

media information

October 2009

The Eckerö Group selects Carus for booking and check-in

Carus is proud to announce that the Eckerö Group is to join the expanding world of Carus.

The Eckerö Group will utilise the Carus Managed Service out of their Mariehamn data centre, moving all their brands into a single installation of CarRes, the booking, ticketing, departure control and administration solution from Carus. This means that Birka Cruises' pure cruise product will be installed in the same database as Eckerö Linjen's and Eckerö Line's more traditional ferry and freight products, whilst still being able to maintain the characteristics and business model of each brand.

Group IT-Manager at the Eckerö Group, Anna Dahlman, states "After the acquisition of Birka Cruises in 2008 the group found itself having several different reservation and check-in systems in the different business units. A strategic decision was made that there should be only one system used by all business units."

Anna continues, "We launched a thorough evaluation process in order to decide on which system would give us the best business value as well as being able to support us now and well into the future. We discovered that we were already using the two best solutions and that gave us the luxury of being able to evaluate both systems and their suppliers in real life, before making our decision to go with Carus. It wasn't an easy decision, but at the same time we are convinced that we have made the right one."

From Carus perspective Managing Director Anders Rundberg says "This is a very important and gratifying win for us, especially as the Eckerö Group could put both us as a supplier and our solutions head-to-head with the competition, comparing functionality, reliability and performance in their own operations over a long period of time. We are also happy that they have decided to move from operating the systems themselves to using our professional Managed Service"



About Rederiaktiebolaget Eckerö

Rederiaktiebolaget Eckerö is the parent company for the Eckerö Group, consisting of 5 business areas; Eckerö Linjen, Eckerö Line, Birka Cruises, Birka Cargo and Williams Buss. The group operates 11 vessels.

Birka Cruises operates 1-2 day passenger only cruises out of Stockholm, Sweden. Eckerö Linjen connects the Finnish Island Åland with Sweden while Eckerö Line operates between the Finnish and Estonian capitals Helsinki and Tallinn, both offering passenger and freight services.

In 2008 the group transported 2.5 million passengers, 207,000 cars, 5,400 buses and 57,600 freight units.

About Carus

Carus is focused on the passenger shipping industry providing advanced reservations and departure control solutions that are constantly evolving to meet the ever changing operational demands of our clients.

The Carus system, CarRes, is a tried and tested solution that provides the 24/7 reliability required by mission critical applications, especially when delivered as Managed Service out of our computer centres in Europe and USA.

CarRes is a Commercial off-the-shelf (COTS) application designed for call-center and web sales as well as port operations. In addition to the core functions for booking and check-in Carus provides both the hardware and software for automated check-in and boarding, routines for Customer Relationship Management and Business Intelligence (BI) as well as multiple standard interfaces utilizing web services, SOAP / XML and Unicorn.

For over a decade Carus has been serving a growing client base which includes operators in the Baltic, Europe, the United States and Australia. Carus clients cover every aspect of the ferry industry and operate virtually every type of vessel proving the versatility and flexibility of CarRes.



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