

Biman, Sabre ink deal to facilitate digital transformation, customer experience

A Monitor Report

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The Sabre logo consists of the word "Sabre" in a white, bold, italicized sans-serif font, set against a solid red rectangular background.

Dhaka : Biman Bangladesh Airlines has adopted a strategic partnership with Sabre solutions to drive revenue growth through digital transformation. Biman passengers can now avail different types facilities including checking in to flights from their homes because of this agreement.

The national flag carrier will leverage Sabre's Passenger Service System (PSS) and Global Distribution System (GDS) as well as a broad range of additional Sabre technology solutions to support recovery and future growth in a competitive market, said a Sabre press release.

"Under the agreement with Sabre, we will be able to provide all types of facilities to our passengers even up to root level," a top official of Biman said.

Sabre Corporation, a leading software and technology company that provides solutions to the global travel industry, today announced a new strategic partnership with Biman, Sabre said in its release.

Headquartered in Southlake, Texas, Sabre serves customers in more than 160 countries around the world.

Biman has also selected a further set of Sabre solutions as well as renewing its global distribution agreement with Sabre to help meet the demands of modern-day travellers, ensure availability across all points of sale, maximise customer

acquisition, leverage its loyalty programme and stimulate demand as the aviation industry recovery regains momentum amid the pandemic.

"We're thrilled to embark on a new relationship with Sabre during this critical time for the travel industry," said Dr Abu Saleh Mostafa Kamal, Managing Director and CEO, Biman, added the release.

"It is more important now than ever that we have agile and advanced solutions to empower us to improve operational efficiencies, boost revenue as we move into recovery, and to create a differentiated brand experience in the competitive Bangladeshi market and beyond."

"We look forward to flying our nation's bi-coloured flag domestically, regionally and internationally as borders re-open, with support from Sabre's robust technology."

Biman General Manager (Marketing) Mohammed Salahuddin said, "We are delighted to work together with leading global airline solution provider, Sabre, that allow Biman to access all the services we require through one single platform, supporting us on our digital transformation journey and enabling Biman to be more competitive in the local, regional and international airline markets."

Biman will also be utilizing Sabre's Global Distribution System (GDS) in a long-term renewal agreement to distribute its fares and offers to hundreds of thousands of travel agents worldwide, Departure Control Suite to help Biman deliver a seamless and efficient airport experience with a robust solution for passenger re-accommodation.