

Sabre[®]



JULY TO SEPTEMBER 2022

IN THE LIMELIGHT

A curated collection of Sabre India's
Opinions and Ideas

The Sabre logo is written in a bold, red, italicized sans-serif font. A registered trademark symbol (®) is located at the end of the word. The background of the entire page features a large, stylized graphic of a house or a similar structure with a red outline and a grey interior, set against a white background with dark grey and red geometric shapes.

Featured here are news, insights, opinions and innovations from Sabre India. This will give you an insight into the minds of our thought leaders and a deeper understanding of our journey in reinventing travel technology.

Step into the limelight! Write your stories, share your views; and inspire your peers.

Your contributions will be featured on these pages!

Sabre



MEDIA



JAYA JAYAKUMAR:
FORMER VP AND MANAGING DIRECTOR,
SABRE BENGALURU GCC

As the former Vice President & Managing Director for Sabre's Bengaluru GCC, Jaya Kumar propelled the GCC's journey as an innovation hub and a key destination for cutting-edge talent. Jaya combined his diverse experience in technology, retail, e-commerce, supply chain, etc. with visionary leadership. He also co-founded a Bay Area start-up that built one of the earliest personalization engines for e-commerce. He spearheaded Sabre's efforts in driving the industry towards next-generation retailing, distribution and fulfilment. Jaya also relishes long rides on his superbike.



To read more stories about Sabre, please scan the QR code



Nature of contribution:

Feature article

Publication:

The CEO Magazine

Online Impressions:

514,680



JAYA JAYAKUMAR:
FORMER VP AND MANAGING DIRECTOR,
SABRE BENGALURU GCC

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Planes, Planet and More: Sustainability in the travel & hospitality industry

By Jaya Kumar K

I'm sure I'm not the only one who feels this way, but when the travel regulations eased across the world post-pandemic, I couldn't wait to start travelling again. In fact, revenue in the travel & tourism market is projected to reach US\$ 637.70 bn in 2022 and user penetration is expected to hit 24.1 per cent by the year 2026.

Overall, this is great news, but it also comes with a very real challenge - how do we make travel and hospitality more sustainable? Climate change is a reality, and consumers are increasingly becoming aware of it. They're finding ways to reduce their carbon footprint and the adverse impact their excessive

Nature of contribution:

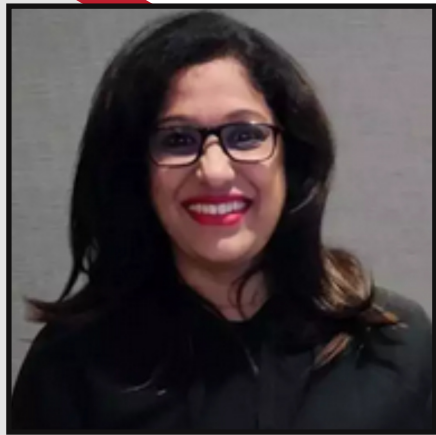
Byline Article

Publication:

ETTravelWorld

Online Impressions:

223,404,810



NEETHA JAGAN :
SR. PRINCIPAL TALENT MANAGEMENT ,
SABRE BENGALURU GCC

Neetha is a software engineer by training, who turned into an L&D professional due to passion. She has conceptualised, managed and helped with key PSCS learning. She also has planned and led initiatives as a part of the WIT team core team. A mother of two teenagers, wife of an executive, daughter of engineers, daughter-in-law of traditional Indians, aunt of American nieces and nephews - so gets all her leadership/culture/soft skills training at home. Neetha loves to travel and enjoys watching true-life documentaries.



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ET HRWorld
From The Economic Times

Fostering the culture of innovation in an organization

HIGHLIGHTS

- Three main propellers for Innovation – Focus on the customer; Think 10X (Think huge problems, come up with radical solutions, use breakthrough technology); Freedom to innovate.
- Encourage team members to ideate. Even a bad idea can become an inspiration for a good idea or can transform into a different idea – so in a sense, no idea is bad.
- Psychological safety – demonstrate it!
- Create a platform where people can keep sharing ideas and upvoting/contributing to them.

