



June 6, 2017

## Sabre and PAWA sign strategic technology agreement

### Sabre to provide PAWA access to advance technologies, extending a competitive advantage for the airline

SOUTHLAKE, Texas, June 6, 2017 /PRNewswire/ -- Pan Am World Airways Dominicana (PAWA) selected [Sabre Corporation](#) (NASDAQ: SABR) as the airline's leading technology provider. PAWA will leverage the breadth of Sabre's leading technology portfolio, including the SabreSonic Customer Sales & Service reservations system, Revenue Optimizer and Revenue Integrity solutions, as well as Sabre's Market Intelligence solution. This will enable the carrier to offer a reliable, efficient and profitable international air transport service that drives tourism and economic growth.

Core to PAWA's technology transformation is migrating to the SabreSonic reservations system, an integrated Software-as-a-Service platform enabling personalized sales and service - including passenger check-in, inventory and departure control - as well as retailing and e-commerce solutions.

PAWA will also leverage other Sabre technology:

- 1 Revenue Optimizer empowers PAWA to enhance multiple revenue streams, sense and respond dynamically to rapidly changing market conditions, and maximize market share while improving analyst productivity and performance. This is done by breaking down traditional data and system silos and leveraging real-time data from the passenger service systems (PSS) and other Sabre commercial planning solutions such as pricing.
- 1 Revenue Integrity management tools will be a strategic element in PAWA's overall revenue management capabilities. This will allow PAWA to detect and optimize less profitable bookings, reduce and normalize overbooking, eliminate inventory spoilage and improve load factor.
- 1 Market Intelligence (MIDT) will give PAWA the capability to easily extract valuable decision-support information from GDS booking transactions. MIDT allows for reporting on both post-departure and advance bookings letting airlines measure the impact of new pricing, marketing or sales initiatives. Additionally, by using Market Intelligence PAWA will be able to identify sales opportunities, set targets and monitor agencies, which are significant sources of revenue.

"The SabreSonic reservations system and other software will deliver new capabilities and flexible technology that will enhance our ability to provide the best possible customer experience," said Gary Stone, President and CEO of PAWA. "Sabre's integrated product suite and strong IT expertise will help our airline meet the growing demand as we grow to other markets."

PAWA is one of many global carriers to select Sabre's technology and passenger reservations system. 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.

"We are excited to work with PAWA, a growing airline in the Caribbean," said Greg Gilchrist, SVP and Chief Customer Officer, Sabre Airline Solutions. "By delivering Sabre's unique capabilities, we will support PAWA's goal to offer great service that will expand tourism across the region. We look forward to growing with them as they open new markets."

#### 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.

#### Media Contact:

Andrea Huguely  
[sabrenews@sabre.com](mailto:sabrenews@sabre.com)  
Phone: 214-405-6010

SABR-F



To view the original version on PR Newswire, visit:<http://www.prnewswire.com/news-releases/sabre-and-pawa-sign-strategic-technology-agreement-300469563.html>

SOURCE Sabre Corporation

News Provided by Acquire Media