

Welcome!



CARUS USER GROUP *'Digitalization'*

HILTON HELSINKI KALASTAJATORPPA
18-19.SEPTEMBER.2018

For more information visit:
www.carus.com/usergroup2018

¹The Program 'Digitalization'

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DAY 1 - 18TH SEPTEMBER 2018

TIME	TRACK 1	TRACK 2	TRACK 3
13.00-14.30	WELCOME & KEYNOTE WHAT'S NEW ROAD MAPS IN PROGRESS VISION		
14.30-15.00	COFFEE BREAK & NETWORKING		
15.00-16.00	REVENUE MANAGEMENT	MEET THE EXPERTS	CASE STUDY "The App"
16.00-17.00	PORT AUTOMATION		CASE STUDY "Cargo Web"
18.30-19.00 19.00-24.00	Pre-dinner Drink DINNER & NETWORKING		

DAY 2 - 19TH SEPTEMBER 2018

TIME	TRACK 1	TRACK 2	TRACK 3
07.30-09.30	BREAKFAST		
09.30-11.30	KEYNOTE - "DIGITALIZATION" GUEST SPEAKER - JARI VIRTANEN		
11.30-13.00	LUNCH & NETWORKING		
13.00-14.00 and 14.30-15.00	SUPER USERS FORUM	CARGO	POINT OF SALES
15.00-16.00	WORDS OF FAREWELL COFFEE & NETWORKING		

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The Venue

The **Hilton Helsinki Kalastajatorppa** is a four-star international conference and banqueting hotel set in beautiful parkland surrounds. To many Finns and foreign visitors Kalastajatorppa is a superlative hotel who's guest list includes numerous heads of states and celebrities. Its famous round restaurant was opened in 1939.

The hotel also holds a place in history as being the venue for several high level negotiations, among them being between the US and the Soviet Union.

The hotel's name in English means '**Fishermans Croft**' and dinner on the first night will be held in the Old Fisherman's Croft which is the original building with hand-made wallpaper by the creator of Moomin, **Tove Jansson**.

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Jari Virtanen

Executive Director of Sales,
Marketing,
Onboard Sales & Digital
Transformation
Stena Line



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Our Guest Speaker

We are pleased to announce that our guest keynote speaker this year will be **Jari Virtanen**. Jari is Executive Director of Digital Transformation & Digital Business development at **Stena Line** and holds a leading position within TUI Nordic.

It is a real honour for us to have Jari, an internationally experienced senior executive in both B2C and online, sharing his experience with us. Jari's professional **roles** include the following:

- > Director of Digital Transformation & Digital Business Development in Stena Line (Turnover € 1 billion)
- > Managing Director of Stena Lines Tour Operating & OTA division Stena Line Travel Group Ltd -Sembo, DTF Travel, Best Travel, Bürå Scanbritt, Nemrejse.dk, Flygbiljetter.se, Feride (Turnover: € 100 million)
- > Member of the Board of Directors at Stena Line
- > Chairman of the board Swedish Passenger Shipping Association
- > Member of the board Swedish Travel agency & Tour Operating Association
- > Member of the board in Visitsweden
- > Member of the board in Swedish Tourism Association

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Sessions

18th September

13.00-14.30

WELCOME & KEYNOTE WHAT'S NEW ROAD MAPS IN PROGRESS VISION

Presenters:

Anders Rundberg, Petri Ebeling & Oscar Stenberg

13.00-13.45 (**Anders Rundberg**)

13.45-14.00 (**Oscar Stenberg**, Skype)

14.00-14.30 (**Petri Ebeling**)

15.00-17.00

Meet the Experts

This is a forum for Super users/administrators to meet the Carus' experts and have an in-depth discussion about their systems, how to do things and to exchange ideas on working practices they employ to meet everyday challenges even beyond the systems.

The number of seats is limited to one per client. Additional seats will be assigned subject to availability.

Ann-Sofi Perjus will act as the moderator for the discussions

The experts available from Carus will be:

Adam Conway, APIs & Web

Ann-Sofi Perjus, Head of Solution Management

Jonas Blomsterlund, Director of Accounts

Mats Olsson, Core CarRes

Nico Nysten, Point of Sales / OnBoard

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Sessions cont.

18th September

15.00-16.00 Revenue Management

Presenter: **Patrick Allen** (Revenue Technology Services (RTS))

Revenue Management - So much more than forecasting and optimization

A question often asked is why do I need a Revenue Management System (RMS) when I can price my peak sailings and many others will not fill? Whilst an RMS will provide the forecasting and optimization mathematical engines to optimally allocate space on those peak sailings, it also offers many additional benefits and tools to provide significant business advantages and improvements to a wide range of process and practices. Patrick will review some of the functionality outside, or complimentary to, traditional revenue management optimization that assist revenue analysts and managers with tracking and monitoring sailings and periods and making those critical decisions on capacity and price point management.

