DOSSIER Script

Slide 1

Nick: “Everyone say hello to a special friend of ours, Mr. Abbas, a businessman from the UAE. In his free time he loves to travel around the world. This month, Mr.. Abbas is planning on taking his semi-annual leisure trip. He has chosen London as his destination. Mr.. Abbas is hoping this trip is more successful than his last, a trip to Russia that ended up rushing him home with nothing but a matryoshka doll from the duty free and a tear in his eye.“

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Kevin: “International travel is a burdensome process due to required travel documents. It is more burdensome for travelers from certain countries traveling to certain other countries. Improper applications can result in canceled trips; carrying improper documents can cause people to be denied entry on arrival.”

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Nick: “Let’s meet Fahim, Mr. Abbas’ local travel agent. Fahim is one of the thousands of agents working in mid-size agencies in the Middle East. Fahim’s knows that ancillaries such as travel documents are a great way for him to make extra revenue and provide a higher level of service to his customers. Fahim has been using a large back office staff and printed reference books to figure out the documents his travelers need, but it’s not fast and very time consuming.“

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Kevin: “Agents sometimes collect and process travel documents for travelers, but that is outside their normal workflow and workspace. However, document services add to an agency’s bottom line, and it is a way to further engage the customer, build trust, and improve stickiness. How can Sabre help travelers and agencies with these issues?”

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Annie: “Introducing DOSSIER. It reduces agents’ workloads by using IATA’s Travel Information Manual database to determine the documents the traveler needs.“

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Kevin: “We move part of the travel document process into the agent’s workflow so they can stay in the GDS – that improves agent efficiency, and expands Sabre’s ecosystem. Note that DOSSIER is an information aggregator; it provides the agent with a list of documents that they or the traveler must gather. (We’ll discuss scaling up DOSSIER’s capabilities later.) The Traveler screen shows the traveler’s personal and held document information.”

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Kevin: “The Itinerary screen shows the traveler’s destinations. The agent can enter the information manually if it is not pulled from a PNR (that is true for all screens on the app).“

Slide 8

Kevin: “The Customs screen provides the agent with customs, currency, and export info for up to three destinations.”

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Kevin: “On the Summary screen, the agent can email the document information to the traveler via the agent’s email client application. Or, the agent can export the summary as plain text or in rich text format. DOSSIER makes a complex task simple, improves the agent’s efficiency, and keeps the agent in the Sabre workflow and ecosystem.“

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Nick: Paraphrased Narration: “Mr. Abbas trusts face-to-face travel agents over online agencies. Fahim can serve more customers per day with the time he saves using DOSSIER. And Mr. Abbas is very satisfied with the service he’s received.”

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Annie: “Why did we choose the Middle East? It is the fastest-growing travel market in the world. Sabre is investing in the Middle East; we just opened an office in Turkey. And there are \*a lot\* of travel document issues in the Middle East. Most travelers in the region prefer local travel agencies over OTAs; trust, experience, and a cash economy contribute to that preference. And broadband access is low, so OTAs are not often a viable option.”

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Annie: “DOSSIER makes agencies more efficient, saving up to 80% of the time now required to process documents. It helps agencies optimize their overhead by efficiently using their people. It mitigates the risks involved with providing incorrect travel documents. And, it allows agencies to be ultra-engaged with the traveler.”

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Nick: Paraphrased Narration: “Mr. Abbas enjoys his Tower of London tour, and Fahim makes a lot of money using DOSSIER.”

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Liujia: “DOSSIER’s improvement in agent or staff efficiency helps Sabre. Thanks to the extra bookings agencies can make using DOSSIER, we project that the app will generate an additional $116,000 in revenue for Sabre in the first year.”

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Liujia: So, what will DOSSIER cost to develop? Using a middle estimate for time, and a blended onshore-offshore development model, the development cost is very reasonable. The largest expense is for access to the TIMATIC database. Expenses are tied to revenues as expenses increase with bookings.

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Liujia: We assumed our ¼ to 1/3 of our over 1,400 agencies in the Middle East will adopt DOSSIER on a standard Rogers curve – a bell curve of time to adopt a new technology. Using those numbers, we priced DOSSIER at $350 a year, a price that is very competitive with IATA’s print offering, and well below their web offering. We estimate this will make DOSSIER profitable by the end of 2016. The FCF very closely follows the product lifecycle curve.

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Annie: DOSSIER has excellent scalability. Markets similar to the Middle East exist in Africa, Eastern Europe, and Asia – but DOSSIER can also be expanded to any market. We can also integrate downloads for documents, such as business introduction letters.

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Kevin: “Are there any questions from the panel?”