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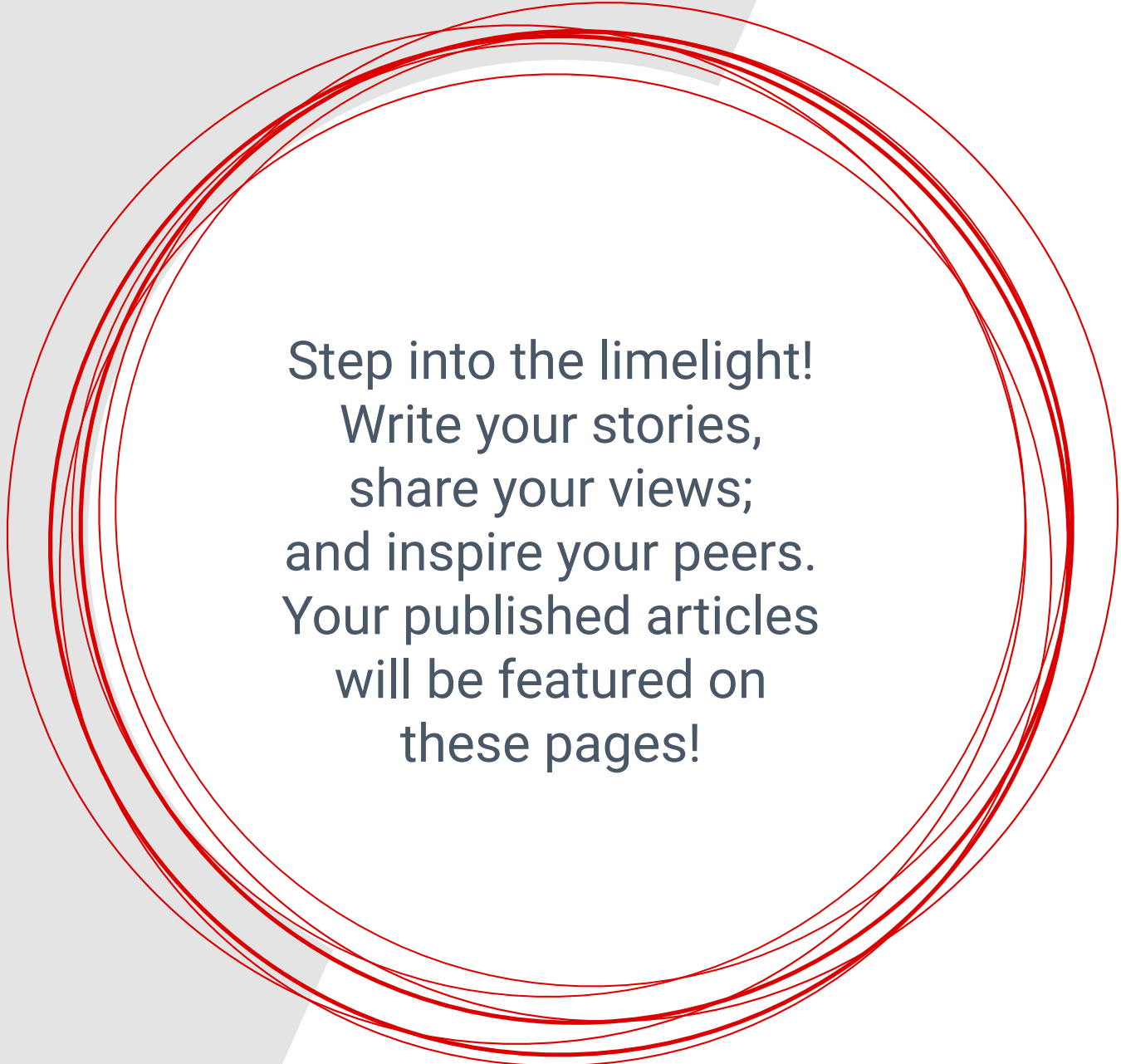
IN THE LIMELIGHT

A Curated Collection of Sabre India's
Opinions and Ideation

JANUARY to MARCH 2023



Featured here are the thoughts, ideas and opinions of Sabre team members. These offer a perspective on the outlook and approach into the minds of the people that are helping define travel technology.

A large, hand-drawn style red circle with multiple overlapping lines, creating a textured effect. It is positioned on the right side of the page, partially overlapping a grey diagonal shape.

Step into the limelight!
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share your views;
and inspire your peers.
Your published articles
will be featured on
these pages!

