

# carus

monthly newsletter

APRIL 2019  
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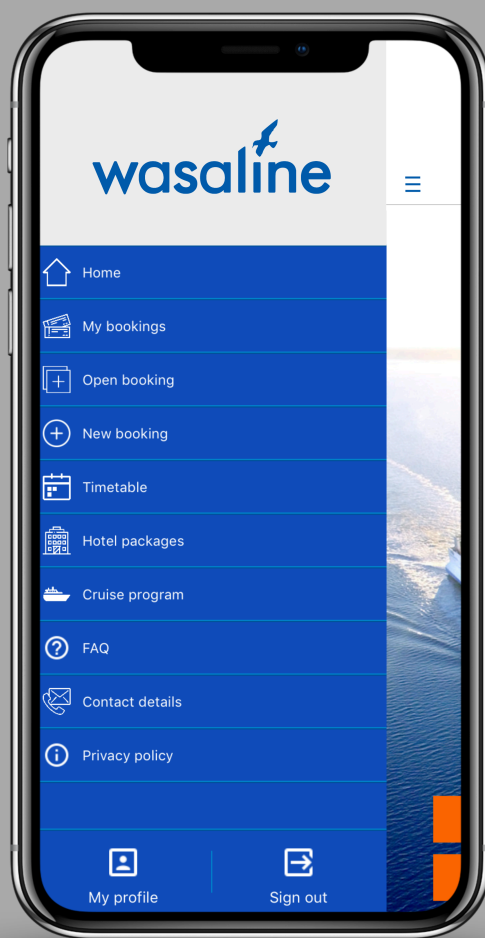
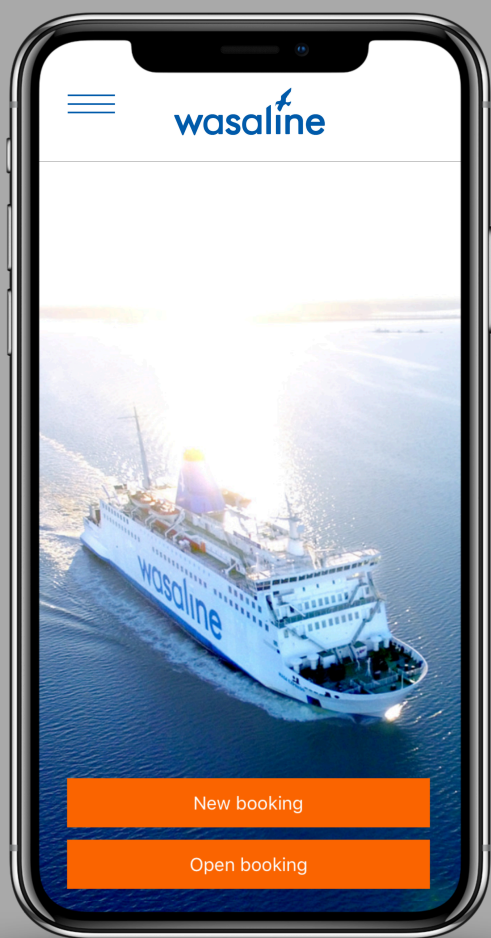
## Seatrade 2019

Carus attended the  
Seatrade Cruise Global  
2019, held from April 8 to  
11, in Miami, FL USA

## Wasaline takes on the Carus App

In order to make the trip even easier,  
**Wasaline** has released their new **Mobile  
App**. The application is developed by **Carus**,  
who also delivers **Wasaline's** reservation and  
web booking systems.





# Wasaline takes on the Carus Mobile App for smoother sailing

In order to make the trip even easier, **Wasaline** has released their new **Mobile App**. The application is developed by **Carus**, who also delivers **Wasaline's reservation and web booking systems**. As part of the **Mobile App** project **Wasaline** updated their online booking system to **Carus' new Standard Web** in order to make the process more user friendly.





Wasaline's Mobile App makes it easy to make new bookings, maintain existing bookings and gives passengers the ability to check-in and board without passing the check-in counter. The App allows passengers to access the onboard cruise events schedule as well as book cabins, restaurants and check the sailing schedules. There is also a Q&A section available.

"Wasaline is continually working on enhancing the customer service and we have, for a long time, focused on improving and automating the check-in and boarding processes to make them as smooth as possible", says Johanna Långskog, responsible for Wasaline's marketing. The terminals in Umeå and Vaasa have been automated with passenger gates to minimize the time spent queuing during the check-in and boarding process.

Tickets can be booked in the Mobile App, on Wasaline's website or by phone and once the booking is paid the customer receives a confirmation.

The gate readers check the QR-code on the confirmation ensuring a smooth customer experience in the port without requiring them to pass the check-in counter.

Carus is the leading global supplier of solutions for booking, check-in, boarding and point of sales for the ferry industry. Carus has created a standard platform that substantially reduces the time it takes to create a high quality App.

"We have spent a substantial amount of time developing an APP-platform that makes it very simple for our clients to introduce a professional APP into their business. We are happy that Wasaline chose our APP and we are proud of the end result" says Carus' CEO Anders Rundberg.

## About Wasaline

NLC Ferry Ab Oy, better known as Wasaline, connects Northern Sweden and Finland with daily sailings for passengers, cars and freight on their vessel M/S Wasa Express.

Onboard the vessel you can find a complete offering of restaurants, bars, cabins, conference rooms and shopping. Wasaline is the first Nordic operator to offer radio-link fast Internet onboard during the whole 4.5 hour long trip.


 The word 'wasaline' in a large, bold, blue, lowercase sans-serif font. Above the letter 'i' is a stylized blue bird in flight, facing right.



An image of the Carus stand at the Seatrade Cruise Global 2019, with **Johanna Borenus** - Business Controller at Carus

# Carus attends the Seatrade Cruise Global

As is becoming commonplace every year, the Seatrade Cruise Global, held 8 -11 April in Miami, USA, was an odyssey of connection, innovation and inspiration.

As the largest event in the cruise industry, Seatrade Cruise Global has brought together more than 10,000 industry professionals. This is the place to connect with colleagues from the cruise industry who seek to increase their knowledge of the sector, discover the latest trends, and create beneficial alliances.

With more than 700 suppliers dispersed across strategic product areas, the Seatrade show-floor unites the entire cruise ecosystem, creating an energetic and willing atmosphere for doing business.

It showcased business strategies and real life case studies to cultivate the best

experience for passengers. Speakers in multiple sessions demonstrated the state of the world cruise industry and brought valuable knowledge and experience of tomorrow's trends to the fore.

Carus did not want to miss the Seatrade 2019, participating in the event as an exhibitor, and was represented by Anders Rundberg, Founder and CEO of Carus, as well as President of Carus Cruise Ltd. with headquarters in USA

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Images of the **Carus stand**  
at Seatrade Cruise Global 2019





# Find IT for the Ferry industry

Ask our  
**Sales Team:**



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## Innovative Ferry Solutions

Carus offers specialized IT solution services for ferry operators catering for Reservation and Departure Control, Booking, Check-In and Onboard 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.



# Meet Our Experts

**Jonas Blomsterlund**

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## World Leadership

Worldwide, we serve over 33 million passengers, 5 million vehicles and over a million cargo units annually, through 35 shipping, ferry and cruise operators in 18 countries across 4 continents.



# New and Innovative **wasaline<sup>✈</sup> Travel App**

Advanced IT Solutions to  
bring people closer



powered by  
**carus**

Reservations, Port Automation, Onboard  
Carus is the world leader in  
IT solutions for Ferry and Cruise!