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LUXE Travel Flies High with Intranet CMS Platform from Primero Systems

Powerful Solution Provides Travel Agents with Secure Access and Management of Customer Reservations and Other Key Information

SAN DIEGO, April 19, 2016 – In the highly competitive travel industry, travel companies are continuously seeking a competitive advantage. Looking to streamline operations and improve agent productivity, LUXE Travel turned to Primero Systems and its customizable Intranet platform, Webtreepro, to create a centralized portal that allowed employees and third-party vendors to securely access and manage airline, hotel, car rental reservations and other important information.

A member of the respected Signature Travel Network, LUXE Travel offers a complete range of travel services from corporate programs to worldwide leisure packages to meetings, groups and events. With eight offices located in California, Florida, Texas and Illinois – plus an expansive network of home-based agents throughout the U.S. – LUXE Travel employs more than 100 highly experienced travel agents with an average of 25 years in the industry.

LUXE Travel was in need of a user-friendly content management solution that would enable their agents to easily access, search and update information in an efficient manner, according to any number of predetermined specifications. In evaluating solutions, LUXE Travel selected Primero to deliver a robust content management system equipped with roles and permissions features to enable the viewing and editing of content by various predefined groups.

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With a long history in providing content management systems to the travel industry, Primero designed a solution that would improve LUXE Travel's employee productivity and ultimately the company's bottom line.

In addition to the product itself, Primero offers a full suite of professional services including design, project management, implementation, training and customer service that allows Webtreepro to be fully customized and configurable. During implementation, Primero worked in step with LUXE Travel to ensure employees were comfortable with the Intranet and could make a smooth transition to the new solution.

"One of our most successful internal projects has been the redesign and launch of our company Intranet," said Sandee Leatherby, GM, LUXE Travel. "Primero provided us with the platform and tools needed for our internal project team to supply content and edit their areas of responsibility easily and quickly. We ended up with a better product than we even anticipated. Our employees and internal content editors love the site, and it has become a core piece of our internal operations."

With Webtreepro, LUXE Travel not only improved employee productivity but also enhanced communication between agents and third-party vendors. While LUXE Travel primarily uses Webtreepro as a repository to manage information, in the future the company plans to take advantage of other features, such as Webtreepro's one-to-many capabilities in which marketing can publish unique mobile digital assets or advertising to many sites simultaneously.

"As a software provider, it's important that the solution we provide is flexible to meet the needs of our customers," said Rick Diviesti, senior vice president sales and marketing, Primero. "LUXE Travel is a perfect example of how a company Intranet can be implemented with great success now and have the flexibility and scalability for the future."

To learn more about Primero Systems, please visit www.primerosystems.com.

About Webtreepro

An outgrowth of Primero's custom software business, Webtreepro is an elegantly simple and powerful Intranet platform that includes a powerful content management solution for

marketers seeking to maximize brand presence throughout a network of websites. Designed to publish content across one or thousands of sites instantly, Webtreepro addresses the needs of franchises, associations or any multi-location business. It is a scalable, highly flexible, mobile-friendly platform for Web content management and is distinguished by its ability to deliver relevant content based upon a nearly unlimited set of criteria. As an Intranet/Extranet solution, Webtreepro provides a central site for content that can be accessed according to any number of specifications.

About Primero Systems

Primero Systems Inc. brings people, processes, content and ideas together to produce better business experiences. For more than 20 years, Primero has been helping businesses achieve their goals and their potential through the infinite capabilities of software. From their award-winning Webtreepro content management system to their mission-critical, enterprise-grade custom software, Primero solutions improve efficiency, accuracy and contribute to the bottom line. Headquartered in San Diego, California, Primero serves a broad array of markets from healthcare to franchise, travel and countless others. Follow Primero on Twitter and Google+, like them on Facebook or connect with them on LinkedIn.

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