TECHGIG



SUSHANT MATHUR

Director - Product Management,
Sabre Bengaluru

Sushant joined Sabre India in 2010. During his 12 years with the company, Sushant has successfully led product development for Content Services for Lodging (CSL), Cars, Cruise and Rail areas.

Sushant is a member of Toastmasters International and a Product Management coach.

Nature of contribution:

Industry Story

Publication:

TECHGIG

Impressions:

5,676,311

Talent crunch can slow down the post-pandemic recovery process

LEADERSHIP



To better understand the whole scenario, TechGig spoke with industry experts regarding the talent crunch issue and how it will affect the industry in 2023.

 [Gaurav Sharma & Pahi Mehra](#)

The **Talent Crunch** is the disparity between the supply and demand of qualified employees over the coming decade in 20 wealthy and emerging countries, which might result in significant manpower gaps by 2030.

The urgent worldwide problem of a need for qualified IT people results from rapid digital change. This gap further deepened, and reliance on digital intensified in recent times when the pandemic played the role of a disruptor.

This impacts every business. There is a growing need for skilled technical talent, but only some nations and businesses have the means to achieve it.

The worldwide supply chain problems caused by the talent crunch will ultimately lead to diminished productivity. As a result, company expansion and growth will be challenging, and production and sales objectives will not be met, slowing down the post-pandemic recovery process globally.

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THE TIMES OF INDIA



SRIRAM GOPALSWAMY

VP - SRE & MD,
Sabre Bengaluru

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".

Nature of contribution:

Column

Publication:

The Times of India

Impressions:

6,325,000

TECH I'D LIKE TO SEE

A TRAVEL MARKETPLACE

Technology plays an important role in the travel industry. The one tech that I would like to see emerge sometime in the near future is a travel marketplace that provides a seamless experience for travellers. And maybe we can call this futuristic travel tech innovation as 'Traverse'. This platform will bring together multiple service providers from across the board to form one giant travel ecosystem. Travellers can spend more time planning their travel, and less time worrying about their bookings and reservations. For instance, today a traveller books flight tickets from one OTA (online travel agency/aggregator), reaches out to another service provider for the hotel, and arranges for tours and attractions in the destination city from another provider. Traverse can be that business-to-business travel marketplace that should be able to curate all these services seamlessly, and provide a unified experience for all the travellers, making travel more fun, like it's supposed to be!

Sriram Gopalswamy | VP - SITE RELIABILITY ENGINEERING, SABRE BENGALURU GCC

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Nature of contribution:

Article

Publication:

The Times of India

Impressions:

60,388,718

TECH

Top 5 technology trends to watch out in 2023

With technology being a great leveler, the world has become flat and offers equal opportunities to all. Whether you are someone born in the Bay area or a remote village in Africa, your opportunity to create an impact and to make a difference in the world is the same.

In India, for instance, the government is adopting technology readily with initiatives like JAM (Jan Dhan-Adhaar-Mobile) trinity and offering a level playing field to all its citizens. Close to 47% of India's GDP gets transacted on this platform and my recent interaction with a local tea seller showcases how this tech adoption is making a difference at the grassroots.

I curiously asked this young man from Kerala who operates his tea shop single-handedly, the reason to adopt UPI payments. He explained how it saves his time in giving change to customers after each transaction and that now he doesn't need to go to the bank to deposit cash.

On the other hand, the bank to which his UPI transactions are linked now knows that

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RENCY MATHEW

People Leader, India & South Asia,
Sabre Bengaluru

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 has 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.

Nature of contribution:

Article

Publication:

CEO Insights

Impressions:

91,410

Digital-Era Talent Management and Employer Branding

In this digital age, organizations are required to become more agile and responsive. If an organization is digitally mature, it means that its human resources management has shifted from traditional ways to new ways of engaging with the employees and external candidates.

Talent is in high demand across industries and candidates want to associate themselves with brands that they connect with and ones that excite them. There is a lot of focus now on 'employee value proposition' which is the unique employment experience that a particular organization offers to its employees considering the totality of tangible and intangible rewards - such as compensation philosophy, working environment, career development, learning & development programs, etc.

The winning leadership capabilities of the future will include leadership traits of vision, courage, and humility, but increasingly – an ability to drive a sense of purpose, build trust with internal and external stakeholders, adapt to change at speed, anticipate fierce competitors, and deal with significant and evolving risks.

with new skills through continuous learning and development programs. With digital skills of all kinds in short supply, reskilling and upskilling employees will bring in a new pool of talent. It's imperative to inform employees about opportunities for professional reinvention and empower them to access training that will help them navigate their career aspirations.

c) Culture - An organization's culture represents its values, beliefs, and the attitude of its workforce. Employees would prefer to work at a company with a positive, upbeat culture vs. a company with a hostile work environment.

