

**March 2009**

## **Carus announces merger**

### **Leading specialist ferry software vendor to join forces with web and Business Intelligence experts Productive Business Systems**

The new company, which will continue to trade as Carus, boasts a combined workforce of over 40 highly qualified professionals and brings together the ferry market expertise Carus has built up over the last decade with the acknowledged excellence established by Productive Business Systems (PBS). PBS are specialists in the field of web design and development coupled with a wide ranging experience of building sophisticated Business Intelligence solutions for a broad range of clients within Sweden and Finland.

“Both organisations have always been committed to delivering solutions of the highest quality with outstanding reliability and stability. By merging with Productive Business Systems our ambition is to raise our standards even further and to be able to provide our customers with even better solutions, greater flexibility and in-depth support.” says Carus Managing Director Anders Rundberg. He continues, “Reservation systems generate a huge amount of data which needs to be transformed into meaningful information to enable the ferry management teams to be able to make crucial decisions. The expertise PBS can lend to this aspect of our business will undoubtedly bring significant benefits to both our existing and future clients”.

The merger will allow Carus to take on larger and more complex projects and implementations without compromising the high level of service and support provided to the existing customer base. “Growing the customer base is beneficial for all Carus customers as every customer brings new challenges and the resulting developments are rolled out to the entire user community as they all use the same source code. This service is included as part of their maintenance agreement” Anders summarises.



New office accommodation is being refurbished to house the combined team and should be ready for occupation in the next few weeks.

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### **About Carus**

Carus entered the ferry solutions market in 1998 with the launch of CarRes its Oracle based booking, ticketing, check-in and administration system for ferry operators geared very much to the specific needs of Baltic operators. In late 2000, Anite acquired Carus.

CarRes is a robust, scalable solution that offers not only fast and efficient processing of bookings for in-house call centres but also facilities distribution via the clients own websites, travel portals and trade partners systems.

Following the buy-back in 2008, Carus retains 15 'CarRes' clients in Australia, Croatia, Denmark, Finland, the Netherlands, Norway, the United Kingdom and the United States. These clients range in size from the smallest with 10 users to the largest with over 100.

### **About Productive Business Systems (PBS)**

PBS was formed in 1991 and has been focusing on providing the local market of Sweden and Finland with high quality services and products for

- ERP
- Business Intelligence
- Web-solutions
- Systems development
- Project Management

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