15.00-16.00 "The App" - Case Study

Presenter: **Jacob Pettersson** (Carus)

With Wightlink as the launch customer we released our Mobile App during the spring of 2018 In this session you will be able to see the App and how it integrates with CarRes Web, it's features and also learn a little bit more about the plans for its future development

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Sessions cont.

18th September

16.00-17.00

Port Automation

Presenter: **Jacob Pettersson** (Carus) and **John Bertell** (Carus)

Handhelds and automats can increase customer service and reduce costs. Carus is a leader in this segment for the ferry industry and have recently introduced vehicle measurement capabilities in a sister product.

Jacob Pettersson will tell you about the recent developments and what lays ahead for both our automation and information suites within the Port Automation module. He will also include a review of the Hardware challenges in the demanding ferry environment.

John Bertell will talk about an unexpected client for automation, underlining Carus' expertise in this area.

At the end of the session there will be an opportunity for Q&A.

16.00-17.00

"Cargo Web" - Case Study: Wasa Line

Presenter: Jonas Gustavsson (Carus), Björn Knutar (Wasa Line), Petri Ebeling (Carus)

Wasa Line is the launch client for the new release of Cargo Web.

Jonas Gustavsson will present the new Cargo web and its capabilities.

Björn Knutar, Freight Sales Manager with Wasa Lines, will tell you about the reasons behind them implementing the web solution, the process to create it and what they have achieved so far along with a little bit about their next steps.

Petri Ebeling will give a short presentation about the technology behind the new generation of Cargo solutions and how they fit into our modern API-structure.

The presentation ends with a Q&A session.

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Sessions cont.

19th September

09.30-11.30

KEYNOTE - "DIGITALIZATION"

Guest Speaker: **Jari Virtanen** (Chief Transformation Officer, Stena Line)

How will digitalization impact the ferry transport industry the coming ten years? How can the ferry industry use digitalization to improve the customer experience, increase revenue & lower our production cost? Stena Line has a vision becoming the world's first cognitive ferry company by 2021. Jari will talk about how Stena Line started their digital transformation journey for already 3 years ago. Today Ai is the most frequently used word at every meeting and the main strategy when differentiating Stena Line from it's competitors in the near future.

13.00-14.00 and 14.30-15.00

Point of Sales

Presenters: **Anders Rundberg** (Carus) & **Nico Nysten** (Winpos)

Taking a holistic traveler view is the foundation for both the current Carus product offerings and our vision for the future of the Carus eco-system.

Anders Rundberg will talk about the vision and how the cornerstone of Carus OnBoard, the PoS-system Winpos, fits into our future plans. He will also outline the future and path forward for the client base on the existing older platforms.

Nico Nysten, Product Manager for Winpos, will talk about the products capabilities, architecture, topology, replication and synchronization. In addition to this he will lift the curtain on the potential future with Mobile merchant, mobile app and Cruise & Ferry features.

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Sessions cont.

19th September

13.00-14.00 and 14.30-15.00

Cargo

Presenter: **Petri Ebeling** (Carus), **Joakim Lindblom** (Sea Lines)

A lot is boiling in the freight side and a lot of new functionality is being developed. Petri Ebeling will provide a high level 360 degrees view on freight and dive into some details.

The first form in the renewal of the Carus' inhouse user interface "Freight Speedbooking" will be presented together with the Freight API's, including capabilities for integrating with third party CRM solutions.

Sea Lines CEO, **Joakim Lindblom**, will tell you about the challenges and experiences from an emerging market - the Black Sea. Sea Lines operates one of the largest ferry routes in the Black Sea providing both freight and passenger services between Turkey and Ukraine. Since 2014 they have gained a market leader position by operating on a fixed and frequent schedule whereon their service has developed to the backbone of the trucking companies active in the region.

The session finishes with an open forum moderated by **John Bertell**.

13.00-14.00 and 14.30-15.00

Super Users Forum

Moderator: **Ann-Sofi Perjus** (Carus)

This session ambition is to give the super users an opportunity to talk amongst themselves to exchange experience and float ideas. Although the session has a Carus moderator who will provide input if requested it is driven by the clients and so we suggest you prepare some topics you would like to discuss.

13.00-14.00 Super user forum

14.00-14.30 Coffee

14.30-15.00 continued discussion

15.00

Words of Farewell
Anders Rundberg

19th Sept. 15.00
Words of Farewell
Anders Rundberg

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Presenters

In alphabetical order

Adam Conway
System Architect at Carus

Adam has been working in development at Carus for nine years. He was lead developer for the development of the Carus Web and Component API and has also worked with back-end development. He is currently a software architect, looking at the whole system but with particular focus on APIs, web and the app.



Anders Rundberg
CEO at Carus and Winpos Group

Anders is an internationally experienced senior executive working the last 35 years within international ferry and IT companies like Viking Line and Anite. Anders is the founder of Carus and from February 2018 CEO of the Winpos & Carus Group with direct operational responsible for the Ferry & Cruise division, Carus.



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Presenters cont.

