

Trasmediterranea chooses Carus

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TRASMEDITERRANEA



The centenary ferry company entrusts to Carus
the development of its advanced SAB solution
with new ePoS in all the fleet



Trasmediterranea chooses Carus!

As supplier of retail information systems with considerable experience and expertise to the shipping industry, Carus has engaged and partnered with Trasmediterranea for the supply of a new on board sales and retail information system.

Trasmediterranea set out for a modern, plus integrated IT retail and catering information system that will allow provisions for new on-board sales and inventory system to a fleet of passenger ferries, connected to head office for management control and information, the new system must also be capable of supporting Trasmediterranea ferry operations as it expands and drives new technology across the fleet, in addition Trasmediterranea are moving forward into providing enhanced customer service and the ability to capitalise customer loyalty.

With 58 routes within a network serviced by 18 passenger ferries, Trasmediterranea currently has a multitude of outlets from bars and restaurants, on-board hot food eatery and retail outlets that needed an Epos System, inventory and supplier management, route and leg management, customer loyalty schemes with integrated card processing facilities.

The systems proposal for Carus On Board is a suite of applications, an open and integrated Carus WinPOS software that specifically addresses the requirement at point of sale and for inventory control for passenger ferries. Carus WinPOS is a high performance retail system that is proven in hostile environments such as passenger ferry and cruise

Tim Watson, Sales Director of Carus Retail has commented on this new customer:

"We are proud and honored to be working with Trasmediterranea, especially in their special hundredth year of celebrations as Spain's market leading passenger ferry. The team at Trasmediterranea are great, very professional and have been open to new innovation incentives, which is a rare quality and much to be appreciated. Trasmediterranea and Carus are looking forward to our continued partnership in finding new and exciting ways to enhance travelling passenger customer's experience. The Epos replacement project with Trasmediterranea is a true testament that Carus maintains a global market leading position in providing IT solutions to passenger Ferries"

carus

Tim Watson
Sales Director
Carus Retail





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Juan Manuel Caballero
CIO of Trasmediterranea

"We choose the CARUS ePOS solution because it gives us the flexibility that a company like Trasmediterranea needs to face the current and future challenges. CARUS and Trasmediterranea are going hand in hand in this project as partners analyzing, designing and evolving every functionality in the system to meet the goal we have set since the beginning of last year, to be a company that is defined by an innovative DNA, technological and Digital as a basic pillar to offer the best service to our customers."

"

Learn More > www.carus.com

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Miguel Pardo
CCO of Trasmediterranea



"We choose CARUS because we want to know our customers better -their preferences, their desires, their motivations. At the same time, we must provide an agile and efficient service so that we need a solution that can meet both objectives, and we believe that CARUS and its EPOS system are the best partners for this mission".



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Edurne Amestoy

Head of Onboard - Trasmediterranea

"In Services Onboard of Trasmediterranea we work continuously to offer to our clients a personalized service, in which they are the real protagonists. We have chosen CARUS because it can help us to know these needs, to carry out an agile on board management of all our points of sale and different management on board, which will help us to continue working on the improvement and customization of the service".

Learn More > www.carus.com

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Join us at:

Upcoming Events



ANAVE - Spanish Shipowners' Association, Madrid - 22 June 2017

Carus is a full member of the Spanish Shippowners' Association – ANAVE, celebrating its Annual General Meeting on June at the Ritz hotel in Madrid, which will be attended by shippers and Spanish shipowners, maritime and port authorities. At the event, co-sponsored by Carus, will be awarded the Carus Excellence Award 2017.



42nd Annual Interferry Conference, Split - Croatia, 7-11 October 2017

The conference is organized by Interferry, which is a shipping association representing the ferry industry world-wide. Interferry was originally formed in 1976 as the International Marine Transit Association. Carus is INTERFERRY Platinum Sponsor and organize the annual INTERFERRY Golf Tournament – *The Carus Cup*.



Meet Our Clients

Carus is present in 18 countries worldwide
-now also in Spain and Portugal-
through 35 shipping lines
serving annually to over 30 million passengers
and five million vehicles

Trasmediterranea

www.trasmediterranea.es

Trasmediterranea was established on November 26, 1916 with the merger of the companies of four shipowners led by José Juan Dómine, although it did not start operating until January 1 of the following year. At that time it was based in Barcelona and had a fleet of 45 vessels. In 1978, it became a state-owned company until its privatization in 2002. SEPI sold the company to a consortium made up of the Acciona Group (60%) and the Caja de Ahorros del Mediterráneo, Ibaizábal Tug Company, Hotel Group Dóliga, Suministros Ibiza and Naviera Armas. Currently it operates a fleet of 23 ships (ferries, high speed and cargo vessels) in 40 routes, has its own terminals and maritime stations in Barcelona, Valencia, Las Palmas de Gran Canaria and Cadiz, and its headquarters is in Madrid. The network includes the main connections of the Peninsula with the Balearic Islands (Ibiza, Mallorca, Menorca and Formentera), the Canary Islands, the autonomous cities of Ceuta and Melilla, North Africa (Morocco and Algeria). Its main objective is to offer a complete experience to travelers, being pioneers in the use of new technologies. President: Jorge Vega-Penichet. CEO: Mario Quero.