“ To build a sustainable workforce, an inclusive, digitally powered employer brand is vital to ensuring that the business has the talent it needs to stay at the forefront of innovation ”





MONISH MATTHIAS

Senior Director Software Engineering,
Sabre Bengaluru

A great mentor with a down to earth attitude, Monish inspires diverse teams to deliver cutting edge solutions. A technology speaker at the Great Indian Developer Summit 2017, Monish is often featured in travel and technology podcasts. He is fluent in five languages and has been a judge at Sabre's national level hacker event.

Nature of contribution:

Industry Story

Publication:

CXO Today

Impressions:

235,590

From technological advancements to finding greater business value, what does 2023 have in store for tech and IT companies

Narasimha Raju 4 months ago



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IN THE LIMELIGHT
FEBRUARY 2023



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Nature of contribution:

Interview

Publication:

ET Now

Impressions:

129,010,286 views



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AI TECHNOLOGY ON THE TRAVEL & HOSPITALITY SECTOR

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SANJEEB PATEL

Director - Software Engineering,
Sabre Bengaluru

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.

Nature of contribution:

Article

Publication:

Express Computer

Impressions:

181,530

Role of Automation in the Travel Tech Industry

By Express Computer — On Feb 14, 2023

GUEST BLOGS



As technology continues to advance, the travel industry is also transforming at an astonishing pace. The industry is adopting new technologies to enhance customer experiences and streamline business operations. Like how automation is becoming increasingly prevalent and making the travel industry, more efficient and personalized.

Let's explore some of the areas where automation is transforming the travel industry as we know it.

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Nature of contribution:

Interview

Publication:

Travellers' World

Impressions:

NA



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THE TIMES OF INDIA



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Nature of contribution:

Article

Publication:

The Times of India

Impressions:

60,388,718

TECH

Exploring the world with just a tap: The rise of travel apps

I recall my travels of the early 2000s with fondness – a time when embarking on a road trip across the United States meant embracing the unknown and discovering new places along the way. With a MapQuest printout in hand and a sense of adventure in our hearts, we set off into the great unknown. But today, the digital age has completely transformed the way we plan and research our trips. Gone are the days of impromptu trips, replaced instead with a plethora of convenient apps that streamline the trip planning process and make it easier than ever to plan your next vacation. From the initial spark of inspiration to post-trip reminiscing, these apps cater to every aspect of the journey, streamlining the process and elevating the experience. These apps have been designed to cater to even the most niche areas, making every step of the journey seamless and effortless. Let's take a look at some of the apps that help augment our travel experience.

Booking and Trip Planner Apps:

Travel booking and trip planner apps have made it easier than ever to plan and book

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HARDIK ROY

Principal Product Manager,
Sabre Bengaluru

Hardik is responsible for overall compliance, stability and availability of Sabre data deployed across on-premises and public clouds. Prior to this role, he was a part of Sabre's Global Delivery team and has led multiple successful product implementation cutovers for airlines across the EMEA region.

Outside of work, Hardik likes to play the guitar and travel to explore new cultures & experiences.

Nature of contribution:

Article

Publication:

