

MEET MR. ABBAS



Required documents for some destinations are extensive and strict

Travelers from some countries face extra scrutiny or require more travel documents

2012: People denied U.S. visas due to applications that did not comply with regulations:

105,677

Denied on second attempt: 35,930

MEET FAHIM



Travelers in some regions rely on agencies for information on travel documents, and processing of those documents

Travel agencies make 30% of their revenue on ancillary services

Agency Challenges and Opportunities:

- *Document requirements can change quickly*
- *Processing travel documents adds value – another ancillary service*



DOSSIER



sabre red app centre

TRAVELER SCREEN

The screenshot shows the Sabre Red workspace interface. The main window is titled "DOSSIER v.1.0" and contains a form for traveler information. The form fields are as follows:

- PNR: ABBASABDULLAH
- Nationality: United Arab Emirates
- Country of Birth: United Arab Emirates
- Residence Country: United Arab Emirates
- Date of Birth: 10 / 08 / 1970
- Document Held: Passport: Normal
- Issuing Country: Passport: Normal
- Expiry Date: 12 / 31 / 2015
- Document Feature: (none)

On the right side of the form, there is a vertical menu with the following items:

1. Traveler
2. Itinerary
3. Customs
4. Summary

Below the menu are three buttons: "Email", "Save as Text", and "Save as RTF". At the bottom of the form is a "Next" button.

To the right of the form is a "Dynamic Calendar" window showing the month of May 2014. The calendar highlights the 15th of May as a Thursday. Below the May calendar is a calendar for June 2014.

On the far right, there is a "HELPER APPS" sidebar with the following items:

- Point and Click
- PNR Services
- Encode/Decode
- Email Proposal
- Format Finder
- RED APPS
 - Event Finder
 - Command Translator
 - Recently Viewed PNRs
 - Travel Stream

The interface also includes a menu bar (File, Edit, View, Tools, Window, Help, Contact Us) and a toolbar with various icons.

Traveler info can be pulled from a PNR, or entered manually

Uses the IATA TIMATIC database for information

ITINERARY SCREEN

The screenshot shows the Sabre Red ITINERARY SCREEN interface. The main window is titled "Sabre® Red™ Workspace - Sabre Travel Network". The interface is divided into several sections:

- DOSSIER v.1.0**: A form for entering travel details. Fields include:
 - Destination/Airport: or LHR
 - Departure/Airport: or AUH
 - Arrival Date: 10 / 30 / 2014
 - Duration: 14 Days
 - Purpose: Business
 - Transit Point 1: or
 - Transit Point 2: or
 - Transit Point 3: or
- Navigation**: Buttons for "Back" and "Next".
- Summary**: A sidebar with a list of steps: 1. Traveler, 2. Itinerary, 3. Customs, 4. Summary. Below the list are buttons for "Email", "Save as Text", and "Save as RTF".
- Dynamic Calendar**: A calendar view for May 2014, showing the 15th as the selected date. Below it is a calendar for June 2014.
- HELPER APPS**: A sidebar with various utility tools like "Point and Click", "PNR Services", "Encode/Decode", "Email Proposal", "Format Finder", "Event Finder", "Command Translator", "Recently Viewed PNRs", and "Tweet Stream".

Itinerary info can also be pulled from a PNR, or entered manually

Multiple transit points can be selected

CUSTOMS SCREEN

Sabre® Red™ Workspace - Sabre Travel Network

File Edit View Tools Window Help Contact Us

Favorites Tools Community Admin

Graphical View New Sabre Area Full Split Page 1 2 3 4 5 6 Red App Centre

DOSSIER v.1.0 [App Info](#)

Customs Info 1: United Kingdom or

Customs Info 2: or

Customs Info 3: or

Currency Info 1: United Kingdom or

Currency Info 2: or

Currency Info 3: or

Export Info 1: United Kingdom or

Export Info 2: or

Export Info 3: or

Back Next

1. Traveler

2. Itinerary

3. Customs

4. Summary

Email

Save as Text

Save as RTF

Dynamic Calendar

THURSDAY

15

MAY

May 2014

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

Jun 2014

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

« Previous Next »

Checking for updates

HELPER APPS

- Point and Click
- PNR Services
- Encode/Decode
- Email Proposal
- Format Finder

RED APPS

- Event Finder
- Command Translator
- Recently Viewed PNRs
- Travel Stream

Customs, currency, and export info for up to three destinations

Can use country names or airport codes

SUMMARY SCREEN

The screenshot shows the Sabre Red workspace interface. The main content area displays a 'DOSSIER v.1.0' summary for a travel document. The summary includes sections for 'Conditional' requirements, 'Passport OK' status, 'Visa Required' information, and 'Important' notes. On the right side of the summary, there is a vertical navigation menu with four items: '1. Traveler', '2. Itinerary', '3. Customs', and '4. Summary'. Below this menu are three buttons: 'Email', 'Save as Text', and 'Save as RTF'. At the bottom of the summary area are two buttons: 'Back' and 'Start Over'. To the right of the summary is a 'Dynamic Calendar' widget showing the month of May 2014, with the 15th highlighted. Below the calendar are two smaller calendar views for May and June 2014. On the far right, there is a 'HELPER APPS' sidebar with various tools like 'Point and Click', 'PNR Services', and 'Command Translator'. The top of the window shows the Sabre Red logo and standard application menus.

