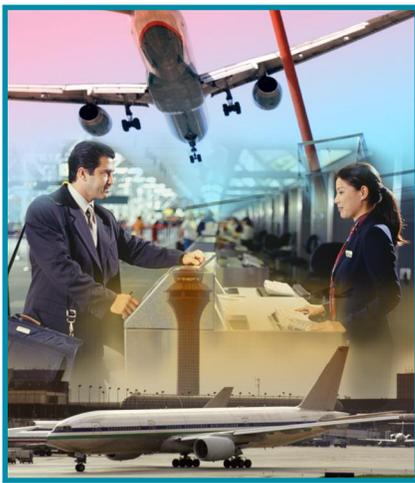


# Transportation Case Study



**BUSINESS SEGMENT**

Transportation (Airline Industry)

**PRODUCTS**

SIDM Printers (**PACEMARK<sup>®</sup> 3410**)

**CHALLENGE**

Strict budget constraints  
High-volume continuous-sheet printing  
Low-cost maintenance/support

**SOLUTION**

Price flexibility to meet financial restrictions  
Reliable dot matrix printers with warranty  
Access to free web portal for account management and tracking



**PACEMARK 3410**

# Case Study

## CUSTOMER BACKGROUND

A leading U.S. airline offers service to more destinations than any global airline, operating flights to more than 48 destinations in 105 countries.

This airline had utilized printers from OKI Printing Solutions 10 years ago and recently reengaged OKI Printing Solutions via a solution provider, with the objective to replace its existing dot matrix printers used at the gates throughout Atlanta International Airport, and ultimately replace those printers at its domestic and international airport locations. The company had filed for bankruptcy at the time, so it required a new print vendor that would offer flexibility in meeting its strict budget constraints.

## BUSINESS SEGMENT

**Transportation  
(Airline Industry)**

## THE CHALLENGE

With the airline's bankruptcy status, implementing a low-cost solution was the primary issue and had to be considered with regard to acquisition cost and warranty, as well as ongoing service and support. The company's existing print vendor was not willing to negotiate to meet its rigorous printing needs within the restricted budget.

The company uses dot matrix printers at all gates throughout its airport locations worldwide to print flight manifests that are typically 30+ page documents. In order to minimize downtime, the company required reliable continuous-sheet printing, as print interruption and loss of a manifest page could lead to flight delays. The airline had been incurring a great expense each time its current fleet failed, due to inadequate warranties from its current print vendor.

## THE SOLUTION

OKI Printing Solutions provided a cost-effective solution that met the airline's strict pricing guidelines, with reliable and durable dot matrix printers that were designed to work ergonomically with the company's gate setup by fitting underneath gate cabinets. OKI Printing Solutions also custom-engineered configuration settings, a service not available with the competitor's product.

The printers came with a standard one-year warranty—an improvement from the airline's previous print vendor—as well as free access to the Managed Services web portal for efficient service reporting and monitoring. In addition, OKI Printing Solutions supported the company by maintaining its asset tracking numbers to more effectively manage product turnaround.

## CONCLUSION

The leading U.S. airline chose OKI Printing Solutions because of the sensitivity to its bankruptcy status at the time of the sales engagement and its ability to be proactively conscious of the airline's need to adhere to a strict budget. As a result of the partnership, the airline reduced its printing costs, citing a significant reduction in hidden costs. Additionally, the company is currently working with OKI Printing Solutions to deploy ML320 dot matrix printers for its back-office applications. The airline continues to benefit from the highest quality of customer service and support, including free use of the web portal and a one-year warranty, which reduces costs and delivers improved service and support.

To further build the partnership, OKI Printing Solutions recently offered the airline a free Managed Services assessment of its dot matrix printer fleet, and OKI Printing Solutions President and CEO Stewart Krentzman visited the airline headquarters, demonstrating the highest level of senior executive involvement.

Since its initial dot matrix order and successive partnership with OKI Printing Solutions, the airline has acquired 100% ownership of another airline, with plans for full integration over the next few months to create a premier global airline with a leading presence in the world's major markets.

**OKI**<sup>®</sup>  
PRINTING SOLUTIONS