

carus

A woman with long, straight blonde hair is shown from the back, looking out over a vast blue body of water. She is wearing a white and black striped top. The sky is a clear, bright blue. The overall mood is serene and expansive.

Edition of July 2018 · Monthly Newsletter
Monthly Bulletin for the Ferry Industry
info@carus.com · www.carus.com

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New Website!
www.carus.com

Welcome to Carus.com!

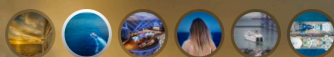
Carus is a global supplier of information systems to the travel and transport industry. With a customer base of corporate, state and privately owned companies, we build and support systems that are critical to the operations of ferry, cruise, port and leisure businesses across the world.

The Carus ecosystem provides a robust and flexible platform for reservations, sales, revenue management, web, business information and on board transactions.

***... we live and breathe ferries,
that's the key to our success!***

Anders Rundberg
CEO of **Carus**





World Leadership

33 million passengers through our system
5 million vehicles and cargo units
annually

New Website!

Carus launches a new website, with more content and a comprehensive overview of its customer base around the world, as well as events and news.

With a cutting-edge design and state-of-the-art web technology, Carus presents its proposal for website carus.com, with a page that can be considered complete, from the point of view of the contents.

In this new website Carus tells us about the company, about the products it offers, about its extensive customer base, and about its activity

in various forums and events, with the publication of its Newsletters and press news.

The web is expected to be dynamic and publish and update its contents regularly, in order to offer the maximum information about the group's activity, which currently leads its segment, with advanced IT solutions for Ferries and Cruises.

Learn more > www.carus.com



Our Customers

Europe

Our clients in Europe



TESTIMONIALS

[Faergen Group](#) -Denmark

[Porto Santo Line](#) -Portugal

[Rederij Doeksen](#) -Netherlands

[Trasmediterranea](#) -Spain

[Wasaline](#) -Finland

[Wight Link](#) -UK

CASE STUDIES

[Fjord Line](#) -Norway

[P&O Ferries](#) -UK

[Wight Link](#) -UK

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02. [Arctic Umiaq Line](#) -Greenland

03. [Birka Cruises](#) -Sweden

04. [Bornholmer Faergen](#) -Denmark

05. [Christian Radich](#) -Norway

06. [Condor Ferries](#) -UK

07. [Eckerø Line](#) -Finland

08. [Eimskip](#) -Iceland

09. [Faergen](#) -Denmark

10. [FanoFaergen](#) -Denmark

11. [Fjord Line](#) -Norway

12. [Isle of Man Steam Packet Company](#) -UK

13. [Laeso Line](#) -Denmark

14. [LanglandsFaergen](#) -Denmark

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North America

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Features and Benefits



Booking



Schedule
Management



Groups



Freight
Management



Onshore
Booking

Booking

Whether it's online, on the phone or in person, making a booking and issuing tickets efficiently, while extracting as much revenue per transaction as possible, is essential for every operator. Carus understands this and provides the right tools and user interface to maximise these goals through each booking channel.

CarRes is a sales tool with revenue management built-in. Support for virtual inventory and dynamic pricing, coupled with intuitive sales displays to promote the complementary disciplines of upsell and diversion, help operators build yield and load factors.

Unlike other systems CarRes is **passenger centric**, rather than being based on a journey or event. This means that a single booking can contain multiple journeys combined with any number of ancillary services such as hotel stays, theatre tickets or other third party events, providing your customers with freedom to 'do their own thing' within their booking.

Guest experience features in CarRes enable targeted upselling to customers, through relevant and personalised promotions during the booking process. Welcome and teaser emails prior to their trip and follow-up questionnaires when they return home also keep customers engaged and loyal. **Customer loyalty** can be further enhanced through a free or paid for frequent traveller programme, that supports points earning and redemption.



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



International Position

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.

Follow Us On



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.

www.carus.com

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