



The tourist industry is under enormous economic pressure after a long boom.

Tour operators must save costs, be more efficient and at the same time present a professional image. With VivaIP® you and your colleagues can reach this goal.

## Applications for VivaIP in the Tourist Industry

With constantly rising costs and sinking margins, quite apart from dramatic reductions in turnover, travel companies world-wide must act faster and be more flexible. What should one then do, when you have to save on costs, present a professional front and at the same time work efficiently?

VivaIP, the technology platform for fast and fully automatic creation of all documents such as catalogues, price lists, advertisements or Infox helps travel companies to reduce their costs, to act quickly, to become independent of service providers.

### **Reduce costs - but how?**

Even though the quantity of orders placed via the Internet is increasing, holidays are still largely sold from catalogues, which no travel company can do without. The creation of travel catalogues or price information is tied to long production times and high costs. Generally agencies or internal departments perform this task. To reduce these costs, the internal and external work processes must be accelerated strongly and investment reduced to a minimum.

### **The solution with VivaIP**

VivaIP not only saves organisational costs, but also from day one reduces the costs of document production, as VivaIP can also be leased. In this case invoicing is done on the basis of the data produced. VivaIP is the only system world-wide that is capable of producing catalogues, price panels, advertisements and Infox fully automatically in real time. Thus long delays have become a thing of the past. The colleague responsible or Purchasing Manager receives the results within a few seconds or minutes. Therefore a document can generally be produced much more cheaply, since with VivaIP all the manual tasks are completely removed.

The positive effect: sources for errors are reduced and the gap between catalogue and reality as has been widely reported in the press is closed. Unbookable holidays belong to the past, false allocation of tariffs, flight data or seasonal changes can no longer occur.

### **Time is money**

Catalogue production must be completed quickly and above all must remain current. When a Purchasing Manager supplies his figures to an agency or DTP department, so that from them fine catalogue pages can be made, this reveals many problems. In such a workflow much too much time for the creation and proof-reading of documents is lost, not to mention potential sources for errors.