The summary can be saved as a text file or an RTF file

The agent may also send the summary as an email

FAHIM USES DOSSIER



An opportunity market

Middle Eastern travel agencies

Most travelers prefer storefront travel agencies over OTAs

Middle East Broadband Access

- *Households with fixed broadband: 17.1%*
- *Households with mobile 3G or 4G: 22.2%*

Middle East agencies benefit from **DOSSIER**

- *Accelerate document confirmation and processing*
- *Cut costs with less staff, or can use staff more efficiently*
- *Improve satisfaction and retention (stickiness)*

Middle East travelers benefit from **DOSSIER**

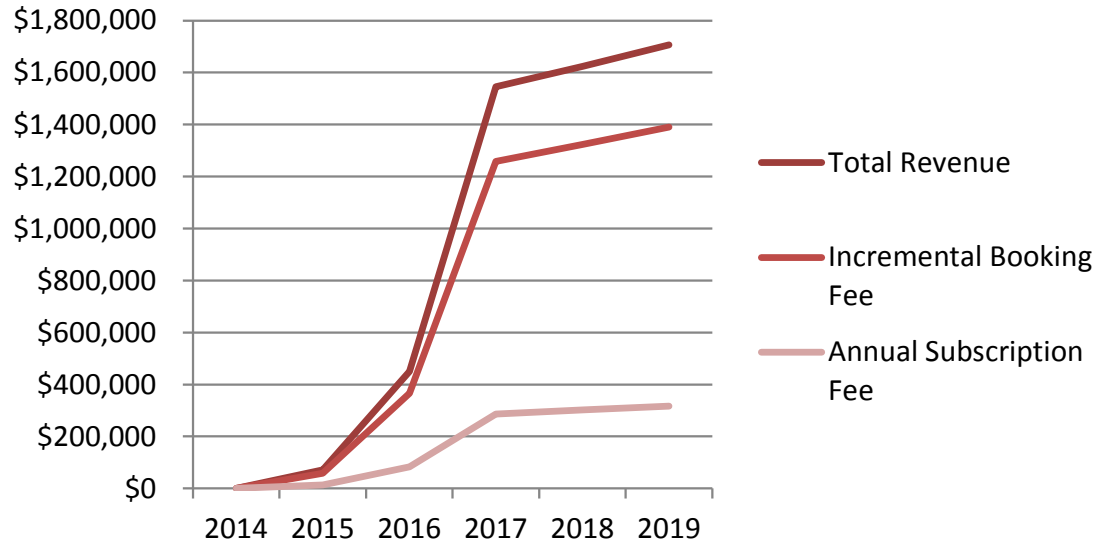
- *Receive accurate, current information on travel documents*
- *Gain lead time in case of problems*
- *Collect documents in advance of deadlines*

EVERYONE WINS WITH DOSSIER



AN OPPORTUNITY FOR SABRE

Total Revenue



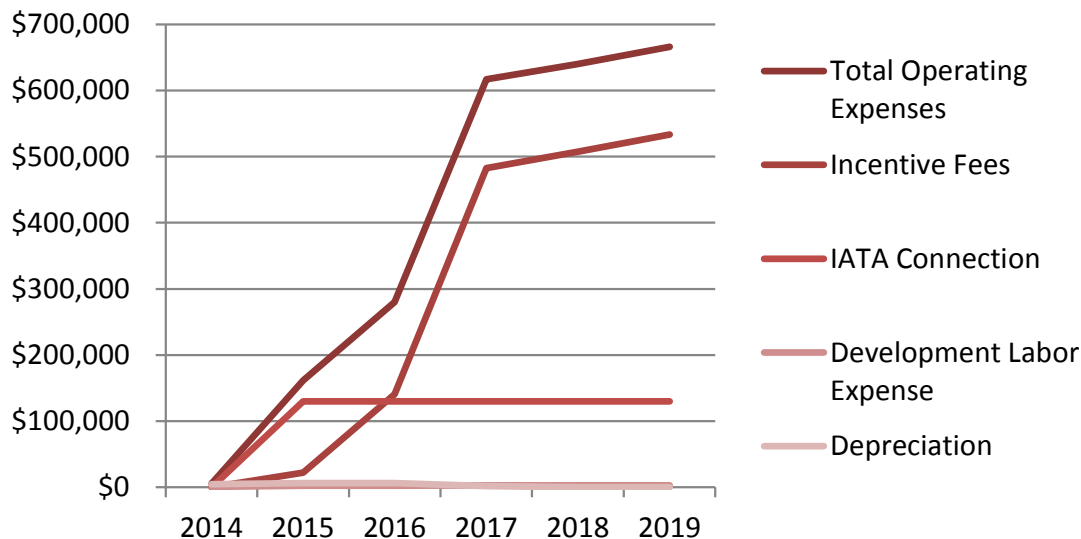
Flat market share of 25% of all ME GDS bookings

