

TERADATA, IBM, & SABRE HOLDINGS

Utilizing Teradata and IBM solutions, Sabre Holdings has differentiated itself in the travel market and generated sustainable year-over-year business growth projected to continue into the future.

COMPANY OVERVIEW

Sabre Holdings is a global travel technology company serving the world's largest industry – travel and tourism. The company provides software to travel agencies, corporations, travelers, airlines, hotels, car, rail, cruise, and tour operator companies through four businesses: Sabre Travel Network, Sabre Airline Solutions, Sabre Hospitality Solutions, and Travelocity.

More than 1 billion people worldwide use Sabre's innovative technology to plan, book, and get to their destination at a time and price that is right for them. As the company captures an extremely high volume of transactional data in its reservations, booking, and ticketing systems – among others – it depends on a comprehensive, enterprisewide data warehouse to store, manage, and analyze this information. Sabre also offers a broad range of business intelligence products – that

utilize the data warehouse – to provide its customers with the true business intelligence they need to improve their operations, performance, and customer service.

CHALLENGES

Sabre's customers continue to demand solutions that provide a more complete view of their customers, and they want that information accessible from wherever they're at and in a format that is easy to understand. This requires Sabre to consolidate an ever-increasing number of data sources and the immense amount of data they provide into one integrated view. They then must make that data available to their customers via dashboards that are intuitive and drillable, as well as via mobile applications. Finally, the data must be available quickly and updated frequently.

APPROACH

- ~ Leverage Teradata's experience, expertise and technology to build an Enterprise Travel Data Warehouse.
- ~ Implement IBM Cognos Business Intelligence as the foundation for both external customer and internal Sabre business intelligence solutions.

IMPACT

- ~ Increased revenues and customer growth for Sabre.
- ~ Innovative, valuable offerings for Sabre's customers that go beyond traditional reservation systems.
- ~ The integration of vast amounts of data made available to Sabre's customers quickly and more frequently, in a way that's easy to consume, understand and take action upon.
- ~ Improved time to market for the delivery of Sabre's products.
- ~ Increased value and improved service for travelers.

Check out the Sabre Holdings success story video at Teradata.com/Partners/IBM.

"We chose Teradata and IBM because of their commitment to their technology. We knew by the way they invested in their own products that we would have a strong platform on which we could develop long-lasting business intelligence solutions for our customers."

– Sean Tanner, Business Intelligence and Quality Assurance Manager, Sabre Holdings

Sabre Holdings



10000 Innovation Drive Dayton, OH 45342

teradata.com

ibm.com



TERADATA

THE BEST
DECISION
POSSIBLE

The Best Decision Possible is a trademark, and Teradata and the Teradata logo are registered trademarks of Teradata Corporation and/or its affiliates in the U.S. and worldwide. IBM and the IBM logo are trademarks of International Business Machines Corporation, registered in many jurisdictions worldwide. Teradata continually improves products as new technologies and components become available. Teradata, therefore, reserves the right to change specifications without prior notice. All features, functions, and operations described herein may not be marketed in all parts of the world. Consult your Teradata representative or Teradata.com for more information.