In alphabetical order

Ann-Sofi Perjus

Head of Solution Management at Carus

Ann-Sofi has more than 15 years of experience from the IT industry in different leading positions. She joined Carus in 2009 and have worked in different roles, such as key account manager, project manager and implementation expert. Ann-Sofi is now leading the Solution management team, including quality assurance and deliveries.



Björn Knutar

Cargo Sales Manager at Wasa Line

Björn have long international senior executive experience working for 20 years as Finnair plc's Area Manager for Ground Handling Europe responsible for Change management, Procurement, Quality Management. After that he joined Mirka Ltd as Sales Manager EMEA, Product Manager, Trading & Polishing Globally before in 2017 joining Wasa Line.



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In alphabetical order

Jacob Pettersson

Product Manager at Carus

Jacob has more than 9 years of product- and project management experience on IT projects in several different industries and regions and 4 years of experience specifically within the ferry industry. Jacob holds a Master of Computer Science and Engineering and has a deep understanding of all aspects of the software development cycle. As a product manager at Carus, Jacob is focused on delivering high performing and quality IT solutions to clients. Jacob is working primarily with Carus Web and Port Automation product offerings.



Jari Virtanen

Chief Transformation Officer at Stena Line

Jari is an Internationally experienced senior executive working the past twenty years within international travel conglomerates like World of TUI and the Stena Sphere. He has also as an entrepreneurial back ground building up one of Swedens largest Online Travel Agencies "Sembo", today part of Stenas tour operating and travel agency division where Jari is the Managing Director on top of his duties as Chief Transformation Officer at Stena Line. As Chief Transformation Officer Jari is responsible for Stena Lines entire digital transformation program.



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Presenters cont.

In alphabetical order

Joakim Lindblom
CEO at Sea Lines

Until April 2017, Lindblom served as General Manager and member of the board of Stena SeaLines, a joint-venture between Sea Lines and Stena Ab. Before that, Lindblom served as Operations Manager of Stena SeaLines. Lindblom has also served as one of the members of Stena Line Freight Group Management between 2013-2017. Before joining the Stena SeaLines management team in August 2012, Lindblom served as CEO/Co-owner of a Finnish retail group. Joe Lindblom performed studies at School of Business, Economics and Law at the University of Gothenburg with the major Logistics.



John Bertell
Director of Sales at Carus

John has 25 years of experience of the maritime industry, international sales and account management and software implementation as well as process change management. John is now heading the sales activities at Carus Ferry.



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In alphabetical order

Jonas Blomsterlund

Director of Accounts

Jonas has a more than 20 years of experience from the software industry including Bank, Finance and Maritime. Jonas joined Carus in 2004 and have over the years excelled in multiple roles. He is today Director of Accounts with an overall responsibility for Carus clients.



Jonas Gustavsson

Product Manager at Carus

Jonas has 9 years of experience from the software industry, ranging from programming, testing, project management, key account management and has now found his role true call as Product Manager at Carus. Jonas's focus areas are payments, e-invoicing, GDPR, CRM API, seat assignment API, FerryGateway and other API's. Apart from that, Jonas holds a master's degree and a personal interest within applied physics.



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In alphabetical order

Nico Nysten

Product Manager at Winpos

Nico has more than 10 years of software and Point of Sales experience in the form of project and product management as well as sales campaigns, he thrives working with cross-functional teams having both the commercial and technical aspects in mind.



Patrick Allen

Senior Manager, Services at RTS

Patrick has over 15-years of experience consulting and implementing revenue management systems with clients including BC Ferries, Brittany Ferries, Color Line, P&O Ferries and Stena Line. He has project managed the delivery and roll out of new products and verticals, including CargoPriceOpt and the integration of RTS' passenger and cargo revenue management systems. Patrick works closely with RTS clients and the product management team in the design and development of new modules and applications to overcome business challenges and improve internal processes and productivity. Prior to joining RTS Patrick worked in education and holds a Post Graduate Certificate of Education from the University College London: Institute of Education, and has developed many of RTS' education curricula, training materials, and analyst assessment programmes.



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Presenters cont.

In alphabetical order

Petri Ebeling
CTO at Carus

Petri joined Carus in 2015 as the Chief Technology Officer.

Petri is responsible for Carus Ferry Reservation Products, Software Development and the Project Management Office.

Petri has extensive experience in both the strategic and operational roles of a software company. His passion is to combine deep understanding of the customer's business domain with software and technology. He holds a master's degree in Information and Computer Science.



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Social Events

Networking, to get to know people at other companies using Carus' products and how they use them is a pivotal part of the user group. This is the opportunity to exchange ideas, learn and share within the Carus community.

18th September

14.30-15.00 Networking and Coffee
18.30-19.00 "Pre-dinner drink"
19.00-24.00 Dinner and networking
Entertainment by Kumo
www.lauluyhtyekumo.fi

19th September

11.30-13.00 Lunch and networking
15.00-16.00 Words of Farewell and networking



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