ME travel market growing at 5% per year

Booking fee: \$6.52/booking

Subscription fee: \$350/year

Total Operating Expenses



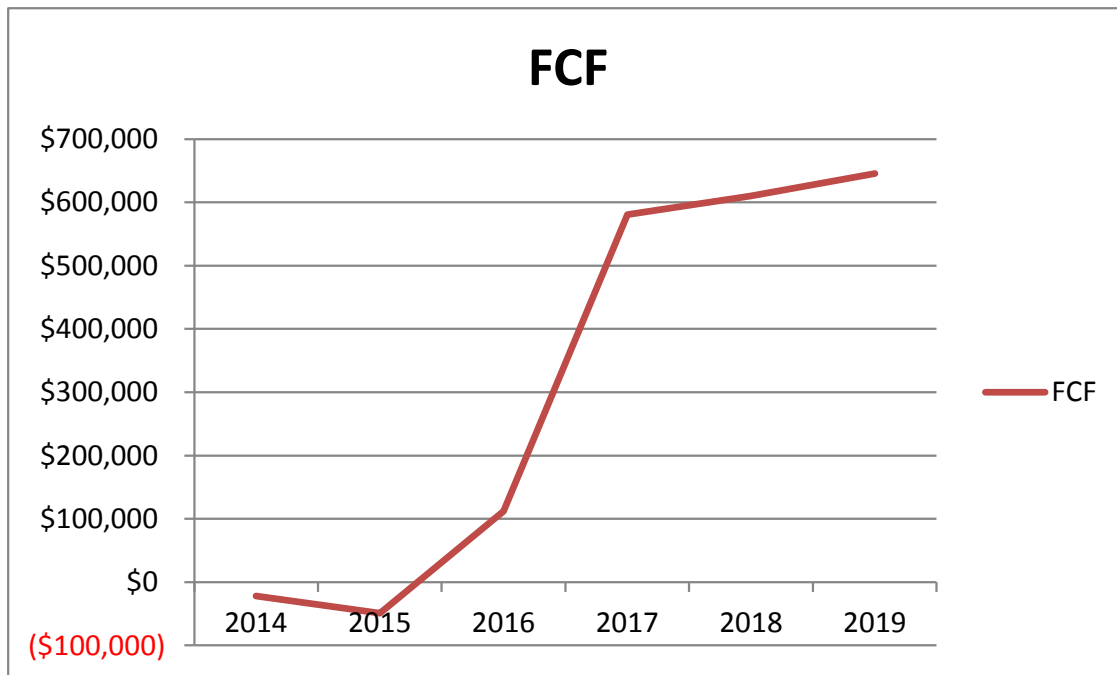
**IATA TIMATIC Fixed Fee:
\$130,000**

**Assumed incentive fee:
\$2.50 per booking**

**Development hours:
300 at \$68.35 (blended rate)**

**Maintenance: 12% of
development cost**

REVENUE PROJECTIONS



Free cash flow breaks positive by Q2 2016

EBITDA breaks positive Q1 2016

Net present value: Five-year NPV \$1.2 million



Document downloads



Third-party expeditors



Additional markets



DOSSIER

QUESTIONS AND ANSWERS

Very special thanks to our team mentors:

Ashley Bynum

Adam Gainey

Kate Feller

Matt Swinton

Thanks to our SMEs, who graciously assisted us:

