

Atlas Travel saves thousands of dollars with a new invoice and itinerary printing system based on Lexmark's X642e multifunction printer.

Invoice and itinerary printing takes flight at Atlas Travel

The Organization

Atlas Travel International is an award-winning travel agency with expertise in business travel management, vacation planning and meeting planning. Based in Milford, Mass., Atlas Travel has about 50 employees serving customers and clients around the world.

Atlas Travel is a Northeast Regional Affiliate for BCD, formerly WorldTravel BTI, a \$4 billion travel network.

The Challenge

Atlas Travel's business is booming, forcing a move into more spacious corporate headquarters. The relocation project is providing Atlas Travel with an opportunity to upgrade its printing technology and corporate image in the process.

Atlas has 13 printers of different makes and models scattered throughout the company. Many of the printers are dedicated to specific applications or functions required by travel agents such as Sabre Travel Network, or to individual employees who drive critical processes. Some are networked. Others are connected directly to individual PCs. There are some monochrome and color laser printers, inkjets, multifunction printers and even several stand-alone fax machines.

But the most problematic printer for Rock Blanco, the firm's Chief Technology Officer, is a dot matrix model, used exclusively to print invoices and itineraries from the Sabre system.

"We have the image of being a high-tech, high-touch company with the top-notch service we provide to all of our customers," said Blanco. "But, the invoices and itineraries we present to our customers are printed on an old dot matrix printer on multipart forms that are very difficult to read and don't reflect well on Atlas. The printer is very

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Chief Technology Officer
Atlas Travel International
Milford, Mass.
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expensive to operate and it takes a lot of time, energy, knowledge and effort to keep it running."

To find a solution to Atlas' printing challenges, Blanco decided to evaluate the Lexmark X642e multifunction printer (MFP).



Rock Blanco of Atlas Travel uses Lexmark MFPs to streamline the invoice and itinerary process.

The Solution

The Lexmark X642e MFP, along with an optional forms card and memory card, were installed at Atlas and connected to the company's Ethernet network. Within a few hours, Atlas was printing invoices and itineraries from the Sabre system directly to the X642e, a step that will save precious budget and reduce the maintenance burden of the previous dot matrix printer. "The X642e is a tremendous operational and cost-savings upgrade for us," said Blanco.

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The staff at Atlas is already commenting on how fast and easy the X642e is to use. Paper is easy to load in the printer. Employees no longer have to hassle with aligning the multipart forms in the dot matrix printer or fumble with the cumbersome cartridges and ribbons.

The e-Task operator panel on the Lexmark X642e makes it a snap to make a copy or send a fax simply by pushing an icon on the screen. Printing at up to 45 pages per minute, the X642e prints invoices and itineraries that are waiting for agents in the output bin before they can walk to the printer from their desk.

"The X642e is a dream for those on my staff who are not savvy about technology," said Blanco. "It has eliminated the training and learning curve for my staff and that is a huge advantage. Printing invoices and itineraries is no longer a chore. My agents simply print these

documents directly to the X642e and then fold them into our Atlas Travel ticket jacket. It's that easy."

The Results

Atlas Travel spends \$10,000 each year to operate its Sabre printer, including the lease for the device and the printing of the multipart forms for invoices and itineraries. According to Blanco, Atlas has to sell \$500,000 in travel per year just to pay for its existing invoice and itinerary printing system.

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With so many printers, Blanco now wants to consolidate the number of devices he operates and maintains by standardizing on a family of Lexmark devices that can meet the firm's vast printing requirements. Doing so will simplify device maintenance and management and make it easier to stock and replace supply items. A single family of devices will make it easier for employees to use them, since the devices will operate the same way and have the same operator panels and controls.

"The X642e is like the Swiss Army Knife of printers," said Blanco. "It just does it all for us."

With a new headquarters building and tremendous growth in the works, Atlas Travel is upgrading its invoice and itinerary printing to first class.

Lexmark X642e

