He Who Dares (*to simplify)* Wins

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Sabre Holdings™

“Any sufficiently advanced technology is indistinguishable from magic”

- Arthur C. Clark

32,000
Transactions – every second

100,000+
Agency Computers
accessing Sabre travel content globally

1 million
Transactions every minute

1
Number one provider of
Travel Technology
products and services
On the Planet

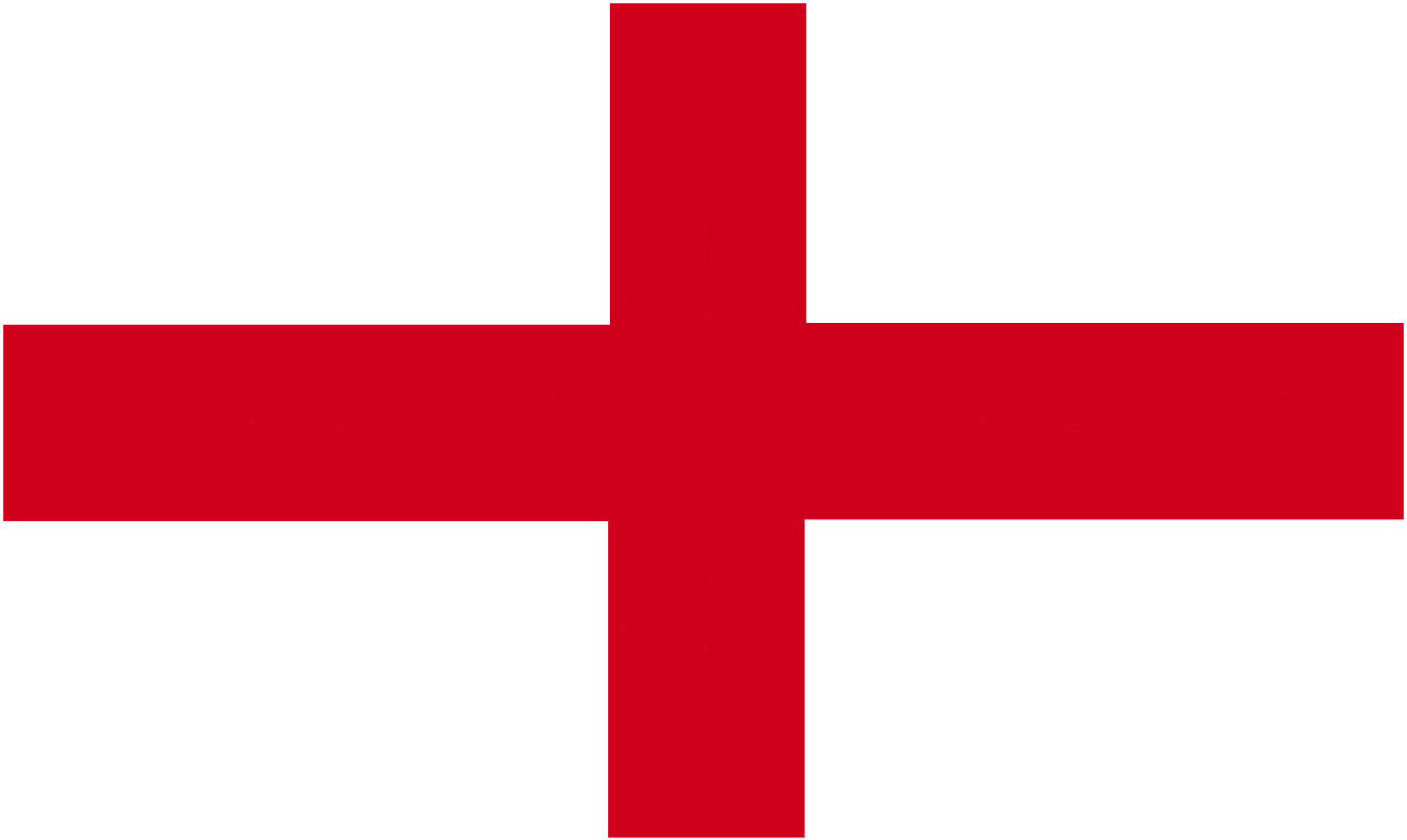
500 million+
Transactions every day

24 hours
Every day – 7 days a week

50 million
Transactions ever day
via Web Services

It's always peak hour somewhere in the world

Who are We?



Focus on the Differentiators

What Differentiates you?

