

September 2009

## Spirit of Tasmania select Carus

Carus is proud to announce that TT-Line Pty Ltd, better known as Spirit of Tasmania, have joined the rapidly expanding world of Carus.

Following an in-depth Request for Information, Request for Proposal and Proof of Concept process CarRes was selected to partner TT-Line in their quest to gain market share and increase internet sales in a market where both passenger traffic and freight movements are subject to intense competition.

Carus was selected from a strong field of interested parties because their tried and tested rule-based solution allowed TT-Line to follow their 'Adopt & Adapt' philosophy and achieve their objectives of adhering to industry best practices.

When asked about the significance of this contract award, Chief Financial Officer Scott Hadley, TT-Line stated, "The future of our business depends on us having selected the right partner in this mission critical role as our ability to function as a company is totally dependent on us being able to process bookings through our call centre and over the web, manage check-in and support all of our operational and administrative functions in order to ensure a safe and profitable operation."

From a Carus perspective, Managing Director Anders Rundberg said "We fought hard to win this prestigious opportunity and we are confident that our experience in supporting shipping operations around the world will pay dividends to both TT-Line and Carus. Advanced high performance flexible systems with 24/-7 reliability for reservation and check-in are essential in order to achieve and maintain the competitive edge. Our solution proves itself every day in real life with one particular client handling the booking and check-in for 160 departures per day; that equates to 1 sailing every 9 minutes, around the clock every day of the year."

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### **About TT-Line Pty Ltd trading as *Spirit of Tasmania***

Spirit of Tasmania operates a passenger and freight service across the Bass Strait between Devonport in Tasmania and Melbourne.

TT-Line's association with Bass Strait passenger and passenger vehicle transport began in 1985 when the Australian National Line ceased its Bass Strait service. The Federal Government funded the establishment of a new Bass Strait operation, TT-Line. In 2002 the original Spirit of Tasmania was replaced by two monohull vessels, Spirit of Tasmania I and II.

Since the Spirits arrived on Bass Strait, they have carried almost 2.5 million passengers who have spent around \$1.7 billion in Tasmania.

The vessel's specialized roll on/roll off service, with modern facilities both on board and ashore, allow Spirit of Tasmania's service to be tailored for individual freight forwarders who have 'just in time' freight.

### **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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