



TravelTech leader builds a more sustainable, cost-efficient print strategy

hotelbeds



Hotelbeds adopts RICOH Smart Integration Control+ to enhance control and oversight over printing activity, without having to implement and manage costly server infrastructure.

COMPANY & CHALLENGE

Established in 2001, leading B2B TravelTech company Hotelbeds connects major accommodation providers with tour operators, airlines, loyalty programmes, and online travel agents. The company's cloud-based platforms enable travel buyers to view room availability and make bookings at more than 300,000 hotels in 200 countries. Headquartered in Palma de Mallorca, Spain, Hotelbeds employs 3,100 people.

Over 20 years, Hotelbeds has grown into a world leader in the wholesale travel space. The company follows the bedbank business model, helping hoteliers and resort owners to increase booking volumes by connecting them to a global network of high-value clients, including 71,000 airlines, tour operators and retail travel agencies.

Everyday business at Hotelbeds involves creating and signing new contracts with hoteliers and travel service providers. To prepare this paperwork at the company's Dubai office, employees across multiple departments used various printers, typically connected to their personal workstations. However, this decentralised approach left Hotelbeds managers with minimal control and oversight over printing volumes or usage patterns.



Jeanevie Maingat, Global Procurement Operations, EMEA, at Hotelbeds, explains: “We were often surprised by our high monthly print costs and volumes, especially the amount of paper and toner cartridges we consumed. Without regulation, users developed inefficient habits, such as excessive printing, using devices for non-business documents, and leaving uncollected copies in the office.”

With environmental sustainability forming a key strategic focus, Hotelbeds aimed to encourage more responsible printing practices at the Dubai office. In addition, the company looked to tighten document security protocols, and reduce monthly spending on paper and consumables.

Hotelbeds realised that the sensible step was to introduce a print management solution to track usage and user habits. But there was a catch: the company was keen to avoid investing in print server infrastructure, which would require time-consuming management and maintenance, and push running costs higher.



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Jeanevie Maingat, Global Procurement Operations, EMEA



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SOLUTION

To solve the challenges, Hotelbeds turned to Ricoh business partner Graphic International Centre. Graphic introduced a new concept, replacing the personal printers with shared multi-functional devices (MFDs) from Ricoh and using RICOH Smart Integration (RSI) Control+ software to monitor usage. Crucially, the Ricoh solution would eliminate the need for additional server hardware. After a two-week trial to verify functionality, Hotelbeds gave Graphic the go-ahead to implement the solutions in Dubai.

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With RSI Control+, Hotelbeds has gained complete control and visibility over printing activity. The solution enables the company to enforce policies such as mono and duplex printing to help minimise toner consumption and spending. Users must enter a unique PIN code on the device to release documents, creating a full audit trail and helping to prevent printed papers being left uncollected.

Managers can pull detailed reports that analyse all print jobs, enabling them to allocate costs to individual departments and cost centres.

"Our business users love the Ricoh solutions," adds Jeanevie Maingat. "RSI Control+ gives them so much flexibility. For example, they can send jobs to the printer via the cloud from their mobile devices when working remotely, then collect them when they arrive at the office. And the reporting capabilities are very useful, enabling us to monitor print volumes and costs on a monthly basis, which helps with budgeting and planning."

BENEFITS

Working with Ricoh and Graphic, Hotelbeds has successfully remodelled printing operations at its Dubai site. Replacing personal printers with shared MFDs has enabled the company to reduce device numbers by 90 percent—instantly reducing energy consumption, space requirements, and consumables costs.

Furthermore, Hotelbeds has achieved a hugely positive shift in print practices in Dubai. Close monitoring of printer usage through RSI Control+ has encouraged responsible habits, leading to a significant reduction in overall print volumes. Wherever possible, employees now use electronic signature



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tools rather than printing out full contracts, and print in mono and at low resolution rather than in colour.

The impact on environmental sustainability has been positive, too, as Jeanevie Maingat notes: "Sustainability is so important to us. We calculate our carbon emissions every month, participate in tree planting and official recycling schemes, and partner with many green hotels. Reducing our print volumes, paper consumption, and energy requirements contributes to our drive to build a sustainable future."

In addition, Hotelbeds has achieved impressive total cost savings through the engagement with Graphic and Ricoh, as Jeanevie Maingat notes "Overall, we have reduced our print costs by around 65 percent. At first, I was so amazed that I asked our finance team to double-check the amounts."

Jeanevie Maingat concludes: "Working with Graphic and Ricoh has been excellent. They have helped us to develop a sustainable and cost-efficient strategy, with stronger governance and control over printed output. RSI Control+ and the Ricoh printers have been such a success that we have set a trend for print modernisation in the company, with several other locations looking to consolidate printer numbers and introduce centralised management tools."

ABOUT RICOH

Ricoh is a leading provider of integrated digital services and print and imaging solutions designed to support digital transformation of workplaces, workspaces and optimise business performance.

Headquartered in Tokyo, Ricoh's global operation reaches customers in approximately 200 countries and regions, supported by cultivated knowledge, technologies, and organisational capabilities nurtured over its 85-year history. In the financial year ended March 2023, Ricoh Group had worldwide sales of 2,134 billion yen (approx. 16.0 billion USD).

It is Ricoh's mission and vision to empower individuals to find Fulfillment through Work by understanding and transforming how people work so we can unleash their potential and creativity to realise a sustainable future.