At the last General Shareholders' Meeting, Acciona considers that the restructuring process carried out in Trasmediterránea has been "successful", since in only two years it has gone from being "a non-strategic asset" to representing 5% EBITDA. The continuous process of reorganization and internal optimization of the company, together with the favorable economic environment and fuel prices during 2016, allowed Trasmediterránea to increase its EBITDA by 50% compared to 2015 to € 61 million. This was pointed out by the Chairman of Acciona, José Manuel Entrecanales, during the General Meeting of Shareholders held on May 18, in which the group reached EBITDA in 2016 of € 1,192 million, 1.5% more than in 2015.

Trasmediterránea has closed 2016 with revenues of € 431 million, 1.65% more than in 2015. It has transported 2,508,535 passengers, 2.3% more than the previous year. With a total of 575,991 vehicles, an increase of 5.7% in the period. In addition, the 5,780,966 linear meters of cargo handled for a total of 1,143 customers represent 2.3% more than those transported in 2015.

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Trasmediterranea celebrates its 100th anniversary this year (1917 - 2017) with a large program of commemorative activities

www.centenario-trasmediterranea.com

Find IT for the Ferry Industry

Ask our Sales Team:



John Bertell

**-Carus Director Regional
Accounts EMEA**

North Europe, Continental
Europe and Med

info.spain@carus.com

Innovative Ferry Solutions

Carus offers specialized IT solution services for ferry operators catering for Reservation and Departure Control, Booking and Check-In for ferry and cruise. With Expertise in Sales Systems, Commerce, Travel and Transport booking, Carus will help you to make your business processes and your IT maintenance efficient and help you to get the right information at the right time out of your systems.

Carus Spain & Iberia

Business Development Management

Jose Rodríguez

-Carus Spain & Iberia
Representative

info.spain@carus.com



Carus Executive Consulting

Using our position in the industry we have recruited some of the industry's most respected senior executives to join our consulting service and we will work with you to match the right skills to your maritime concern. We have drawn together a team of ten highly experienced executives from every discipline within passenger vessel management, giving you the opportunity to source any or all roles that you may require in your management team either for a short term project or longer assignments. We can provide help for your Management Team by providing hands-on experience in areas such as: the CEO, COO, CTO, CIO, CFO, CCO, CSO and HR.



Carus IT • Innovative Ferry Solutions

Carus offers specialized IT solution services for ferry operators. With expertise in sales systems, e-commerce, travel and transport booking, Carus will help you to make your business processes and your IT maintenance efficient and help you to get the right information at the right time out of your systems.

Carus is present in 18 countries worldwide (now also in Spain and Portugal), providing service to 30 million passengers and over 5 million vehicles annually. Our servers handle 2 million database transactions daily, and our integration servers handle over 450,000 SOAP requests per day.

[Learn More > www.carus.com](http://www.carus.com)

Carus Executive Consulting

Using our position in the industry we have recruited some of the industry's most respected senior executives to join our consulting service and we will work with you to match the right skills to your maritime concern. We have drawn together a team of ten highly experienced executives from every discipline within passenger vessel management, giving you the opportunity to source any or all roles that you may require in your management team either for a short term project or longer assignments. We can provide help for your Management Team by providing hands-on experience in areas such as: the CEO, COO, CTO, CIO, CFO, CCO, CSO and HR.

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Carus is Member and proud sponsor of the Passenger Vessel Association, the Shippax Ferry Conference Onboard, and Platinum Sponsor of the Interferry Conference, and ANAVE, the Spanish Shpowners' Association.

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WE LIVE AND BREATHE FERRIES, THAT'S THE KEY TO OUR SUCCESS

Anders Rundberg, CEO of Carus

WE CARE ABOUT YOUR CUSTOMERS

Carus offers innovative solutions for the global ferry industry, giving your customers a better experience before, during and after their journey.

The Carus solution incorporates reservations, check-in, port automation, on-board and relationship management.

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