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Innovation is a habit,
not a hack



Sabre



Together, we make travel happen.



Sabre

At Scale

400+

Airlines

50K+

Travel Agencies

1M+

Property options

150+

Tour Operators

38

Car Rental

20+

Rail Carriers

\$37B

Total Room Sales
Annually

~183

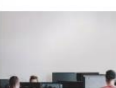
Countries & Territories

73%

World Leading Hotel
Brands

93%

Hospitality Customers
Retention



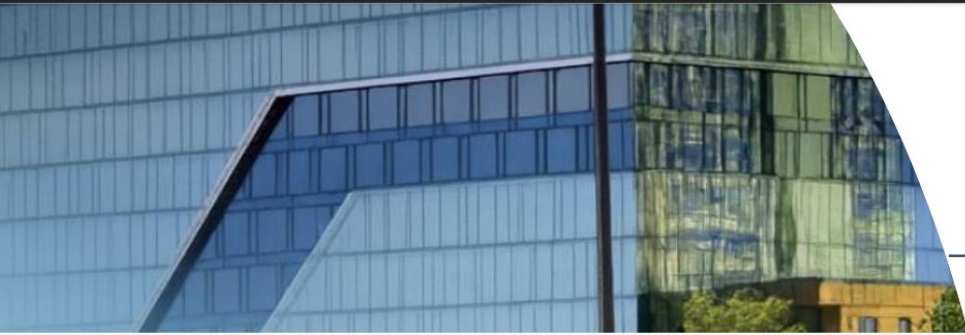
SabreMosaic
Travel Marketplace

The whole world of travel. In one place.

SabreMosaic
Airline Retailing

Retail smarter, operate smoother and grow faster
with the only modular, AI-native platform for airlines.

Intelligent. Open. Proven.



WHY KRAKÓW?



Sabre
POLAND

- top IT talent worldwide
- decades of domain mastery
- strategic geo-location
- modern tech
- innovative ecosystem



Is an innovation a bulb?



Knowledge at Wharton - University of P...
The Missing Link Between ESG and ...



Accept Mission
What is innovation?



Teaching Times
A step-by-step guide to successful i...



G2 Learning Hub
What Is Innovation Management...



Rob Llewellyn
Innovation Definition - Plus 15 Real-Wor...



MIT Sloan Management Review
Four Ways to Get Your Innovation Unit to ...



Politecnico di Milano Sc...
What is innovation and ...



Alcor Fund
The Innovation Process: Importance, St...



Usability Geek
How UX Designers Can Innovate - Usab...



APQC
What Does "Innovation" Mean for You? | A...

