



## SAGA Holidays implement online eBrochure System

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Securidox Ltd. an emerging player in the development and application of secure document services has signed a contract with SAGA Holidays, to deliver customer driven eBrochures from their website.

SAGA specializes in delivering high quality services to their customers which is reflected in the quality of the printed brochures, regular publications posted and continued high ratings by its users.

With the growth of internet among Silver Surfers and an increased proportion of bookings going through websites, it was felt SAGA should deliver more relevant, customized information to its customers.

*“Naturally, they view this immediately on the SAGA website but we could go a step further – we enabled web visitors to be able to take the information away with them and/or share with others, without losing the quality, content or customization the site offered.”* commented Mark Scott, Managing Director of Securidox Ltd

*“We demonstrated our eBrochure system to SAGA who were immediately impressed with its functionality, quality and ease of integration into their site”,* continues Scott. *“Working with their team, we were very rapidly able to define the solution as they had originally envisaged it. Besides delivering the brochure, the Securidox system allows them to explore and deliver all sorts of cross marketing opportunities on behalf of other companies in the SAGA group.”*

The solution to be implemented by SAGA means that rather than receiving brochures with thousands of options that may not be relevant, customers can now create their OWN brochures featuring only holidays that they are actually interested in, the holidays that are available or a combination of the two. The PDF format ensures the client is protected from Virus attack and opens up additional revenue opportunities with embedded links to special offers, allowing customers to click and immediately view.

*“SAGA are set to make considerable savings on traditional brochures which represent up to 5% of the holiday cost and improve the service they offer to their clients”* commented Ravi Ramamrutham, Technical Director of Securidox Ltd.

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