Nature of contribution:

Byline Article

Publication:

ETHRWorld

Online Impressions:

53,191,620



JAYA JAYAKUMAR:
FORMER VP AND MANAGING DIRECTOR,
SABRE BENGALURU GCC

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COMMUNITY

by NASSCOM Insights

REIMAGINING CUSTOMER EXPERIENCES THROUGH DIGITAL TRANSFORMATION AND TECH ADOPTION IN THE TRAVEL TECHNOLOGY INDUSTRY

Over the past few years, the phrase "digital transformation in travel" has been repeatedly mentioned more and more. It is undeniable that digital transformation is fundamentally changing the model and way of operations of an organization or enterprise based on utilizing modern digital technologies to create novel opportunities and values. According to the World Economic Forum's Digital Transformation Initiative (DTI), from 2016 to 2025, digitalization in aviation, travel, and tourism is expected to create up to US\$305 billion of value for the industry through increased profitability, migrate US\$100 billion of value from traditional players to new competitors, and generate benefits valued at US\$700 billion for customers and the wider society.

During the COVID era, travel procedures underwent a major change. In this period, the travel and tourism industry developed technologies that would make travel possible in the event of pandemics like this one or others of a similar nature. Voice technology, robotics, and contactless travel are a few of the technical innovations that have enhanced consumer experience or benefited the industry. Although COVID has sped up this process, some of these were slated for deployment in the next few years.

Take voice search as an example - You can ask the computer, phone, or computer in your car to search for the best hotel available in the vicinity while driving in a foreign country. Even your entire reservation can be made while you're on the road. Additionally, you can register for a room and

Nature of contribution:

Article

Publication:

NASSCOM Insights

Online Impressions:

663,360



SANJEEB PATEL:
DIRECTOR - SOFTWARE ENGINEERING,
SABRE BENGALURU GCC

Sanjeeb is a servant leader and an adaptable, innovative team player. He believes in working smart, staying cool and doing things differently to find opportunities in tough conditions. Leveraging his e-commerce background, he ensures best practices and exemplary leadership. Sanjeeb is the founder of a college in his native village that trains young people to be leaders in all walks of life.



To read more stories about Sabre, please scan the QR code

7 Steps Towards Unlocking the Power of Teamwork

What is a 'team'? To me, a team is a group of people who trust and respect each other, working towards a common goal – as simple as that. The goal is always achieved by the team, and not by individuals. So, how do we build the right team and optimize performance? Let's go step by step.

- 1. Build a diverse team:** One person may not know everything. Typically, a mix and match of different sets of people with diverse knowledge and backgrounds work the best. The right combination can do wonders. In team sports, you may have seen numerous instances where a star-studded team loses, whereas a team with not-so-famous players win the match. Why do you think that is? It's all about whether a group of individuals can put their best foot forward as a team, and not as individuals. Lionel Messi can dribble really well, but if the forward combo is not working out, then his dribbling is of no value.
- 2. Get the best out of the team members:** If you have a garden with different kinds of plants, each plant will have a different care regimen. Similarly, each team

Nature of contribution:

Article

Publication:

CXOOutlook

Online Impressions:

461,760



GAURAV BHATLI:

**DIRECTOR - TALENT MANAGEMENT,
SABRE BENGALURU GCC**

Gaurav leads Various Talent Development, Change Management, and Learning strategies to help create Sabre as a destination for strong Talent and future-ready leadership. Currently, he is working on Global Onboarding Program, Global Education Grant Framework, and Workday architecture for Learning.

In his spare time, Gaurav is also a member of ProSci Change Management Institute and a professional Scuba Diver.



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Learn, lead, and innovate: The evolving role of learning in talent transformation

ETHRWorld in association with Coursera organized a roundtable discussion that hosted industry experts and business leaders. The speakers shared their insights on the evolving role of learning in talent transformation and deliberated on the intricacies of building a healthy learning culture within the organization.



Learning and development have emerged as the latest buzzword in the global HR landscape. With the world

Nature of contribution:

Discussion excerpt

Publication:

ETHRWorld

Online Impressions:

164,921,820



IN THE LIMELIGHT

AUGUST 2022



This article is a result of TOI's interaction with Sabre during an executive visit to India.