Middleware
Databases
Operating Systems
Servers
Storage
Network
Security
Performance
Stability

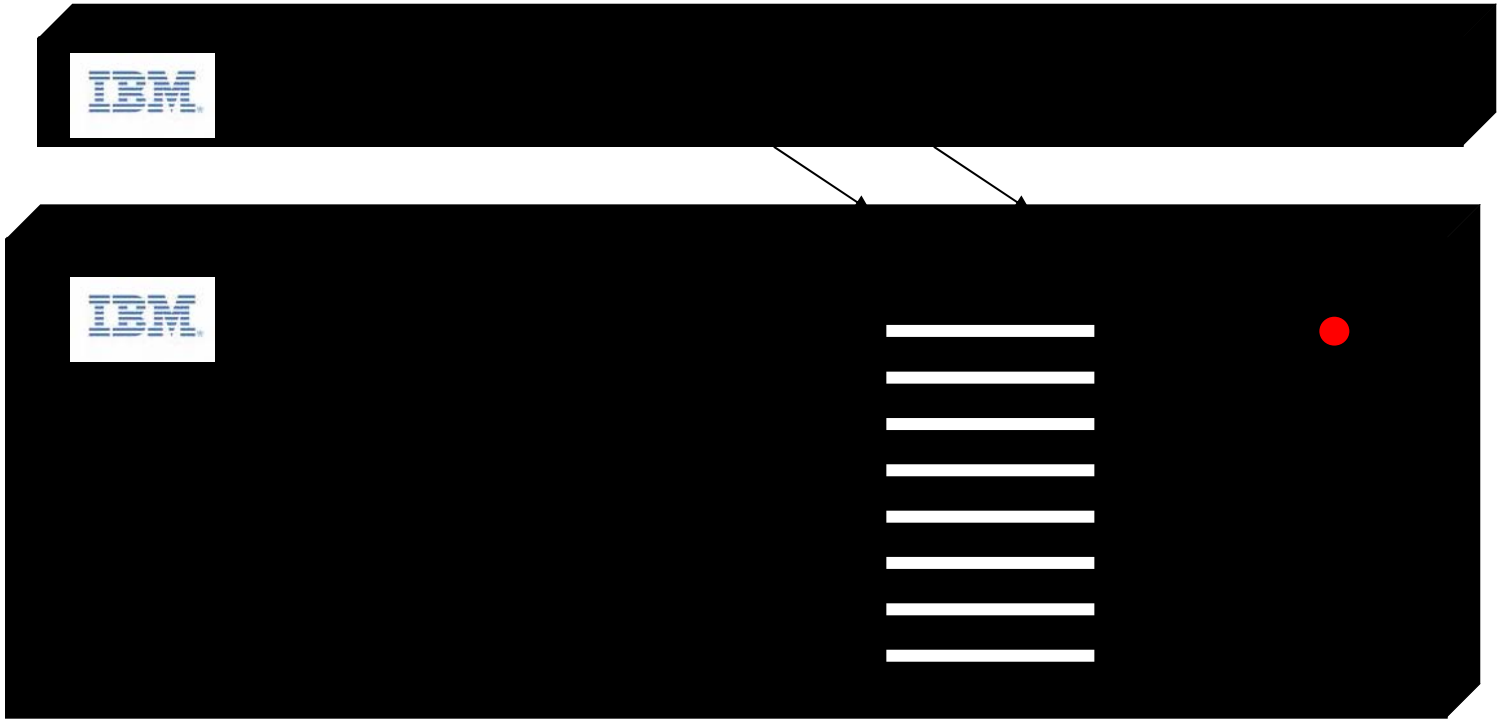
Commoditization of Technology Is a Wonderful Thing

