

# Algorithms for quick searches: Who can ask for more?

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DALLS — The “algorithm” is an industry buzz word that’s related to fare-search technology. Whether you own a travel site or a CRS, one thing’s clear about algorithms: ya gotta get some new ones.

Algorithms are mathemati-

cal formulas that enable computers to perform broad, speedy fare searches without having their motherboards fry.

Sabre recently touted a new algorithm in its Bargain Finder Plus, saying

**Get  
More!**

**www.twcross  
roads.com**

**Log on www.tw  
crossroads.com  
and click News  
to select more**

it frequently finds the same or lower fares when compared with two unnamed “alternate search methods.”

The Sabre algorithm seems aimed at the razzle-dazzle algorithms devel-

oped by some former MIT whiz kids at ITA Software and licensed to Orbitz. Expedia, too, has algorithms that surpass the limitations of its Worldspan CRS.

The voguishness of algorithms is positive, adding up to wider fare-search choices for consumers and agents.