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THE TIMES OF INDIA

Sabre plans 'large incremental multi-million dollar' investment in India: Kurt Ekert

SAURABH SINHA / TNN / Updated: Aug 26, 2022, 17:21 IST



NEW DELHI: American travel tech giant Sabre Corporation president Kurt Ekert has planned an "incremental" multi-million dollar investment in India to tap the country's vast potential in both its airlines and hotels. Sabre currently runs a tech

Nature of contribution:

Interaction

Publication:

The Times of India

Online Impressions:

163, 212,870



IN THE LIMELIGHT

SEPTEMBER 2022



PRASAD PARIGI:

SR.DIRECTOR SOFTWARE ENGINEERING,
SABRE BENGALURU GCC

Having held several senior leadership roles in the space of Databases, Big Data, Content Management and Data Analytics, Prasad has successfully led each of Sabre's largest businesses. Most recently, he served as Technology leader of GDS Automation in addition to DCS (Check-In product group). Prasad has also demonstrated capabilities in Innovation, Planning & Vision for future projects/requirements, and Technology Management as well as handling large-scale and complex delivery assignments in various platforms & technologies.



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THE TIMES OF INDIA

INDIA

The new shape of business travel

September 1, 2022, 11:07 PM IST / Prasad Parigi in Voices, India, TOI

As the pandemic winds down and businesses start making plans for a post-pandemic world, the travel industry has a lot to look forward to. Organizations are now believing in flexibility being at the core of the Future of Work. Work from anywhere model has been hugely accepted and adapted by companies and they are helping employees redefine how they structure their "hybrid office". The established new norms for hybrid working have strengthened corporate leadership, supported work/life balance, and improved productivity and employee wellbeing even in the travel sector.

According to the WTO (World Trade Organisation) around 30 percent of international trips, these days are for business travel, and it shows no sign of slowing down. Recent data indicate that even in the world of instant communication, business travel is here to stay, and the return of corporate travel is accelerating. Over the years, the difference between corporate and leisure has reduced considerably and is creating new

Nature of contribution:

Byline article

Publication:

The Times of India

Online Impressions:

152,913,210



SRIRAM GOPALSWAMY

INTERIM SITE LEADER & VICE PRESIDENT,
INFORMATION SYSTEMS, SABRE BENGALURU GCC

As a leader of the Technology Engineering & Operations group in Bangalore and the Global Leader for Operations Control Center, Sriram is responsible for improving the overall stability of products and services deployed across on-premises and multiple public clouds. Sriram is a champion of Site Reliability Engineering (SRE) and automation.

Sriram is the author of patent "Simplifying automate software maintenance of data centers".



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Tech Talks

NASSCOM® Insights

Digital Enterprise Maturity

Giant Strides in the Transformation Journey Since 2020

Perna Buckshee
Senior Analysts, NASSCOM Insights

Ravi Krishnamoorthy
Senior Vice President, Head of Global Delivery - Applications at Sony

Sriram Gopalswamy
Vice President, Information systems, Sabre Global Capability Center, Bengaluru

Swapnil Bhatnagar
Senior Research Director, Avasant

Nature of contribution:
Panel Discussion (Webinar)

Publication:

Nasscom Insights

Online Impressions:

4,760



RENCY MATHEW:

SR. DIRECTOR, PEOPLE BUSINESS PARTNER,
SABRE BENGALURU GCC

With expertise in HR operations, acquisitions, mergers, divestiture, implementing Global HRIS systems and a passion for coaching managers, and leaders and influencing the organization through effective partnership, Rency has led multiple HR teams and worked in a diverse matrix and global environments. Rency's 22 years of extensive experience collaborating with executive teams to analyze, determine and implement HR solutions focused on achieving business results. Outside of work, she likes to travel. Traveling for her is all about exploring new places, cultures, cuisines and rituals.



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IN MY VIEW

Combining technical expertise with professional traits for effective leadership

By Rohan A T

Having a deep understanding of abstract theories and ideas is nothing without knowing how to apply them in the real world. We are living in an age where the change in science, technology, and society is not constant, but is accelerating at a pace that humankind has never seen before. An ever-growing part of the world's population is becoming digitally connected, has access to unlimited knowledge, and continues to add to it while collaborating globally. University education must change and play an important role in this transformation.

