

## Questions

- What kind of a Business was Sabre? What's the setting?
- What were the models? What changed?
- What was American Airlines' Critical Success Factors?  
What are the Critical Things that the technology must do well?
- What was American Airlines Trying to Accomplish with Sabre?

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## What kind of a Business was Sabre? What's the setting?

- AA was lost \$50M on \$1.3B in 1973
- Primitive IT Time: Green Screen Terminals
- Travel Agents who've never seen a computer

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## What was American Airlines Accomplishing with Sabre?

- What business processes were really being changed?
- Should they be afraid of competing systems?
- Who is the customer?

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What was American Airlines' Critical Success Factors?

What are the Critical Things that IT must do well?

- Superior Service
  - Reliability
  - Speed
  - Help Agents serve their customers better
- Lock up those agents into Sabre system

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Old Model vs. New Model

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The Sabre List

- AA could now do effective flight schedule planning
- AA redefined the customer
- AA hooked travel agents on their Sabre drugs

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