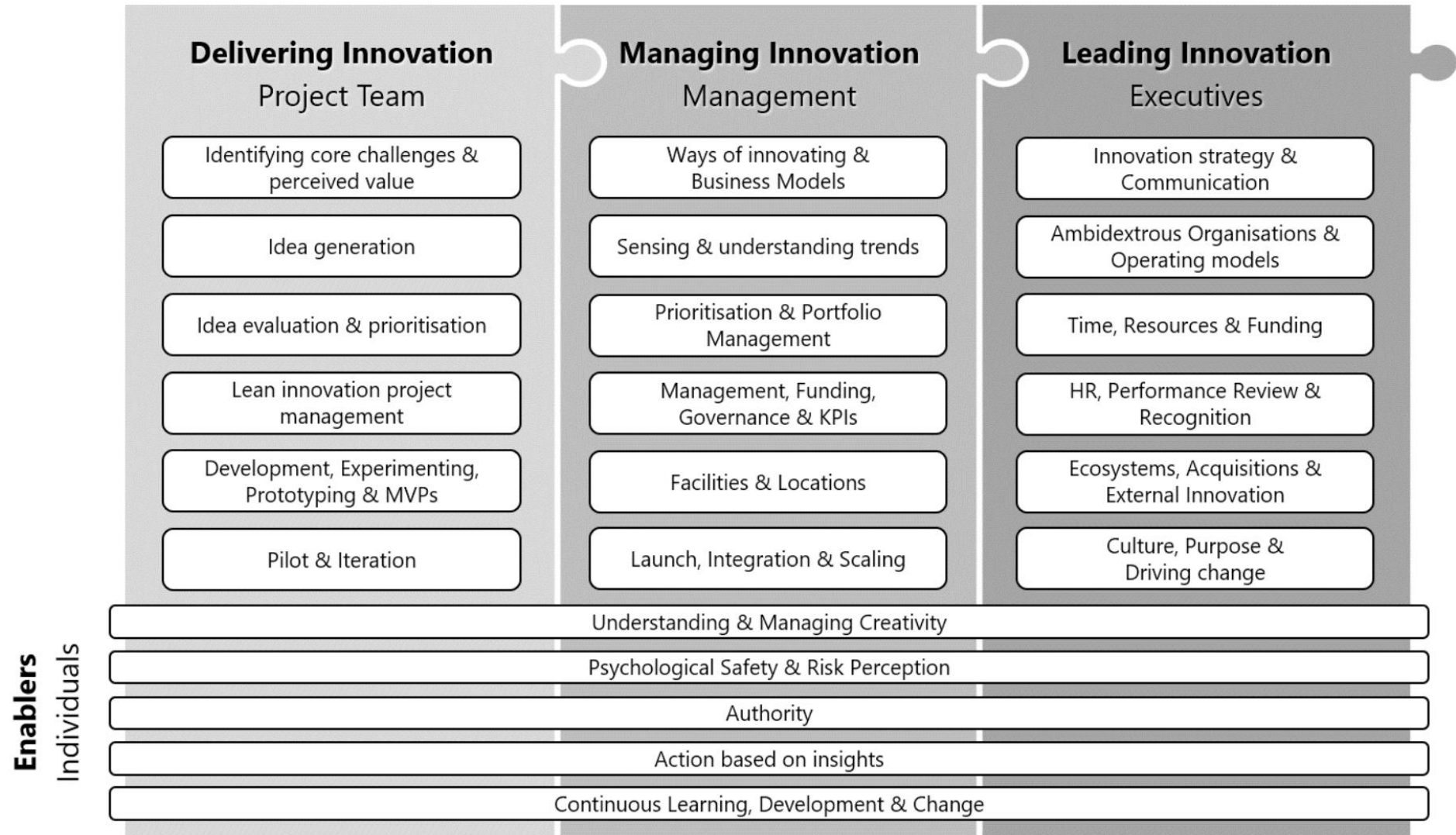






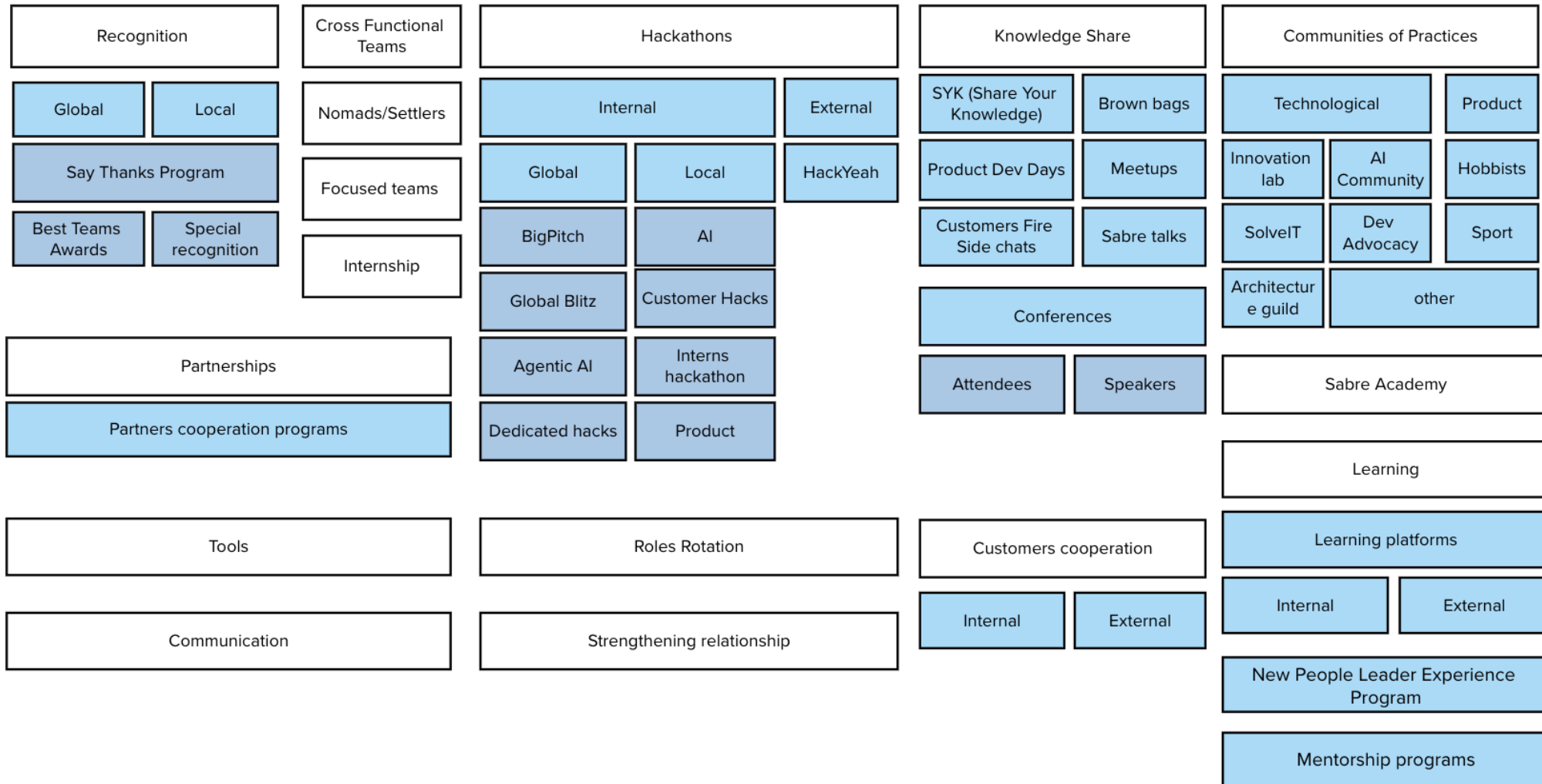
3 Dimensions of Innovation

23 Capabilities
your company
needs to succeed





Examples of enablers





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The hidden factor behind your ticket purchase