Graduates should be equipped with knowledge and skills to effectively deal with and employ artificial intelligence, working with intelligent machines, rather than against them. They must prepare students for a labor market being massively transformed by the Fourth Industrial Revolution and is undeniably moving towards the development and use of key enabling technologies. It is important that engineering education prepares students to thrive in this world of flux and be prepared for whatever lies ahead. It must empower them to be leaders of innovation, to not only adapt to a changing world, but also be able to change it. It is they who can make the difference by combining technical expertise with personal and professional traits for effective leadership.

Nature of contribution:

Interview

Publication:

Higher Education Review

Online Impressions:

14,310



SUNITHA CHANDRASEKARAN:
SENIOR MANAGER, SOFTWARE ENGINEERING,
SABRE BENGALURU GCC

Sunitha has over two decades of experience. She currently leads a team that builds software to make the travel easy and efficient for corporate travellers. She loves learning and applying new technologies, and is curious to see how one can use technology to make life simpler and better.



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Web 3.0 unleashing the possibilities for corporate travel

The web is currently transitioning from Web 2.0 to Web 3.0. In simple words, it is the third version of the internet, which is expected to bring autonomy to the existing internet through decentralised technology and the application of Artificial Intelligence.

ETHospitalityWorld • September 19, 2022, 14:00 IST



By *Sunitha Chandrasekaran*

The web is currently transitioning from Web 2.0 to **Web 3.0**. In simple words, it is the third version of the internet, which is expected to bring autonomy to the existing internet through decentralised technology and the application of Artificial Intelligence. The number of factors that are driving this transition

Nature of contribution:
Byline article
Publication:
ET Hospitality World
Online Impressions:
218,750,610



RENCY MATHEW:

SR. DIRECTOR, PEOPLE BUSINESS PARTNER,
SABRE BENGALURU GCC

With expertise in HR operations, acquisitions, mergers, divestiture, implementing Global HRIS systems and a passion for coaching managers, and leaders and influencing the organization through effective partnership, Rency has led multiple HR teams and worked in a diverse matrix and global environments. Rency's 22 years of extensive experience collaborating with executive teams to analyze, determine and implement HR solutions focused on achieving business results. Outside of work, she likes to travel. Traveling for her is all about exploring new places, cultures, cuisines and rituals.



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ALL
THINGS
TALENT
by Naukri Hiring Suite

Special Feature
September 23, 2022 | 3:38 pm

At Sabre Corporation, Employee Engagement Activities Solve Critical Business Problems

Moumita Bhattacharjee

Such vast possibilities for digitisation in the sector will also give rise to innovations. Sabre Corporation has found a unique way to do the same. Their many employee engagement activities have helped them with several client concerns. Activities like BlitzCode (A 3-day hackathon at Sabre's Global Capability Center, Bengaluru conducted every year to solve key business challenges facing the travel industry), Big Pitch (A platform where employees present business concepts to the leadership) and others have been introduced to encourage employees to invent programs or solutions to solve critical problems.

The outcome

Highlighting one instance where an employee's idea was converted into a product, Rency Mathew, People Leader, South Asia, Global Capability Centre, Sabre Corporation recalls, "Very often, Travel Arrangers (TA) in the corporate world struggle to compete with offline channels. They often face the need for a more user-friendly Travel Arranger (TA) portal that has additional features and is more intuitive. To give our customers the best-in-class experience, Team Himalaya – a participant team in Blitzcode came up with TAD 2.0 (Travel

Nature of contribution:

Interview

Publication:

All Things Talent

Online Impressions:

44,580



BINDU SURENDRAN:

SR. PRINCIPAL, SERVICE DELIVERY ENGINEER,
SABRE BENGALURU GCC

An accomplished aviation professional with over 27 years in the industry, Bindu is proficient in airline operations and techno-functional skills. She is known for her critical thinking, communication skills and dexterity in finding effective solutions to operational and technical issues.

Bindu constantly explores new regulations and technologies that help enhance travel experiences.



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Stories

Tourism

Women-Power in the Hospitality Industry

If you could tell us about your journey in short and how did you choose to be a part of the travel industry?