Alan Baumgarten

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Jenna Pieschel

Gerry Davis

Tim Powell

Joe Dyer

Jenna Reynolds

Joakim Everstin

Emily Stafford

Christen Garcia

Jane Strauss

Steve Gillon

Peter Terrana

Kristen Jarmon

Joanna Thompson

Julian Macagno

Emma Wilson

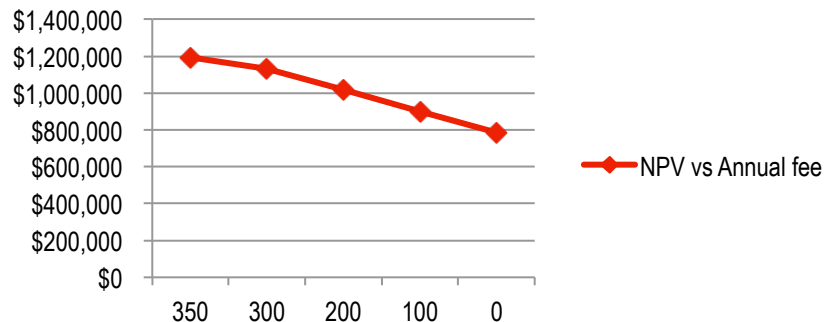




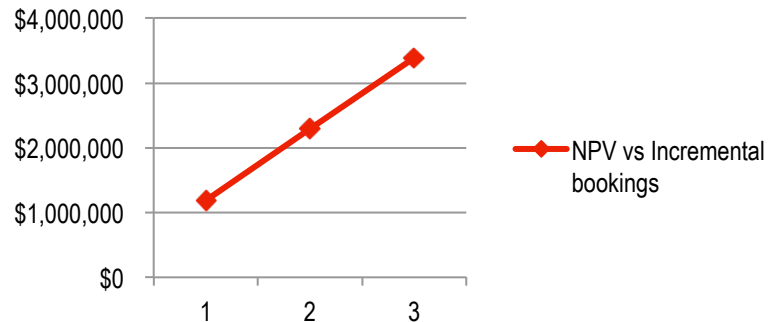
DOSSIER

SENSITIVITY ANALYSIS

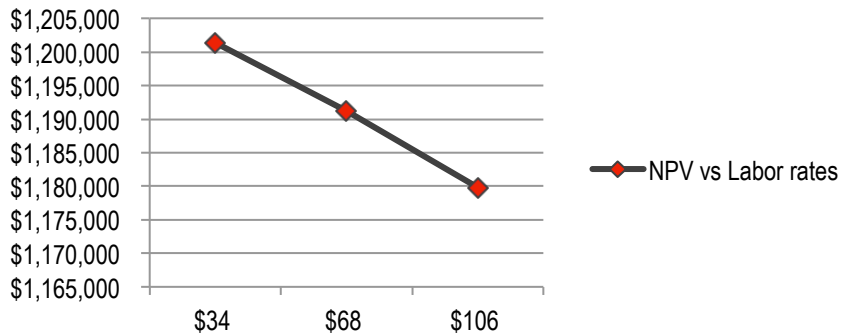
NPV vs Annual fee



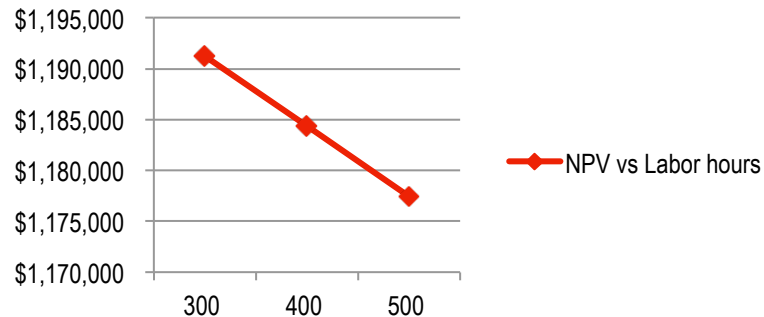
NPV vs Incremental bookings



NPV vs Labor rates



NPV vs Labor hours



LABOR MATRIX

2014 Labor Rates

- *Onshore Rate:* \$106.17
- *Offshore Rate:* \$34.46
- *Blended Rate:* \$68.35

2015 Labor Rates

- *Growth rate:* 4%
- *Onshore Rate:* \$110.42
- *Offshore Rate:* \$35.84
- *Blended Rate:* \$71.08

Utilization

- *Oct 2014:* 139 hours
- *Nov 2014:* 168 hours
- *Dec 2014:* 108 hours
- *Jan 2015:* 126 hours

Labor Costs			
Hours	Onshore	Blended	Offshore
500	\$53,085	\$34,175	\$17,230
400	\$42,468	\$27,340	\$13,784
300	\$31,851	\$20,505	\$10,338
200	\$21,234	\$13,670	\$6,892
100	\$10,617	\$6,835	\$3,446

INCREMENTAL BOOKINGS

Type	No App	With App
Int'l Booking	80	60
Non Int'l Booking	40	40
Int'l Booking	3	4
Non Int'l Booking	2	2
Int'l Booking	240	240
Non Int'l Booking	80	80
Total Time	320	320

Value: Price and Performance vs. IATA Products

TIMATIC books: \$340/year

TIMATIC2 Web: \$670/year

- *500 transactions included*
- *\$0.17/transaction to 100,000*

Better value and integration