Jakub Ryzner



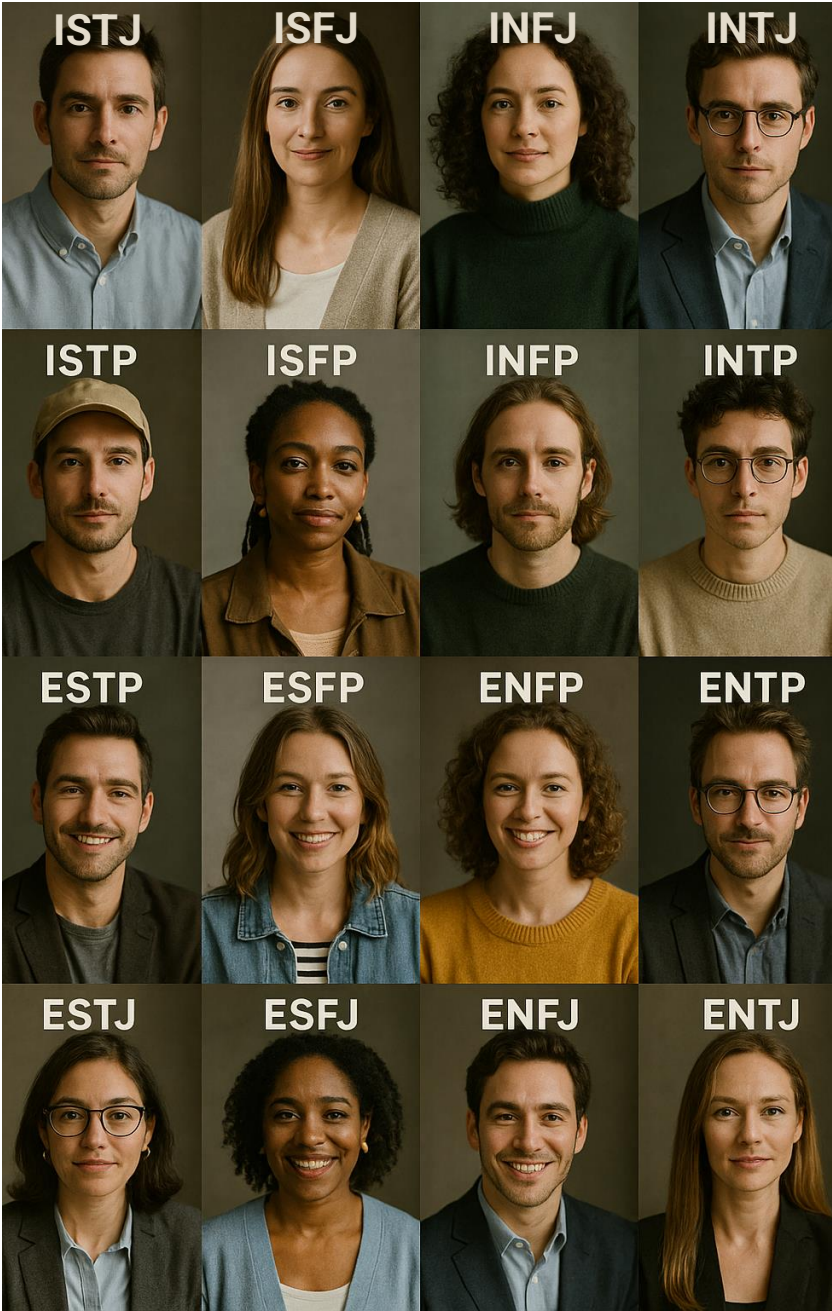




We do most of the innovations as a
group in given ecosystem

...with some exceptions





16 Myers-Briggs personality types (MBTI)x

The 4 MBTI Dimensions

- Extraversion (E) vs Introversion (I)
→ Where you get your energy from: the outer world or your inner world.
- Sensing (S) vs Intuition (N)
→ How you take in information: facts and details or patterns and possibilities.
- Thinking (T) vs Feeling (F)
→ How you make decisions: through logic or through personal values and emotions.
- Judging (J) vs Perceiving (P)
→ How you deal with the world: structured and organized or flexible and spontaneous.



Decision-Making Z Model

Sensing

Look at the FACTS AND DETAILS

- What are the facts?
- Be specific and actual.
- List all relevant details.
- Be clear.

Thinking

What are all of the POSSIBILITIES?

- Consider the consequences of each alternative.
- If you weren't involved, what you suggest?
- What is the cause and effect of each action?

iNtuition

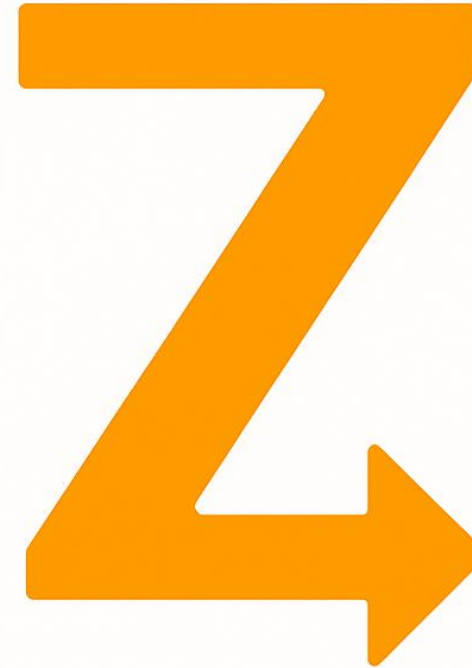
What are all of the POSSIBILITIES?

- Let your imagination run wild.
- Brainstorm.
- Consider various solutions.

Feeling

What IMPACT will it have on those involved?