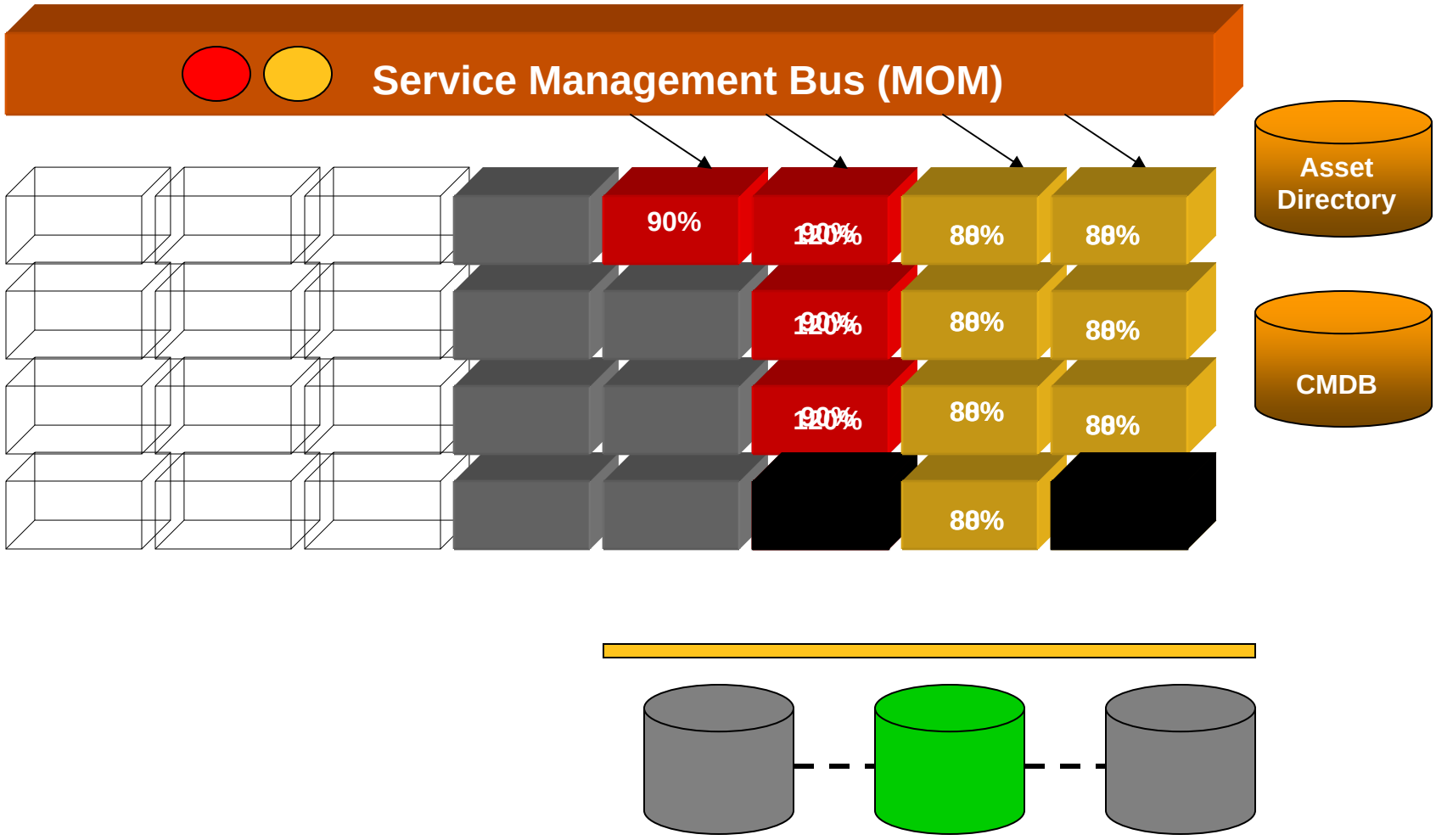
Cookie-Cutter Architecture

Open-Source / Virtualization / Multi-Core

Technology Must Become Invisible

The Most Dangerous Part of a Car?



