



GOL AIRLINES

SUCCESS STORY

Gol Airlines has become a pioneer in issuing electronic boarding passes in Brazil using Epson printers.

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Wilson Maciel Ramos
Gol's Vice-President - Administration and TI

Gol Airlines has completed a pioneer installation of electronic boarding passes, adopting the method of automated printing and optical coupon reading. This process allows a passenger to arrive at the check-in counter, show an ID and get a boarding pass and receipt. At the departure gate, the boarding pass with a printed bar code is verified by an optical reader, and the passenger can go through without a problem. “These are the new procedures for issuing and verifying boarding passes that have been adopted at Brazilian airports by Gol Airlines as a result of purchasing 930 Epson TM-T88IV thermal miniprinters,” says Wilson Maciel Ramos, Gol's Vice-President - Administration and IT.

Accurate Information in Real Time

Another challenge, in addition to high cost, was keeping track of the accounting for boarding passes since it took from 15 to 20 people per plane to do so. At least 200 people were involved in handling the revenue from only ten planes, and that could take up to 40 days. “With the electronic boarding pass, we can now track revenue in real time. At Gol Airlines, we have effective control of the revenue from each plane from the time passengers go through check-in till the flight is closed,” Ramos says.

Two Key Points: Greater Efficiency and Lower Operating Costs

According to Ramos, Gol decided to adopt the automated printing and coupon optical reader method using the system of North American companies as a basis. “By issuing boarding passes electronically, we have achieved an effective cost reduction and obtained greater efficiency, speed and access to company data in real time,” he stressed. Gol Airlines is a booming company in Brazil and now has about 45,8% of the national market and 25,6% of the international market. In 2008, over 78% of the sales are through the net revenue and has 106 planes and 59 airport installations, so the company needed to improve speed in its boarding procedures by making them cheaper and more efficient. Printing four-page paper boarding passes with the traditional method cost about \$1.20, in addition to expenses for the ticket agents, document storage and distribution.



Total Modernization

The plan for installing the Epson TM-T88 printers to print out boarding passes for Gol Airlines was designed by **Scan Brasil**. "The equipment is part of a broad project to automate business processes for the airlines, which spends a little under 2% annually of sales on hardware, software and IT services," Ramos noted. He added that "With this system, we can begin new flight promotions with definite dates that are electronically logged, thus avoiding distortions and fraud."

Scan Brasil is a Brazilian distributor of automated systems, equipment and labels it represents Epson. It was responsible for handling the project for Gol Airlines, since it specializes in bar codes, which are one of the features involved in the system for issuing electronic boarding passes. According to Arnaldo Bifulco, Jr., Scan Brasil's business manager, the company not only assisted with the installation of the printers, but also

with the project to issue boarding passes electronically. "We identified the best check-in system for Gol Airlines' flight agents," he said.

Beyond Electronic Boarding Passes

It's important to mention that the success of the system chosen by Gol Airlines made the development of a new solution possible. **Scan Brasil**, working closely with Epson, provided the TM-L90 miniprinter with a USB connection to print out baggage labels, mobile printers TM-P60 (boarding pass printer) for mobile/portable solutions. In doing so, Epson was competing with specialized international companies for this application selling more than 3.000 units of the models: TM-T88IV, TM-L90 and TM-P60. Gol Airlines' system using Epson printers has now become so attractive and efficient that Total Airlines, Ocean Air, Vasp, TAM, Varig, Azul and Webjet are also employing this technology using the TM-T88IV, TM-L90 and TM-P60 miniprinter.



Epson TM-L90



Epson TM-P60



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