

carus monthly newsletter

SPECIAL EDITION
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Porto Santo Line

takes reservations and
check-in to a new level
with Carus



Smyril Line

chooses Carus as
its partner in
happy travelling!



Smyril Lines, MS
Norröna, chooses
Carus as its
partner in happy
travelling!

Smyril line wants the best for their business and that's why they have chosen **Carus** as their partner in happy travelling

Carus is proud to announce that Smyril line has chosen Carus to deliver online booking and check-in. Smyril is currently looking into Carus onboard point of sale for their ship M/S Norröna. Smyril line is replacing its inhouse system and sees the direct advantages of moving to a standard solution that is constantly evolving rather than having to develop everything themselves.

"After comparing solutions on the market and having visited several ferry operators with similar operations to our own, we could clearly see that the Carus offering would be the best fit for us. Carus solutions for cruise and multi-leg operations convinced us that we will receive the system support we need to continue and increase our

business." - Runi Vang Poulsen, CEO, Smyril line.

"One of the main reasons for choosing Carus as a long term partner for our reservation system is their perspective on customer centric solutions, where they see IT solutions as an Integral part of the traveler journey and are able to provide solutions not only for ticket sales and reservations, but a full sales solution including onboard sales." - Eyðun Hentze Højgaard, Director of Digital Business and IT, Smyril line.

"We at Carus strive to deliver an integrated solution where all systems communicate to provide a seamless traveler experience." - John Bertell, Director of sales, Carus.

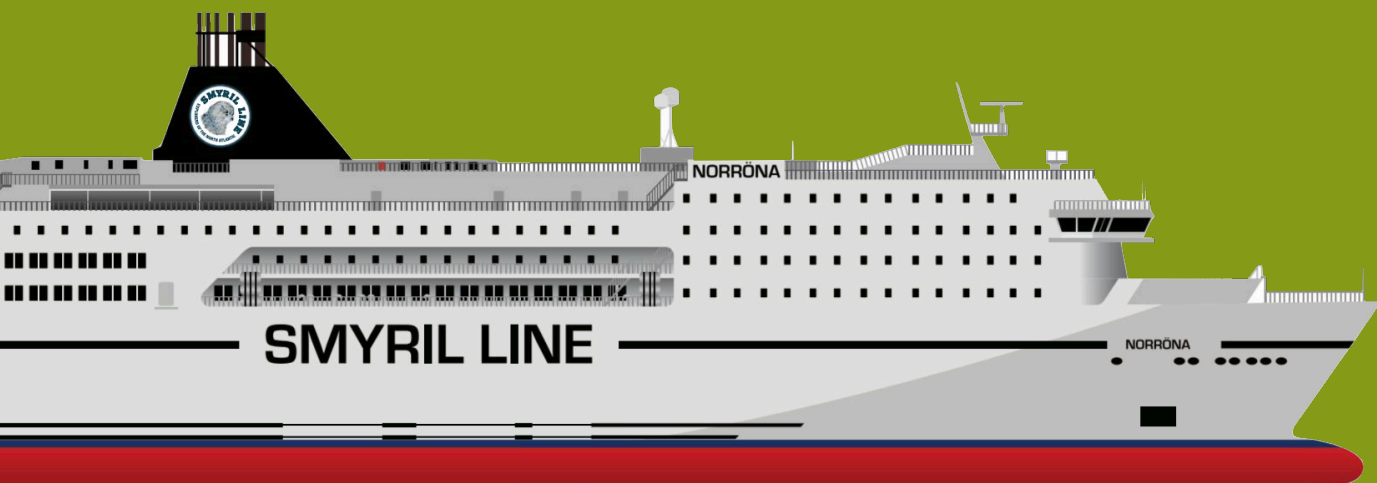
Carus makes it possible to use one supplier for everything; from online bookings, travel app and port automation to point of sale. This is not only important for the company but also for the end-users (customers), providing them a smooth and seamless journey throughout all customer facing applications.

"After a trip to the Åland Island where we met the Carus team we clearly saw that they provided the best solution for us." - Eyðun Hentze Højgaard, Director of Digital Business and IT, Smyril line.

"We welcome Smyril Line to the Carus family." - Anders Runberg, CEO, Carus.