- Is it something you can live with?
- How do you feel about the action?
- What hunches do you have others' reactions?



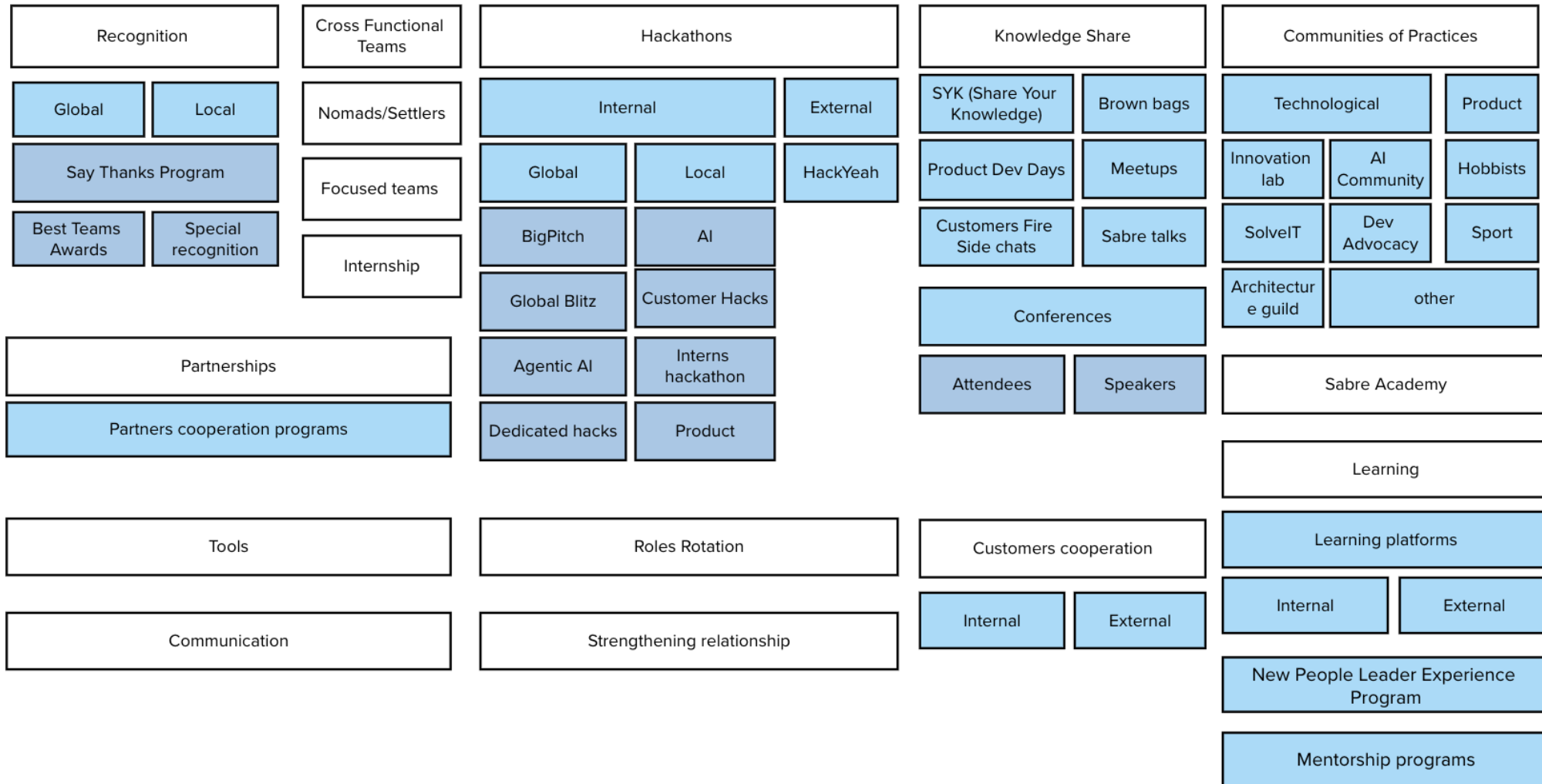


Does it matter?





Examples of enablers



Sabre®