Coming from a defence background and staying in an Airforce base, seeing Aircraft take off and land throughout the day always excited me. I was very sure, if not Airforce, I will pursue my career in the travel industry. To be able to fly in different aircraft, visit new places, indulge in the unique cultures of every place, meet new people, and build connections have always been attractive to me. My first job was indeed in airline airport operations and the journey continued for 25 years working in different roles with immense learnings. I joined Sabre in 2019 after walking a mile in the customers' shoes, and it does help me understand the customer business needs and expectations better!

Nature of contribution:

Industry Story

Publication:

Traveller's World

Online Impressions:

N/A



BRETT THORSTAD:
VP TN SALES MANAGEMENT,
ASIA PACIFIC



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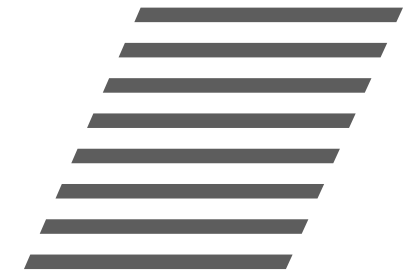
CXOtoday.com
IT Perspective for Decision Makers

World Environmental Health Day 2022 – Strengthening Environmental Health Systems for the Implementation of the Sustainable Development Goals

Globally and in India there is a growing awareness on how environment issues are impacting business growth and sustainability of society as a whole. By investing in green initiatives, organizations can contribute to making a positive and meaningful impact towards climate change. In addition to making the world greener and more sustainable, this will also increase business efficiency, competitive agility, employee engagement, and growth. Ultimately, this builds trust among their stakeholders.

A recent [Deloitte](#) survey found that 98% of consumers believe that brands have a responsibility to make the world better. Four in 10 say they prefer to buy sustainable goods, and a recent Deloitte survey found that 35% of consumer product executives believe that consumer attitudes do more to drive their companies toward sustainability than demands from investors, boards, or other

Nature of contribution:
Industry Story
Publication:
CXO Today
Online Impressions:
184,380



SANDEEP BHASIN:

VICE PRESIDENT, SOFTWARE ENGINEERING,
SABRE BENGALURU GCC

Sandeep has provided engineering leadership for multiple products in the converged and hyper-converged space and manageability products for data centers. He helped deliver 1.0 products such as Storage resource manager and Cloud management offerings for CI/HCI to the market. In prior experience, Sandeep was instrumental in setting up an offshore development center and in leveraging evolving middleware solutions to build complex, distributed OLTP software systems. When he's not working, Sandeep loves to play Golf on the weekends



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Personalized Travel – Creating a world-class travel experience

By Express Computer — Last updated Sep 29, 2022



Nature of contribution:

Byline article

Publication:

Express Computer

Online Impressions:

347,340

Sabre



BLOG



IN THE LIMELIGHT

JULY 2022



NIKHIL KUMAR

Software Engineer,
Sabre Bengaluru GCC



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My Internship Experience with Sabre

When I joined Sabre, I was quite excited and nervous at the same time because it was going to be my first experience in the corporate world. Six months later, I am glad that I chose Sabre to start my corporate journey.

Our internship journey commenced with a 3 week-long 'Intern Boot Camp 2022' which was held virtually owing to the pandemic, where various sessions were conducted by Sabre leaders to familiarize us with various tools and technologies which we would require in our day-to-day work. Along with these technical sessions, we also had various fun activities that fostered communication, collaboration and team building skills amongst the interns, who had come from various colleges across the country.

At the end of the Intern Boot Camp, a hackathon was organized, where we were required to submit our hacks with a working code along with a demo at the end of the event. So, after three days of working on the hack along with my team 'Bon Voyage' we got an opportunity to demo it in front of our senior leaders. We were elated that we secured the 3rd position in the hackathon, even though we were shooting for first 😊

After the Intern Boot Camp, I started working as a Software Developer with the GetThere team . GetThere is Sabre's corporate travel booking platform which serves millions of business travelers in over 100 countries. My Director and my Manager ensured I felt at ease in the team. I can't thank my colleagues enough for being so helpful and supportive. Several knowledge transfer sessions were conducted by experts within the GetThere team, which helped me better understand the capabilities of the platform, its architecture, processes, services etc.

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and stay tuned to our insights and initiatives



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