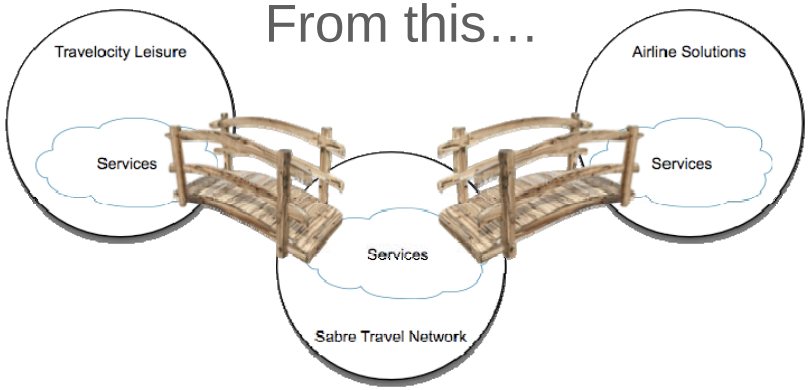

Service Management Bus (MOM)
90%
120%
80%
Asset Directory
CMDB

Design. Evolution = Obsolescence

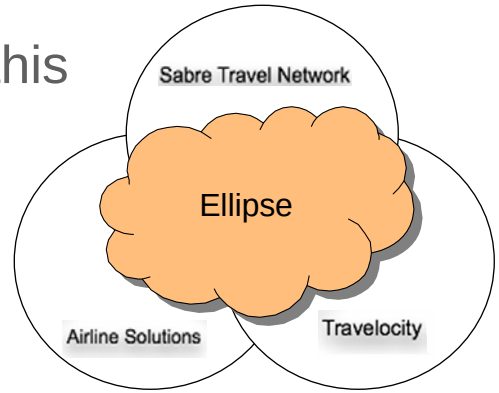
Abstraction / Vendor Agnosticism

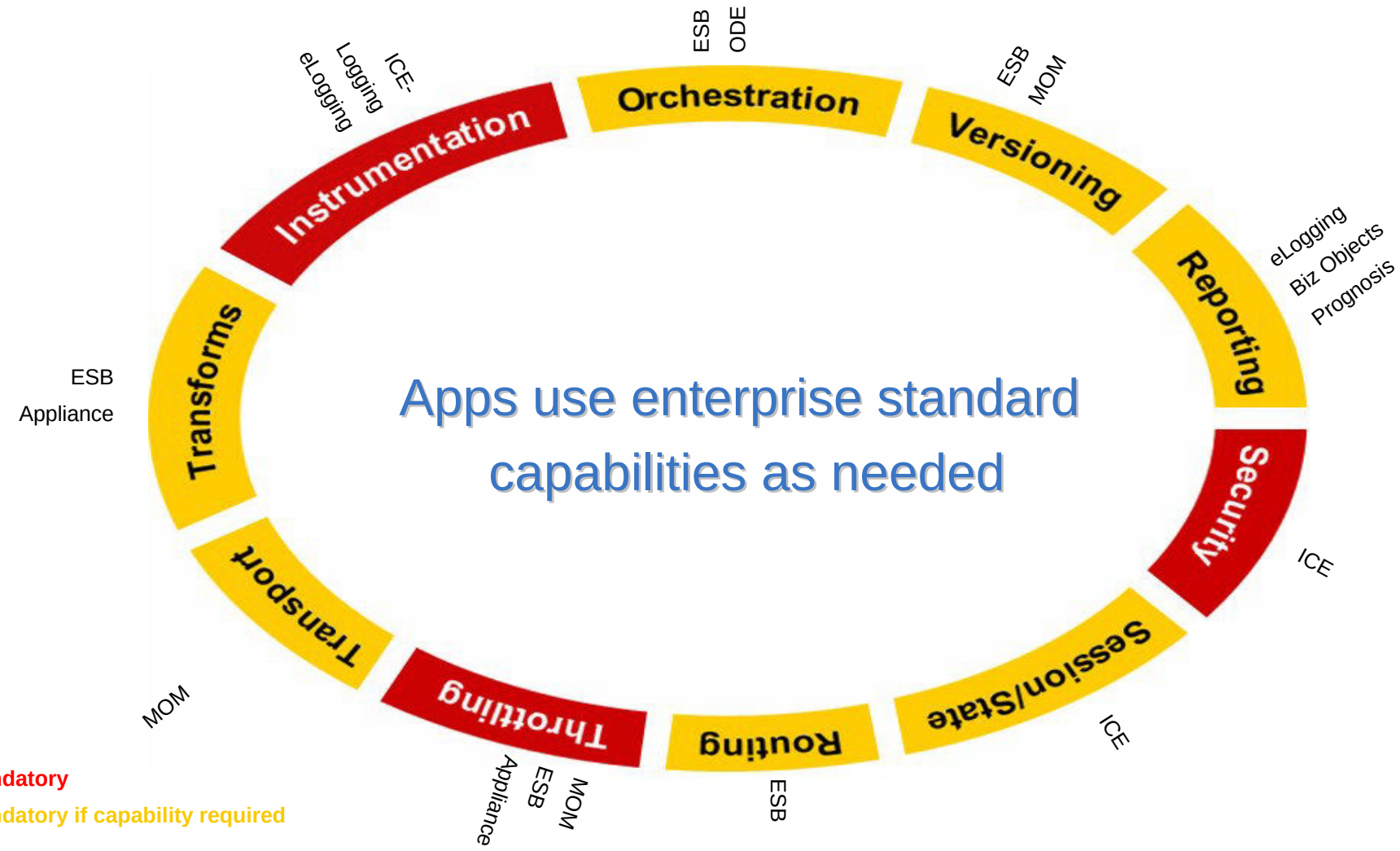
APIs / Black Box Code / Services

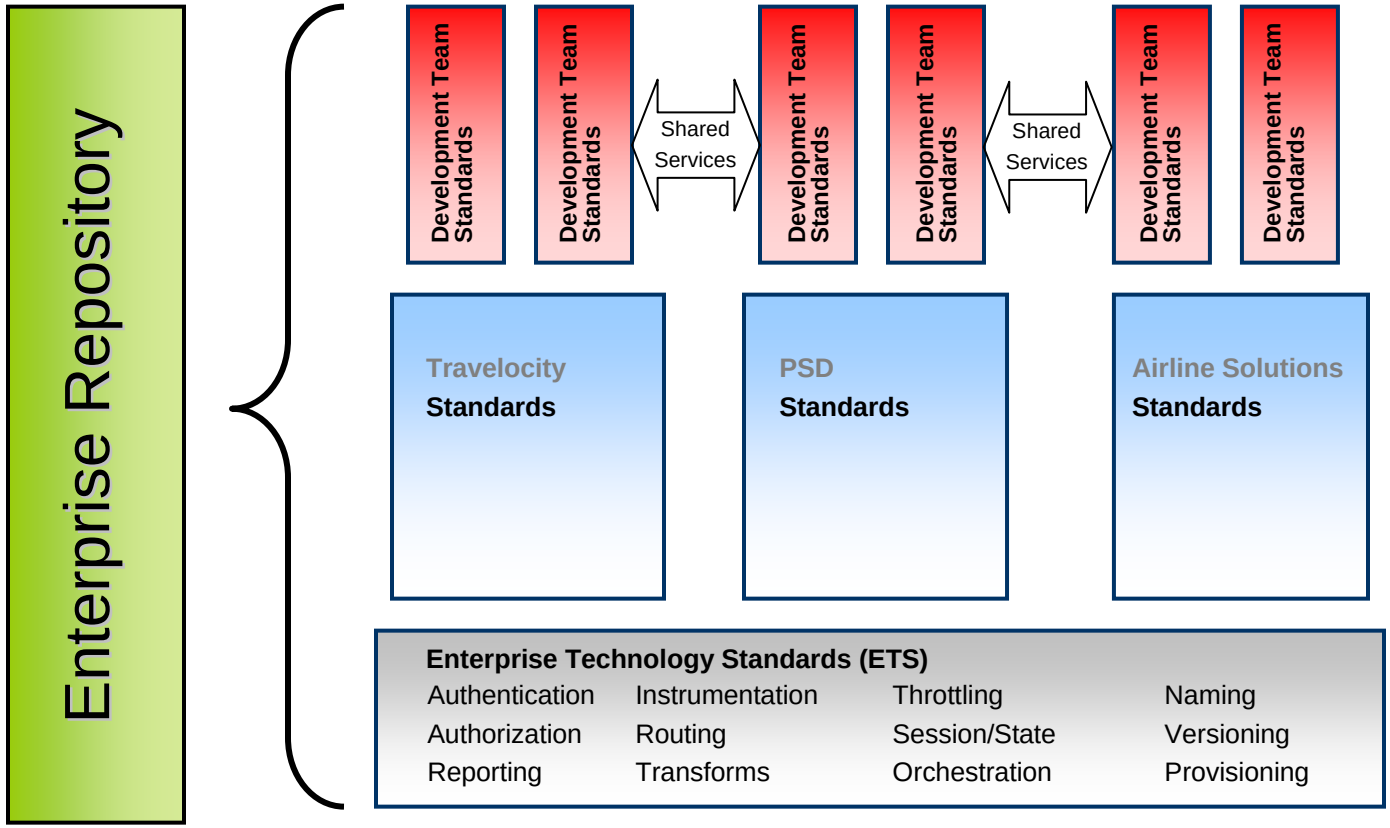
From this…

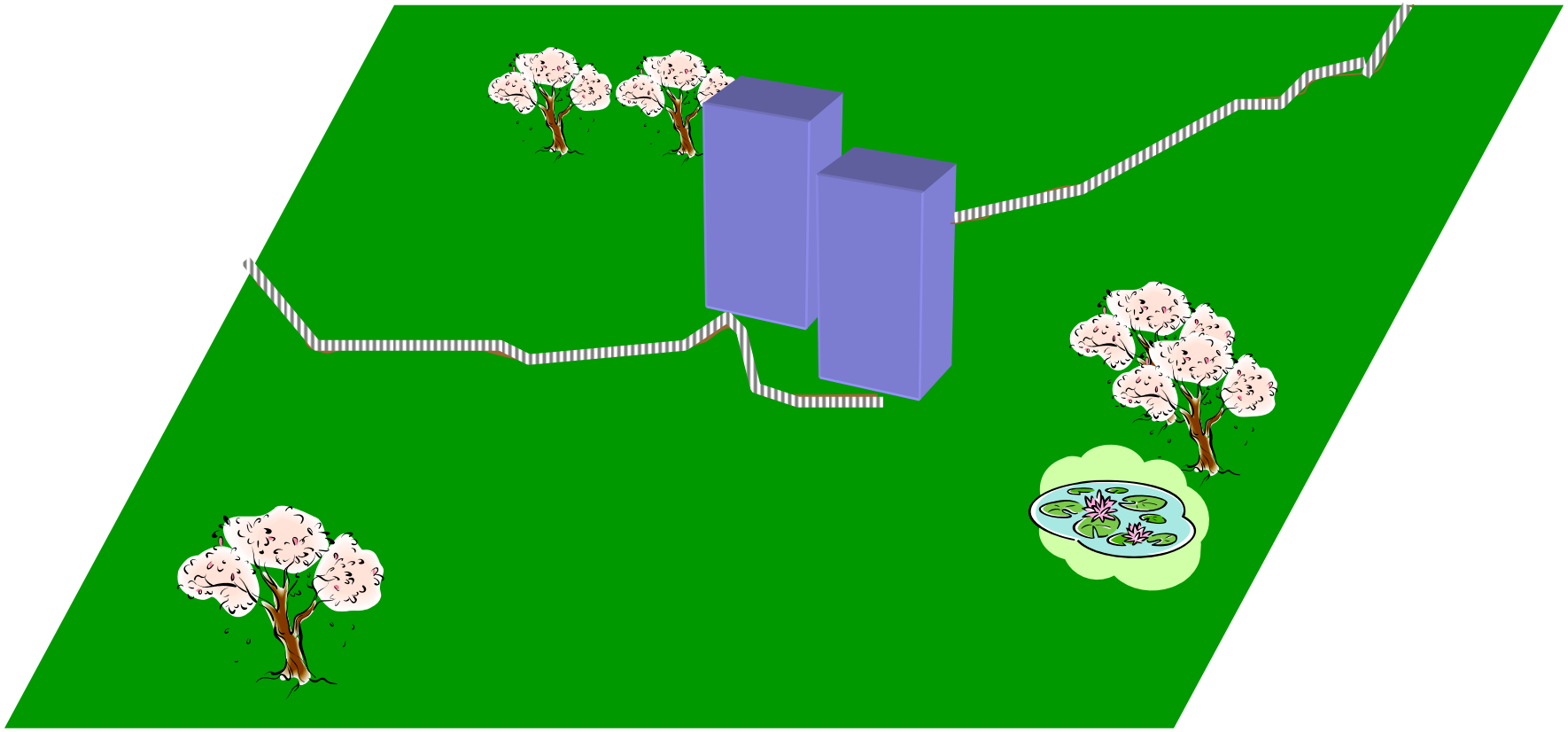


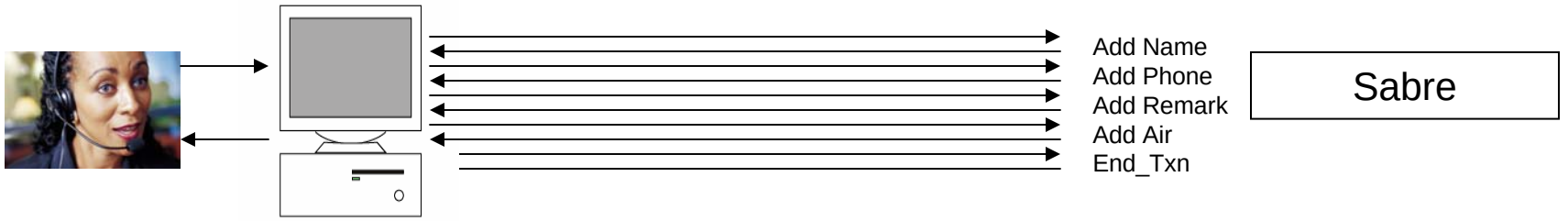
…to this




Apps use enterprise standard capabilities as needed
Orchestration
ESB
ODE
Versioning
ESB
MOM
Reporting
eLogging
Biz Objects
Prognosis
Security
ICE
Session/State
ICE
Routing
ESB
Throttling
ESB
MOM
Appliance
Transport
MOM
Transforms
ESB
Appliance
Instrumentation
ICE-
Logging
eLogging
Mandatory
Mandatory if capability required


Enterprise Repository
Development Team Standards
Development Team Standards
Shared Services
Development Team Standards
Development Team Standards
Shared Services
Development Team Standards
Development Team Standards
Travelocity
Standards
PSD
Standards
Airline Solutions
Standards
Enterprise Technology Standards (ETS)
Authentication
Authorization
Reporting
Instrumentation
Routing
Transforms
Throttling
Session/State
Orchestration
Naming
Versioning
Provisioning




