Sabre Forges 10-Year Partnership with Google to Build the Future of Travel

Travel industry leader chooses Google Cloud as its preferred cloud provider to accelerate its digital transformation

Sunnyvale, CA, January 21, 2020 —Google Cloud today announced it has joined forces with Sabre Corporation [NASDAQ: SABR]— a leading software and technology provider that powers the global travel industry—to help digitally transform the traveler's experience and co-create the future of travel.

Sabre, which launched in 1960, revolutionized the travel market with the industry's first semi-automated flight reservation system. Since then, Sabre has evolved into a broad technology platform that manages more than $260B worth of global travel spend annually, supporting a wide range of travel providers, such as individual airlines, hoteliers, agencies, travel aggregators and more. The 10-year-strategic partnership between Google and Sabre will enable the travel provider to improve operational agility while developing new services and creating a new marketplace for its airline, hospitality and travel agency customers.

"This is a really exciting time for Sabre, our customers, employees and other key stakeholders. For decades, Sabre has made travel easier for people on the go and within the industries that serve them," said Sabre President and Chief Executive Officer, Sean Menke. "Today, we embark on a new transformational journey with Google. As our preferred cloud provider and broader strategic partner, Google Cloud will help to accelerate our digital transformation and ability to create a new marketplace and critical products and systems focused on our customer needs for decades to come."

As part of the agreement, engineers and business leaders at both companies will work side-by-side on three main initiatives:

- Improving Sabre's technology capability: Sabre will begin the process of migrating its IT infrastructure to Google Cloud's highly available and secure services. The partnership provides Sabre advanced support and greater flexibility to meet its technology objectives.
- Using Google Cloud tools to enhance and optimize travel: Google Cloud's data analytics tools will enable Sabre to enhance the capabilities of current and future products. They will provide Sabre with insights to help them improve operational efficiency and create and optimize travel options, improving both loyalty and revenues for its customers.
- Driving a broader innovation framework: The two companies have aligned upon a framework that leverages talent and assets of both companies to imagine, develop and deploy future capabilities that will advance the travel ecosystem, benefiting all market participants.

"We are thrilled to work with Sabre through this important initiative to bring together the strengths of both our companies and accelerate innovation in the travel industry," said Thomas Kurian CEO, Google Cloud. "We believe our partnership will deliver more personalized experiences for travelers, saving time and providing greater convenience that will ultimately raise the standard for the travel industry overall."

"At Google we build tools to help others, so a big part of our mission is helping other companies realize theirs. We're so glad that Sabre has chosen to work with us to further their mission of building the future of travel," said Sundar Pichai, CEO of Google and Alphabet. "Travelers seek convenience, choice and value. Our capabilities in AI and cloud computing will help Sabre deliver more of what consumers want."

About Google Cloud

Google Cloud provides organizations with leading infrastructure, platform capabilities and industry solutions, along with expertise, to reinvent their business with data-powered innovation on modern computing infrastructure. We deliver enterprise-grade cloud solutions that leverage Google's cutting-edge technology to help companies operate more efficiently, modernize for growth and innovate for the future. Customers in more than 150 countries turn to Google Cloud as their trusted partner to solve their most critical business problems.

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