

Sabre: How Does One Trip to the Cloud Ignite a Revolution in Business Intelligence?

For over 50 years, Sabre has blended the latest technologies with business-to-business travel to help airlines, hotels, and travel agencies transform the traveler experience. As customers grew to favor digital technology such as software-as-a-service (SaaS) applications and cloud offerings, the leading technology provider to the global travel industry realized the importance of modernizing the IT landscape to continue its trajectory of business growth.

After an extensive search, Sabre decided to implement the SAP S/4HANA® Finance solution in a private, managed cloud. The company later brought a suite of SaaS applications from SAP into the mix. This combination of technologies is shifting the business culture from a mainframe company to a high-tech software provider that competes on speed, value, and quality.



“There is value in our data and how we optimize and monetize those pieces. It changes how we look at our company, industry, and customers.”

Steve Strout, Senior Vice President of Strategy and Operations, Sabre Corporation

Sabre’s IT team rolled out SAP S/4HANA Finance across eight languages, various currencies and bank accounts. A few months later, the company deployed SAP® Ariba®, SAP Fieldglass® and SAP SuccessFactors® solutions, as well as the SAP BusinessObjects™ Business Intelligence suite and the SAP Fiori user experience.

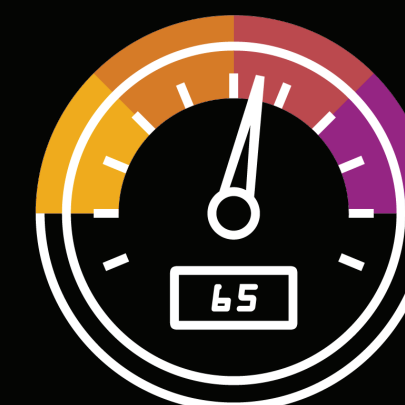
With an agile, greenfield methodology, Sabre is evolving its business intelligence approach to dig deeper into its data to uncover changes in market dynamics, learn about influencing factors, and test scenarios to address them. As a result of simplified data models, backend processes, and organizational hierarchy, the company is accelerating its response to customer needs, provisioning new software, and providing innovation and delivery of value-add offerings.



Better
alignment of talent
resources with
business strategy



Real-time
information for
in-the-moment
decision making



Faster
financial close cycles,
from 6 days to 5 days





Sabre Corporation

Southlake, Texas

www.sabre.com

Industry

Travel and Transportation

Products and Services

Travel technology and services

Employees

10,000 (2016)

Revenue

US\$3.37 billion (2016)

SAP Solutions

SAP S/4HANA® Finance

SAP® SuccessFactors® solutions

SAP Ariba® solutions

SAP Fieldglass® solutions

SAP BusinessObjects™ BI solutions

Wayfinder of the Next Generation of Travel Booking

As one of the leading technology solution providers to the nearly US\$8 trillion travel industry, Sabre is evolving its business intelligence approach in order to accelerate their response to customer needs and innovate faster in a competitive marketplace.

Before: Challenges and Opportunities

- Needed internal business platforms to support the next generation of innovation
- Lacked data integration
- Wanted to maintain the same scale and pace of growth as customers adopted digital strategies

Why SAP

- Simplify data models by removing old tables, aggregates, and indices
- Consolidate and cleanse all data sources to deliver a single, accurate source of truth
- Chose a cloud-first approach, moving to SAP S/4HANA as the core ERP system and integrating with SAP SuccessFactors, SAP Ariba, SAP Fieldglass, and SAP BusinessObjects solutions

After: Value-Driven Results

- Faster response to changing market dynamics and business needs
- Evolving business culture of continuous change and value-add innovation
- Simplified the company's financial structure by reducing the number of profit centers from 16,000 to approximately 3,000.

“It’s been exciting to see how we can better access data and reporting, which is changing how we think about our products and business. SAP S/4HANA is a significant part of this huge cultural transformation.”

Steve Strout, Senior Vice President of Strategy and Operation, Sabre Corporation

SAP Ariba 

SAP Fieldglass 

SAP SuccessFactors 

1.5 trillion

transactions processed each year

35%

higher productivity by using SAP Fiori

50%

faster technology adoption across the business

50%

increase in productivity for the business operations staff in the Asia-Pacific region