



November 17, 2016

## **Sabre's technology empowers Philippine Airlines to drive new insights across all of its commercial planning departments**

### **Philippine Airlines signs up as a Beta Partner for Sabre's pioneering AirVision Commercial Analytics**

MANILA, Philippines, Nov. 17, 2016 /PRNewswire/ -- [Sabre Corporation](#) (NASDAQ: SABR), the leading technology provider to the global travel industry, announced today that Philippine Airlines (PAL) will use AirVision Commercial Analytics in order to see daily revenue performance more consistently and accurately. This new solution simplifies and enables consistent decision making across several commercial planning divisions by bringing all the data to one place and in real-time.

When airlines collect data, they are challenged with deriving meaningful insights from the data. Commercial Analytics delivers unique and actionable insights that create a competitive advantage and allow airlines to make more informed decisions. In today's extremely competitive environment, it is critical that all commercial departments draw from the same information. This drives consistent actions across the sales, revenue management, pricing and partnership departments to maximize revenue opportunities.

"Sabre's Commercial Analytics will allow Philippine Airlines to make more actionable decisions," said Dasha Kuksenko, vice president and regional general manager - Airline Solutions, Asia Pacific. "This solution also enables the airline to maximize revenue, improve efficiency and productivity, while driving a competitive advantage. By using Commercial Analytics, the Philippines flag carrier will have the ability to look at customer segments instead of simply fare purchases. This gives the airline more insights into their customers' purchase propensities and the ability to recommend actions to best suit the business needs of the airline."

Commercial Analytics will help PAL optimize revenue per passenger instead of the historically used revenue per seat model - a key component of achieving total revenue optimization. This ground-breaking, real-time solution analyzes historical and future revenue trends through integrated air fare, ancillary product, and partner revenue metrics with predictive intelligence. This is the only solution in the market that can measure the impact of passenger behavior, helping PAL become more customer-centric.

"We are proud to partner with Sabre to help us identify new revenue streams and improve efficiencies," said Dina May F. Flores, vice president - Revenue Management, Philippine Airlines. "This will provide us relevant insights to help us better understand our customers' buying behavior. This will help us attain our goal of becoming a five-star airline and a source of pride for Filipinos everywhere."

Commercial Analytics solves business challenges through a combination of intuitive role based user experience, advanced analytics and integrated data through the rest of the Sabre portfolio. It can also integrate with multiple reservation systems making Commercial Analytics a key part of Sabre's already industry-leading suite of data and analytic solutions - underscoring the company's commitment to invest in solutions that address the real-time needs of the travel 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.

#### **About Philippine Airlines**

Philippine Airlines is Asia's first airline, achieving numerous firsts in local commercial aviation for the last 75 years. PAL's trend-setting service on ground and inflight continues to set the standard of excellence in airline service. PAL keeps in step with technological advancements to maintain those standards, such as acquiring the latest aircraft types with cabins equipped with luxurious amenities. Today, the PAL fleet consists of 80 aircraft - Boeing 777-300ER, Airbus A340, A330, A321, Bombardier Q400 and Q300. PAL is the first Philippine-based carrier certified safe by the International Air Transport Association (IATA), and only airline with Business Class in domestic service. This 2016, PAL crafted a new corporate vision - to be a five-star airline. In support of this goal, a new brand philosophy was unveiled, embodying warm and caring service that can only come from the Heart of the Filipino. This new brand equity projects PAL as the showcase of the best of

Filipinos.



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