

## CHALLENGE

For over 40 years, Sabre Holdings has been transforming the airline industry. Now, with Ignite's help, the company is transforming its own business processes.

Much of Sabre's growth over the past ten years has been through acquisitions. This expansion has led to several unique challenges, such as how to see what software is loaded on new computers and how to quickly deliver and track software packages and security patch updates to users with varied Internet connections. As in any large company, corporate communications and software delivery/desktop management are top priorities at Sabre.

### *Corporate Communications:*

Between 2002 and 2006, the number of Sabre employees living outside the United States increased from 16% to 50%. With such a mobile and widely-dispersed employee base, regular face-to-face communications from executives were impractical, and email communications could not sufficiently penetrate the large employee population.

### *Software Delivery/Desktop Management:*

Help Desk personnel required three weeks to deliver software packages, and it was impossible to see what software was loaded on new computers following corporate acquisitions.

Sabre realized it needed a solution that would enable it to efficiently deliver rich media content and software packages to its users, regardless of bandwidth constraints.

## SOLUTION

After evaluating multiple options, including Microsoft SMS, Sabre selected the Ignite Content Delivery Solution to address its corporate communications and software delivery needs. Ignite gives its customers complete branding control over the end user experience, so Sabre internally re-branded the Ignite solution as **Dash**. Over the course of 90 days, Sabre installed **Dash** on approximately 6,000 desktops and laptops worldwide – including mission-critical call center desktops.

*"Ignite has helped us transform our business by allowing us to quickly and efficiently reach our global employee base with critical software packages and corporate communications. The value of the Ignite solution will only increase in the future as we expand our deployment and begin delivering a wider variety of content."*

**Todd Pickett**

**Service Delivery Manager, Americas  
Sabre Holdings Corporation**



### *Corporate Communications:*

Sabre's Corporate Communications began using the Ignite solution to deliver executive messages to employees across the globe. With Ignite, digital content can be distributed just as easily to a field office with a dial-up connection as to a headquarters office with high-speed, excess bandwidth. Ignite's technology detects when mobile employees are online and downloads rich media without affecting PC performance or interrupting the other applications that may be in use. Communications can be viewed online or offline, increasing productivity of employees.

### *Software Delivery/Desktop Management:*

The Sabre Help Desk began using **Dash** to deliver software packages. Ignite provides unprecedented reach while leveraging Sabre's existing infrastructure. With Ignite's superior reach, guaranteed delivery, and full auditing capabilities, Sabre can rapidly deploy critical software patches and virus updates, closing security holes quickly.

For desktop management, Ignite was selected over traditional systems management and configuration management solutions because the Ignite solution has the ability to manage computers over any IP connection; users do not have to be directly connected to the corporate network.

## RESULTS

### *Corporate Communications:*

For Corporate Communications, **Dash** provides new visibility into employee behavior and enables Sabre to see who is viewing its CEO videos and other important communications. This allows the company to develop initiatives designed to increase viewing rates.



*Software Delivery/Desktop Management:*

**Dash** is enabling Sabre to deliver software in record time. Sabre's IT department can also now reach mobile desktops and gather valuable computer and software inventory data. **Dash** is used to distribute virtually all applications, and it even manages the desktops of two large call centers with different infrastructures. Labor cost savings have resulted not only from eliminating the time it would have taken to manually update each computer, but also from the manpower cost of performing each update.

One critical software patch reached approximately 4,000 workstations, with an average total delivery duration of seven minutes. The average total time from targeting to completion of delivery for this package was one hour and ten minutes – a remarkable improvement over the Help Desk's previous three-week delivery window.

Other quantifiable results include:

- During a 15-week period in late 2006, **Dash** was used for over 128,000 deliveries containing over 615 gigabytes of content.
- Following acquisitions, **Dash** saves at least an hour per workstation on installation time.

## ABOUT SABRE HOLDINGS

**Sabre Holdings** connects people with the world's greatest travel possibilities by retailing travel products and providing distribution and technology solutions for the travel industry. Sabre Holdings supports travelers, travel agents, corporations, and travel suppliers through its companies: Travelocity, Sabre Travel Network, and Sabre Airline Solutions. Headquartered in Southlake, Texas, the company has approximately 8,900 employees in 45 countries. Full year 2005 revenues totaled \$2.5 billion. Sabre Holdings, an S&P 500 company, is traded on the New York Stock Exchange under the symbol TSG.

**For more information about the Ignite Content Delivery Solution, visit [www.ignitetech.com](http://www.ignitetech.com).**