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## Case Study: Thomas Cook Retail UK

# Samsung printers prove just the ticket for Thomas Cook

In the largest roll-out undertaken by its purchasing and IT departments, Thomas Cook Retail is installing 1,000 Samsung ML-2551N network laser printers in its 600 High Street shops and 120 foreign exchange bureaux nationwide. By replacing a mixed and ageing printer fleet with one model from a single supplier, Thomas Cook can look forward to improved usability at store level with a common printer so reducing staff training needs, streamlined consumables purchasing, lower print costs and fewer printer problems.

Thomas Cook selected Samsung's ML-2551N office workgroup laser printer after evaluating printers from five suppliers. They were impressed by the ML-2551N's class leading features, such as an in-built network interface, duplex capability and Toner Save mode, and by Samsung's ability to customise the printer firmware to work with Thomas Cook's IT infrastructure and meet its specific business requirements.

### PROJECT SUMMARY

Customer:	Thomas Cook Retail
Industry:	Holiday Tour Operator
Product:	Samsung ML-2551N 24 ppm Network laser printer
Quantity:	1,000 printers
Installation:	600 Thomas Cook Retail outlets and 120 foreign exchange bureau nationwide
Challenge:	Customising printer firmware to work with legacy print drivers; Making Toner Save mode the default print setting
Benefits:	Single supplier; Fewer consumables; Lower print costs; Greater reliability; Help with disposal of old printers

### About the ML-2551N laser print solution

Network ready Business and Corporate Duplex Mono Laser Printer

A truly flexible print solution, the ML-2551N combines cost-saving features, like the Toner Save mode and in-built duplex, with productivity features that let it cope with the heaviest workloads. Because the ML-2551N is completely upgradeable, you'll be using it for years to come. Whatever happens, this is one printer you won't want to let go.



- Fast 24ppm A4 mono printing
- Built In Wired Network 10/100 Base TX
- Up to 40% Toner save feature
- Prints up to 10,000 page per toner cartridge
- Maximum Monthly print volume 100,000 sheets
- Built in Duplex printing
- 1,100 Sheet paper capacity with 2nd cassette

## The Challenge

Thomas Cook is one of the UK's largest tour operators, with more than 11,000 employees, its own airline and a portfolio of well known holiday brands. Despite the popularity of the internet for booking holidays, Thomas Cook still has more than 600 High Street stores and 120 foreign exchange bureaux in the UK where walk-in customers can discuss travel plans face-to-face with trained agents, book holidays and buy insurance, travellers cheques and foreign exchange.

Each of the Thomas Cook Retail stores is equipped with printers that are used to produce a large number of documents for customers to take away with them, including holiday details, itineraries, travel arrangements and booking confirmations. The printing of such documents had become increasingly expensive and inefficient. Many of the printers used in Thomas Cook shops were old, they frequently broke down and, because Thomas Cook didn't standardise on a particular printer after acquiring several holiday operators in the '90s, stores had allegiances to many different brands. This caused particular problems for Thomas Cook's Central Procurement and IT Department, which is responsible for purchasing equipment and managing IT support.

According to Thomas Cook IT manager Andrew McCormack, having a mixed and ageing printer fleet affected Thomas Cook in other ways, too. "Because each branch had printers with different capabilities, we weren't able to introduce a company-wide printing policy that exploited the cost-saving features of modern workgroup printers. For example, we weren't able to stipulate that everyone should print on both side of the page or always print

Nicole Vickery Thomas Cook Retail Procurement Officer stated. "Having to keep consumables stock in a central location for dozens of different machines took up a lot of warehouse space. In addition, consumables for some of the older printers were expensive and tended to run out more quickly, which meant that our running costs were much higher than they could have been."

**SAMSUNG**



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### The Solution

Thomas Cook Retail decided to update its IT equipment and ordered new printers for all its retail outlets. After a detailed evaluation process involving printer models from five suppliers, Thomas Cook standardised on Samsung ML-2551N network laser printers and awarded Samsung the contract for 1,000 printers.

The ML-2551N was chosen for its flexibility and advanced feature set including in-built duplex for printing on both sides of the page; a Toner Save button that cuts toner consumption by up to 40%; and a long-lasting and economical high yield (10,000-page) toner cartridge. Another factor, according to Nicole Vickery, was the ML-2551N's design. "It may sound trivial, but the ML-2551N is small enough to fit into the printer cabinets used in many of the branches. It is also very robust and will be able to withstand the knocks it will receive in a busy Thomas Cook store."

The case for Samsung printers was helped by the fact that Thomas Cook was already a Samsung customer and knew something of the reliability and flexibility of Samsung printers and its ability to customise a product to fit their working environment.

As part of a contract for 300 ML-1650 laser printers in 2002, Samsung's European Solutions Marketing team had worked with Samsung software development teams in Korea to customise the printers to work with Thomas Cook's HP LaserJet 3 print drivers.

### Benefits

By standardising on Samsung's ML-2551N for all of its stores, Thomas Cook can look forward to much lower print costs, in addition to the logistical and financial benefits of ordering and stocking one set of consumables from one supplier.

Setting Toner Save mode as the default option will cut toner consumption by up to 40%, saving money and extending the life of the printers' already long-lasting consumables. The ability to print on both sides of the page will enable Thomas Cook to significantly reduce paper consumption.



Samsung's ability quickly to modify its printer firmware was a key selling point this time too, as it enabled Samsung to meet Thomas Cook's request that the user selectable Toner Save mode be made the default setting.

"The printers in our shops are used for printing quotations, confirmation of bookings and invoices. Even though the Toner Save mode uses as much as 40% less toner than normal, the print quality is still really good and the difference is not something that our customers would notice," enthused Vickery. Andrew McCormack added: "At every stage of the implementation, Samsung was very helpful. Their account management team dealt with all our demands quickly and efficiently and were very good at liaising with us and our IT outsourcing partner. They even put us in touch with a recycling company that took our unwanted printers off our hands."

McCormack points to other benefits. "Our brand new fleet of Samsung network laser printers has already brought enormous benefits," he said. "Having a modern, reliable printer has enabled us to reduce printer support costs, and we are starting to use the printers' capabilities to change the way that we operate. For example, we no longer order pre-printed stationery but now print the Thomas Cook logo and contact details at the same time as the print data."

### ABOUT SAMSUNG ELECTRONICS

Samsung Electronics Co., Ltd. is a global leader in semiconductor, telecommunication, digital media and digital convergence technologies with 2005 parent company sales of US\$56.7 billion, employing approximately 128,000 people in over 120 offices in 57 countries. Recognized as one of the fastest growing global brands, Samsung Electronics is the Global Number 2 manufacturer of Mono Laser Printers.

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