Add Name
Add Phone
Add Remark
Add Air
End_Txn
Sabre

Design for Failure

Everything we buy or build will fail
- This cannot be a surprise

Make failure obvious to Ops but transparent to users

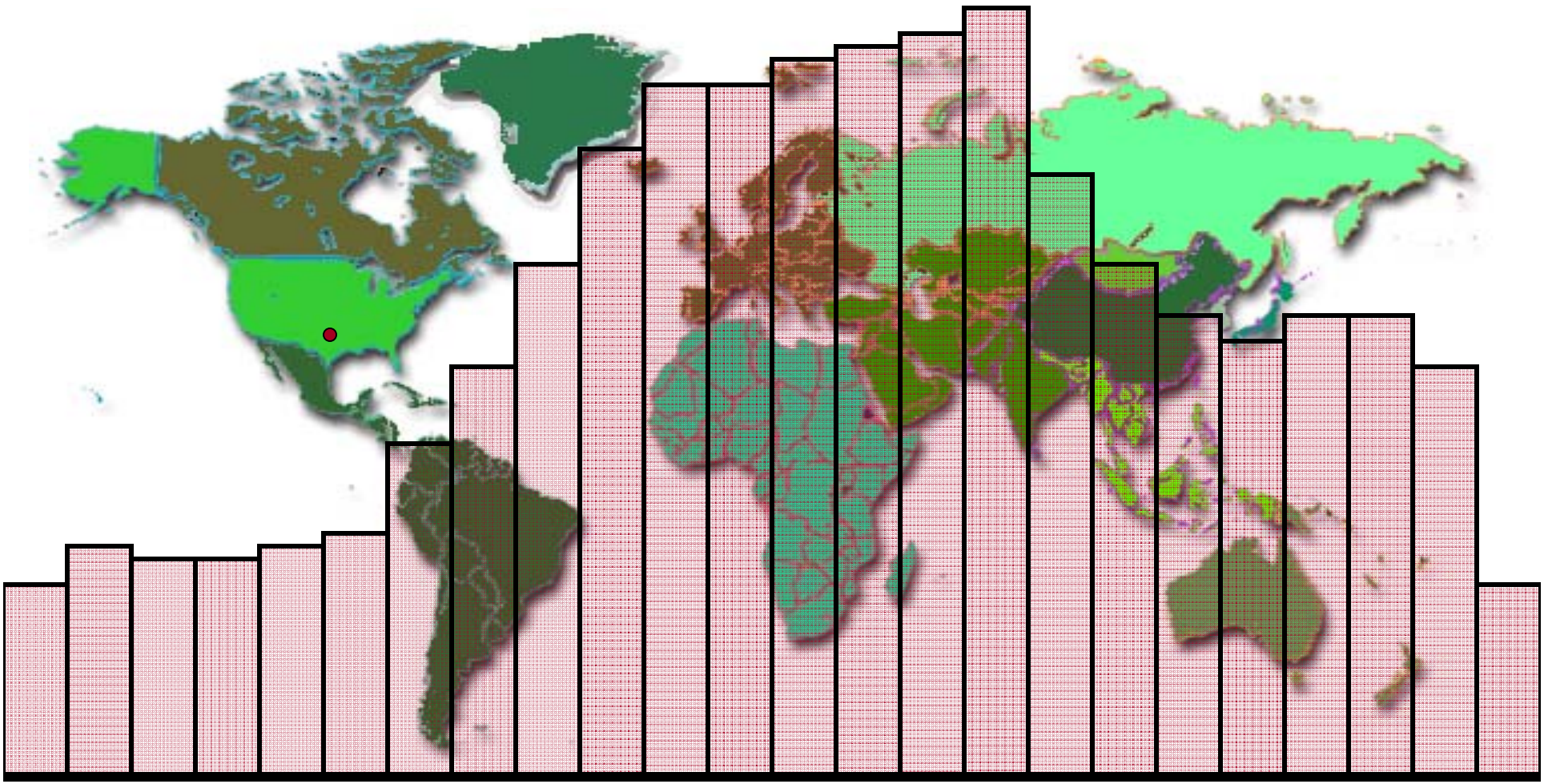
Limp vs Fail

Asia – Nearing the Tipping Point?