About Smyril Lines

Smyril Line was established in 1982 and has become a reputable shipping company linking the North Atlantic and continental Europe. Since 2003 the M/S Norröna has been servicing the route. It has a capacity of 1,482 passengers and 800 cars. Smyril Line's Headquarters are in Tórshavn in the Faroe Islands and they have offices in Iceland, Germany and Denmark. Smyril Line also co-operates with agents throughout Europe and the rest of the world.





Porto Santo Lines takes reservations and check-in to a new level with Carus

Learn more > www.carus.com

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The most advanced maritime booking solution, **CarRes**, is now live on the **Porto Santo Line**, providing their clients with an even better travel experience

The CarRes solution combines online and agent booking with passenger and vehicle check-in for seamless travelling.

"The roll-out of the CarRes system to yet another Atlantic island proves the solution is adaptable to many types of operation and is stable and reliable enough to support a lifeline service".

- John Bertell, Director of sales, Carus.

"We chose the CarRes solution by Carus because we were certain that it would meet the high quality

standards that Porto Santo Line strives to achieve every day on a line that is characterized not only by tourism, but also for a public service for our residents within the same system, despite being very different processes, provides huge benefits across Porto Santo Line's organisation. CarRes has been designed from Managing freight and passenger traffic the outset to do just that, without compromising either process". - Rui Gouveia, General Manager, Porto Santo Line.

The partnership between Porto Santo Line and Torre Praia Hotels, Praia Dourada and Luamar Aparthotel in Porto Santo, allows several promotional packages, designed to enhance the island experience. Using CarRes all these packages are bookable through the online and agent-booking portal.

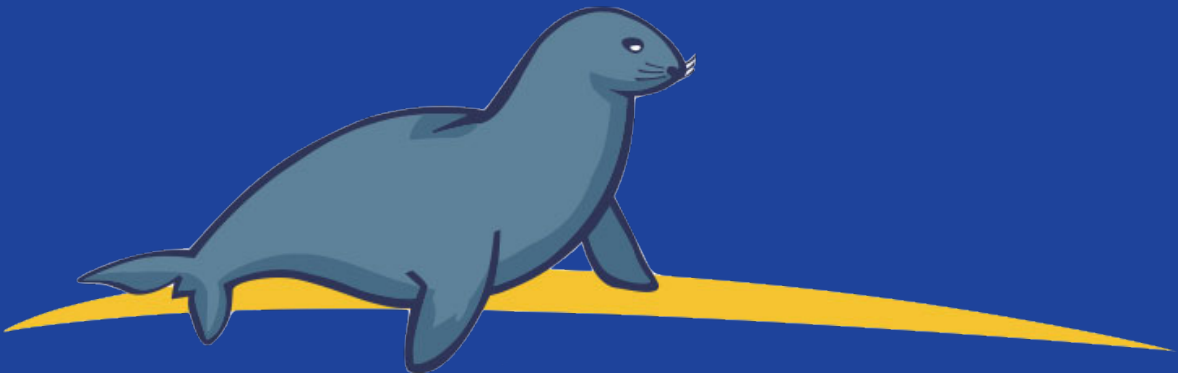
"All the users are very happy with how quick and easy it is to make bookings and sell tickets". - Manuel Cardoso, Business Intelligence Executive, Porto Santo Line.

"The go-live was an excellent experience, we had great support from the Carus team". - Rui Gouveia, General Manager, Porto Santo Line.

About Porto Santo Line

Since 1996 the Porto Santo Line has operated the maritime line between the island of Madeira and the island of Porto Santo.

Porto Santo island lies approximately 70km from the island of Madeira in the Atlantic Ocean. Porto Santo Line has operated the route between the two islands since 1996. Their first ship, Lobo Marinho was replaced by a new vessel of the same name in 2003. As well as ferrying tourists, Porto Santo Line provides transport for goods and services for residents of the island. The company transports passengers, vehicles and freight and their products include cruises, tours and package holidays.



Carus Cares

*-the way **you** travel*



Because we take great care of **your passengers**; at the moment they decide to **book**, when they arrive at **boarding** and when making transactions **onboard**.

www.caruscares.com

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Reservations, Port Automation, Onboard

Carus is the world leader in IT
solutions for Ferry and Cruise!