopping SynXis Booking Engine	**Agent Productivity** SynXis Property Manager	**Operations** SynXis Property Manager
Offer Management SynXis Central Reservations Dynamic Offers	**Digital Services** SynXis Digital Experience	
	Call Center SynXis Voice Agent Call Center Services	

Profiles | Data & Analytic Solutions | API / Service Enablement Solutions

Artificial Intelligence / Machine Learning Solutions

Hospitality: A big and growing market

Product Segmentation — $5.2B total:
- BI: $300M
- Full-Service PMS: $1.1B
- Limited-Service PMS: $500M
- CRM: $700M
- Digital Marketing Services: $1.7B
- Distribution: $900M

Customer Segmentation — $5.2B total:
- Long Tail: $400M
- Middle Market/Independent: $2.3B
- Enterprise: $2.6B
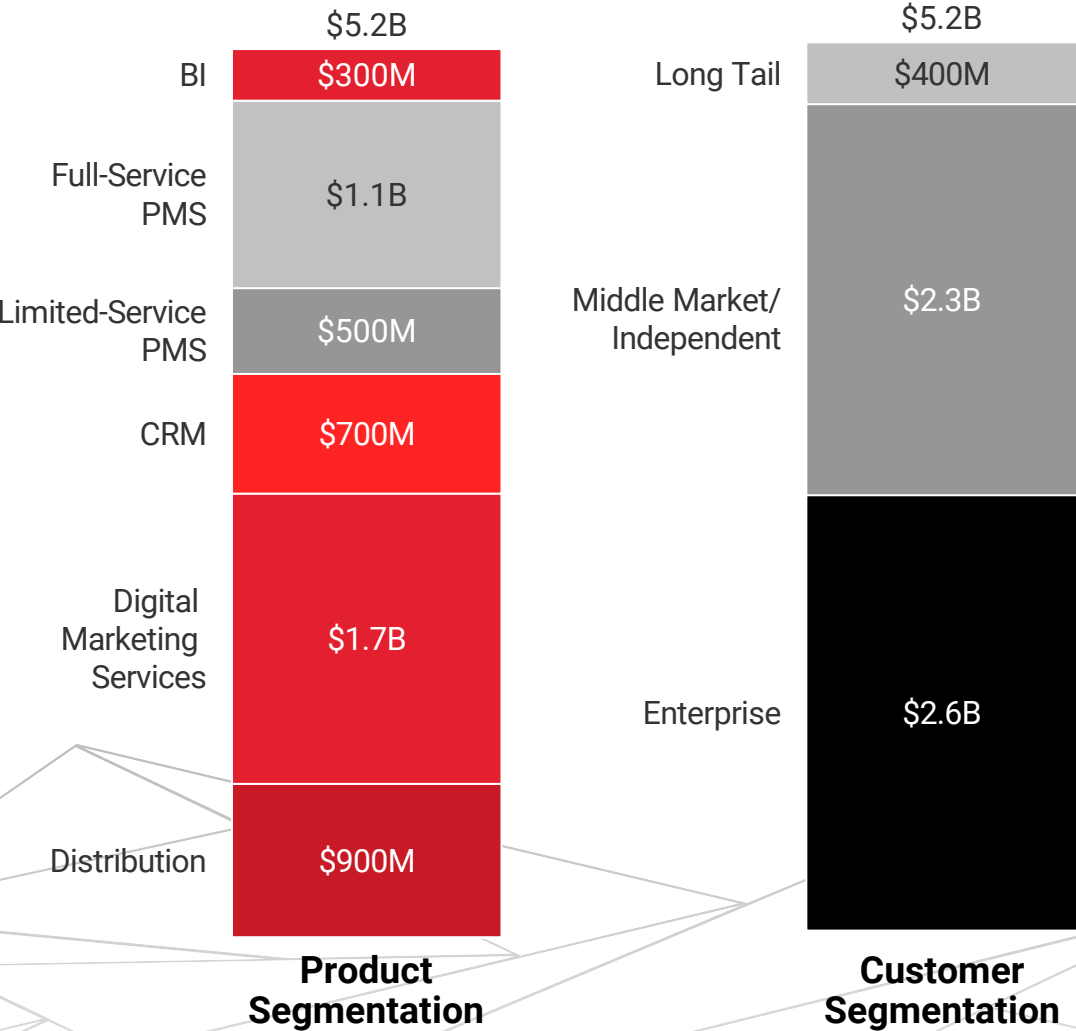
$5B Total addressable market

4% CAGR hotel room night growth

Source: Phocuswright's U.S. Online Travel Overview Seventeenth Edition - Hotel & Lodging, Forecast 2017-2021

Global scale and reach

$258M
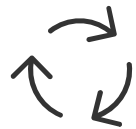travel technology business with transactional revenue model

39K
hotel properties managed around the world

95%
of revenue recurring
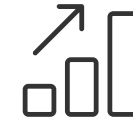
15%
revenue growth in 2017

2.5x
larger than next largest competitor

37%
of revenue outside North America

What hoteliers want… for today and tomorrow

Outsource technology
Greater functionality faster at a more predictable cost

Total hotel revenue optimization
Custom offers including rooms and ancillaries
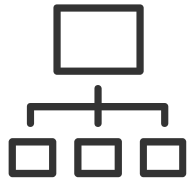
Differentiated, branded offerings
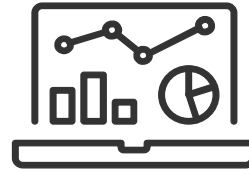Personalization, data-driven retailing and guest experience

ML / AI automation
Optimize distribution operations and improve yield

Our strategy delivers customer value

Deploy scalable product and service platform

Optimize revenue across all channels

Leverage data insights and customer knowledge

We have the portfolio to meet customer needs

SynXis Analytics Cloud

Retailing and Distribution

Indirect Distribution

OTA
GDS
Channel Connect

Direct Distribution

Booking Engine
Voice Agent

Fulfillment

Property Management

PMS

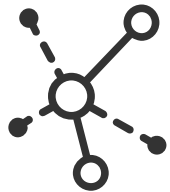## Loyalty

Guest Experience

GX

Services

Hotel Services
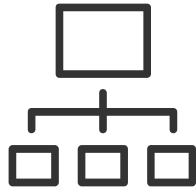
Call Center
Digital Marketing (DX)

SynXis Central Reservations

Revenue uplift upwards of 10% when customers switch to our platform

Open, contemporary architecture
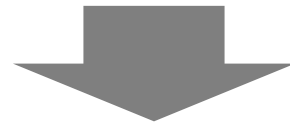
SaaS/PaaS community model

Scalable and flexible cloud applications and microservices

Efficient, fast, stable and secure

Enterprise-grade

**Faster innovation at lower cost
Stable systems that scale with growth
Sustainable customer differentiation**

Data powering next-generation retailing for hotels

**Rate optimization:
the future of hotel RM**

- Real-time booking performance powering AI algorithms
- Optimizing rate and channel availability

+

Data/trip context powering customer acquisition and bundled offers

- Profile/persona/shopping customized offers and bundles
- Improving conversion, yield and share of wallet

Sabre is uniquely positioned to deliver both rate optimization and customer data insights

Well positioned to win

Trusted industry leading distribution partner

Relevance to all channels and guest touchpoints

Proven track record with middle market and enterprise customers

Deep hospitality and travel industry domain knowledge

Right data and insights to drive the future of retailing in hospitality