Internet Penetration: N.A. 69.7%, Asia 11.8%

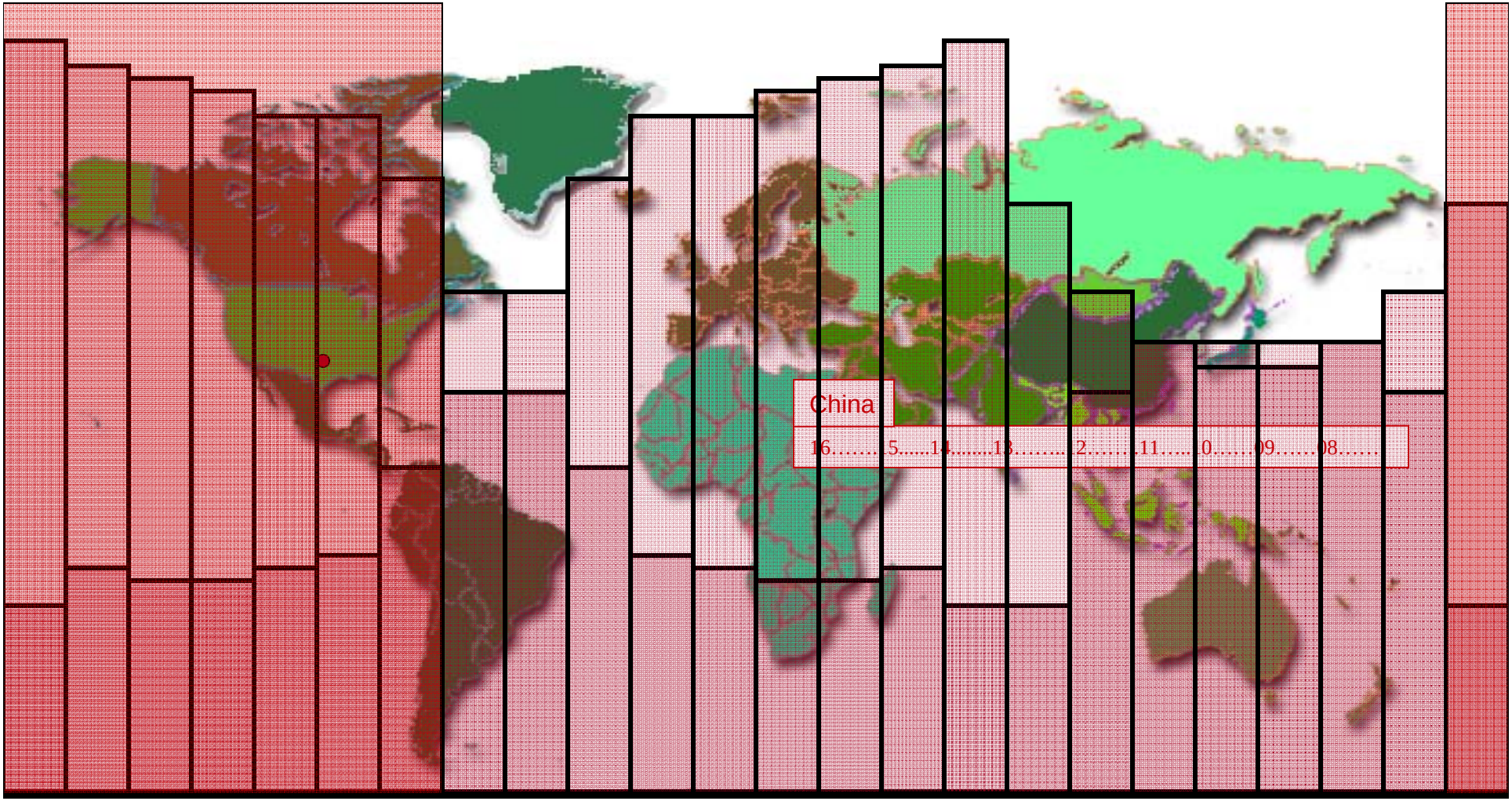
Internet Penetration: N.A. 232M, Asia 430M

Source: www.Internetworldstats.com



.01.....02.....03……..04……..05…..06……07……08……09……10……11…….12……13……14……15……16……17……18……19……20……21……22……23…….24

Central Time



16…….15.....14.....13……..12……..11…..10……09……08……07……06……05…….04……03……02……01……24……23……22……21……20……19……18……17

Central Time

Engineering Gap

China:	**644,000**
India:	**465,000**
Europe:	**100,000**
USA:	**70,000**

Source: National Science Teachers Association

RIGHT NOW

There will <u>never</u> be a better time to start doing it right

Or a worse time to keep doing it wrong

Imagine One Force

Imagine One Technology

Thank You