PCQUEST

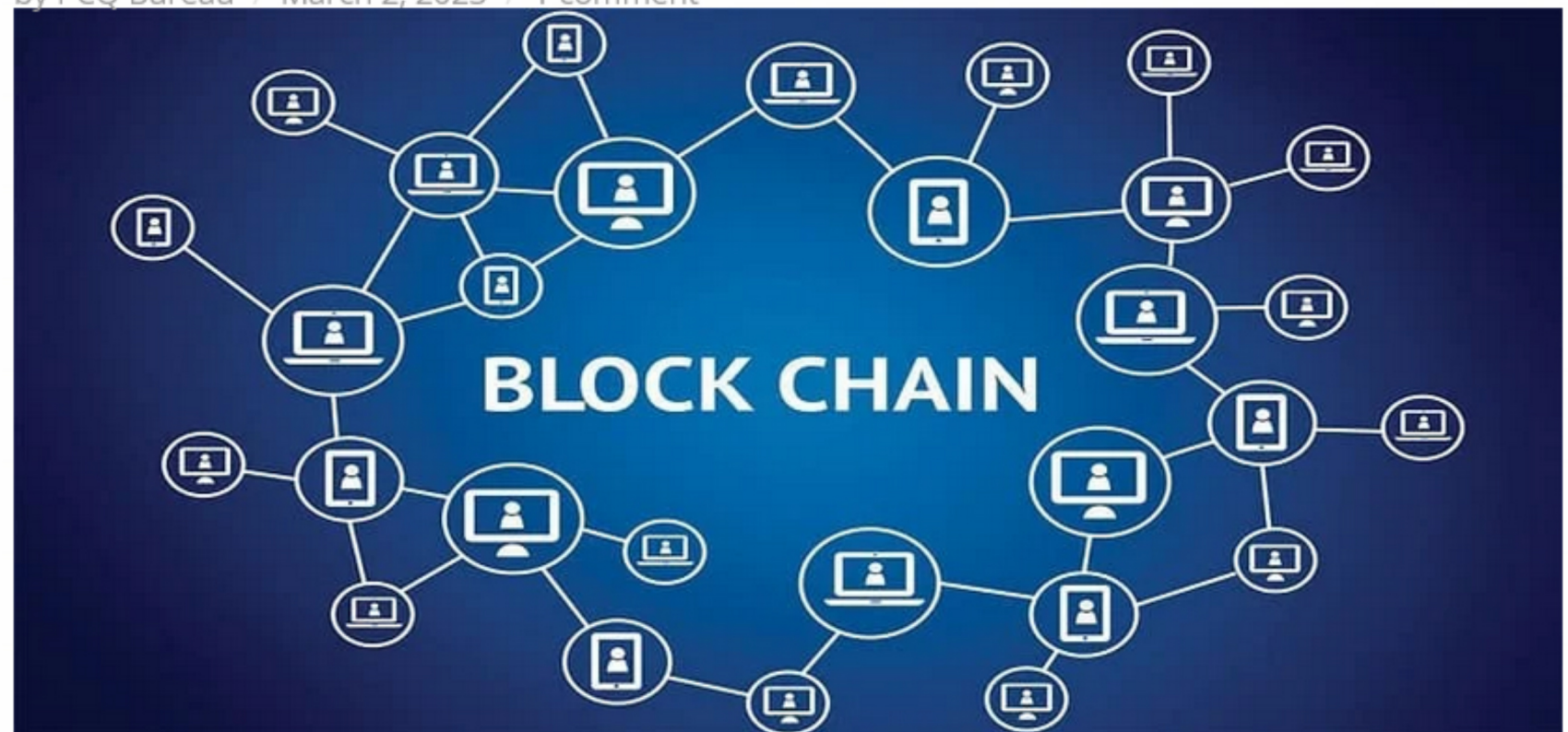
Impressions:

61,338

Loyalty in the Age of Blockchain: Benefits and the Way Forward

TECH & TRENDS

by PCQ Bureau / March 2, 2023 / 1 comment



In an age where organizations are struggling to maintain a competitive edge, customer loyalty programs could be a key differentiator. Loyalty programs have existed as a marketing/ promotional strategy for many years, and whether we like it or not, most of us are enrolled in some loyalty program or the other. From an organization's perspective, loyalty programs are one of those key factors, which if implemented correctly, can boost customer retention and acquisition.

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Nature of contribution:

Industry Story

Publication:

Business Today

Impressions:

8,889,263

THE MAHARAJA'S NEW ARMOURY

Described as the mother of all aircraft deals in aviation history, the order by Air India not only helps it take the battle to its competitors, but also establishes India as a key aviation market globally

By: Manish Pant

If you turn the pages of the visitor's register at Air India's temporary headquarters in PVR Star Mall in Gurugram near Delhi, you will find scores of entries made by 20-somethings who are either appearing for job interviews or are coming for their induction after having been selected. It is an indicator of the rise in interest in the airline after it was sold by the Indian government to the \$128-billion Tata group in January 2022.

"We have witnessed approximately 30 per cent increase in Air India's bookings post-privatisation. We are optimistic that this surge will drive demand and create a positive sentiment for the airline," says Sabina Chopra, Co-founder & COO, Corporate Travel & Head of Industry Relations at online travel agency (OTA) Yatra Online. And after February 14, when Air India announced two mega orders totalling a world-record 470 aircraft (Airbus and Boeing combined) as part of its

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Nature of contribution:

Article

Publication:

Travel Trends Today

Impressions:

17,453

ChatGPT: A Game-Changer for the Travel Industry?

