



Kenya Airways to implement Securidox to deliver superior eTickets to passengers

LONDON (3rd February 2005)

Securidox has today signed a contract with Kenya Airways to deliver booking confirmations and eTicket receipts using the Securidox™ system.

Having just implemented eTicketing across their network, Kenya Airways were keen to use Securidox™ from the outset rather than using text or HTML email. David Granville, UK Country Manager for Kenya Airways said: *“While many airlines have implemented eTicketing already, we wanted to ensure that we could provide our passengers with the best possible service. Securidox™ will allow us to deliver a quality product without compromise. We don’t want to just please our passengers, we want to delight them - After all we are the ‘Pride of Africa’. The addition of the targeted messaging possibilities of Securidox™ will be a huge bonus to help us make passengers feel like individuals”*

In the initial stages, Kenya Airways will deliver confirmations using Securidox™ for all ex-UK bookings. The aim is to roll the service across the entire network.

In addition to eTicket confirmations, Securidox™ will also provide the printed itinerary that is delivered with paper tickets bought through the airline’s call centres. Rupan Pattni, Direct Sales Manager at Kenya Airways added *“By standardizing on the quality and look of our documents, we can ensure that our passengers are never again inflicted with sub-standard documents.”*

Mark Scott, Managing Director pdfactory commented: *“We are very pleased with the opportunity to be working with Kenya Airways to deliver documents using Securidox™. The ease of deployment coupled with our low risk business model will facilitate regional airlines to deliver documentation far superior to those of the bigger carriers. We trust that just as Kenya Airways is the ‘Pride of Africa’, Securidox™ will be the ‘Pride of Kenya Airways!’”*

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