The evolution of technology has ushered in a new era, one where 'Search & Find' for information is no longer the norm. Welcome to the age of 'Train & Tell' where the focus is on creating a more human-like conversation, with an intelligent machine. The ability for a tool to truly understand its user is becoming increasingly important, as it allows for a deeper level of engagement and a more personalized experience. With the ability to understand a person's likes, dislikes, mood, and tone of voice, technology is now able to have a more meaningful dialogue with its users.

Many Artificial Intelligence capable models have come forward in recent years and perform this work extremely well, like generating human-like text, language understanding and translation, summarization, classification, dialogue & content generation, sentiment analysis, etc. and are still evolving at an unimaginable speed. Take for instance, the new talk of the town – ChatGPT, an NLP powered chatbot which has gone from unknown to one million subscribers in no time.

ChatGPT (Chat Generative Pre-Trained Transformer) is an extremely powerful tool for natural language processing and response, making it a game-changer in the field of chatbot tech. It is a large language model that has been trained on troves of data, and uses advanced machine

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ANUROOPA PEREIRA

Director - Public Relations,
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Anu leads Communications and PR for Sabre Bengaluru. An eternal optimist, she believes in finding solutions to tough problems, thinking creatively and breaking the norm. She can be a stickler for flawless execution. Anu thrives in building an environment that nurtures growth. She is great with interpersonal collaboration and believes her team can deliver on just about anything.

Nature of contribution:

Industry Story

Publications:

All Things Talent & Naukri Blog

Impressions:

All things talent: **6,999** | Naukri Blog: **26,427,266**

International Women's Day: 17 Women Leaders Offer Career Advice for Aspiring Women Leaders



81% Women believe the glass ceiling prevents their career growth and that women face more hurdles than men in the workplace, as per a poll by [Naukri](#).



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SUNITHA CHANDRASEKARAN

Sr. Manager - Software Engineering,
Sabre Bengaluru

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.

Nature of contribution:

Industry Story

Publications:

TECHGIG & CXO Today


Impressions:

TECHGIG: **5,676,311** | CXO Today: **15,756**

#IWD2023: Top tech leaders share pearls of wisdom for women in tech industry



Happy International Women's Day! In this article, we have interacted with many tech leaders to understand how they are helping women techies break the barriers and helping

 [Shruti Bhattacharya](#)

From Equity to Equality: Women Who Are Setting Examples With Their Business Leadership Skills

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Nature of contribution:

Industry Story

Publication:

Express Computer

Impressions:

55,298

International Women's Day: Hear what leaders have to say

By Express Computer — On Mar 8, 2023



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People Leader, India & South Asia,
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Outside of work, she likes to travel. Traveling for her is all about exploring new places, cultures, cuisines and rituals.

Nature of contribution:

Industry Story

Publication:

DATAQUEST

Impressions:

198,889



No comments

Breaking the Glass Ceiling: How the IT Industry is Evolving to Empower Women

The IT industry has historically been male-dominated, with women underrepresented in both the workforce and in leadership positions. However, in recent years, there has been a growing effort to increase gender diversity in the industry and support women's advancement in tech careers. Some challenges that women may face in the IT industry include bias, stereotypes, and a lack of female role models and mentors. Women may also experience a gender pay gap and limited opportunities for advancement.

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BINDU SURENDRAN

**Sr Principal - Service Delivery Engineer,
Sabre Bengaluru**

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.

Nature of contribution:

Article

Publication:

ET HOSPITALITY WORLD

Impressions:

18,339,325

Women in leadership roles: A glimpse at the unseen barriers they face

Despite greater momentum toward gender equality, women continue to face challenges in securing leadership roles, especially in traditionally male-dominated industries and domains.

Women have won several battles throughout history and have done so by challenging the status quo and fighting for their rights and recognition. The fight continues, be it on the personal front or in the corporate world. Over the last decade or so, there has been a significant and discernible shift in the acceptance of women as influential leaders. However, as per McKinsey's report, even today only one in four C-suite leaders, is a woman. Women are significantly underrepresented in leadership roles, and we still have a long way to go.

Despite greater momentum toward gender equality, women continue to face challenges in securing leadership roles, especially in traditionally





Sriram Gopalswamy at ET Future of Work Summit

SRIRAM GOPALSWAMY

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

Nature of contribution:

Interaction

Publication:

ET Future of Work Summit 2023

Impressions:

129,010,286 views



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Nature of contribution:

Podcast

Publication:

ABP Live Podcast

Impressions:

9,800,000

Can Tech Help Transform Travel

As We Know It? | Tech It Easy



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