



# VERSONIX SEAWARE

THE ULTIMATE RESERVATION SYSTEM

Ferry Shipping Summit 2018

- Established in 1986
- Located in San Jose, California
- Corporation profitable since inception
- Diverse staff of 65+ professionals around the world
- Market demographic – Reservation system for leisure travel and transportation markets



# Our Customers

TALLINK SILJA LINE



CORSICA linea  
«Laissez vous transporter»



La Méridionale



Warner Leisure Hotels  
JUST FOR GROWN-UPS



## Built-in Revenue Management

- Fully automated AI based Dynamic Pricing

## Business Rules to support dynamic business policies

- Inventory/Pricing
- Financial

## Intelligent support to manage cancellations

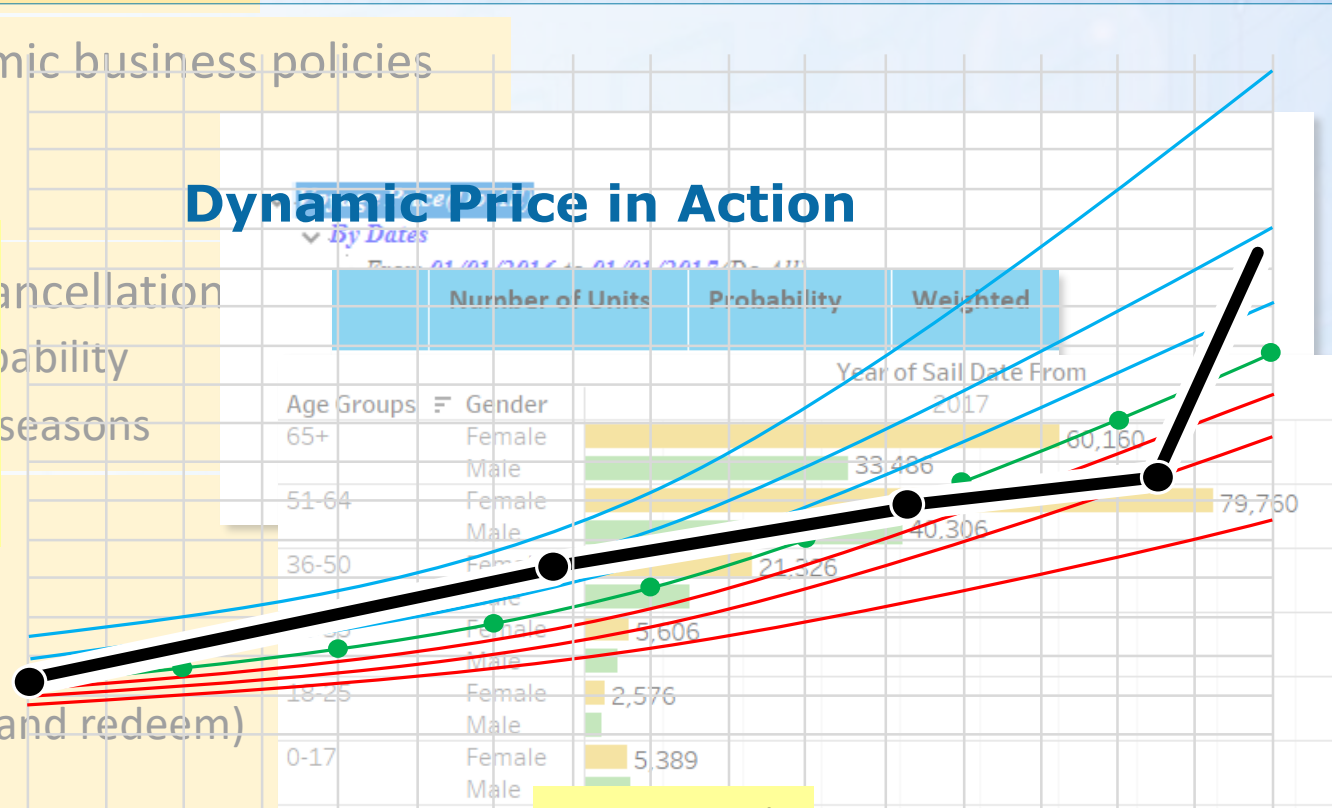
- Patented technology using probability
- Adoptable to various product seasons

## CRM

- Guest/Agent Profile
- Complete activity history
- Loyalty program support (earn and redeem)

Fill Progress %

### Dynamic Price in Action



Days to Sail

## Transition to a new platform

- Use of modern Technologies
- Fault Tolerance

## Support for Touch devices

- New platform for B2C, B2B, Call Center and Mobile phone
- Customizable flow for product marketing

## Social Media integration

- Login with special media account
- Share profile
- Salesforce integration

## Data Analytics

- Seaware DataMart
- Integration with Tableau

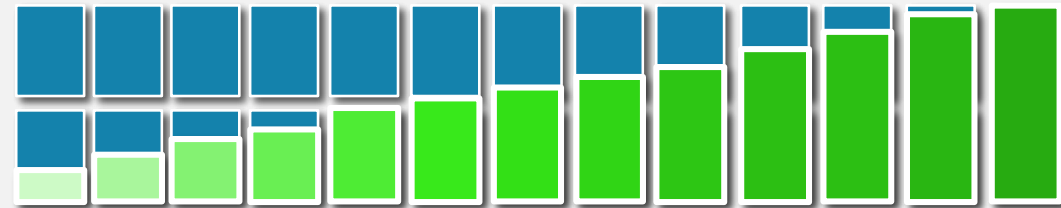
## External Distribution

- OTA API Support
- Ferry Gateway API

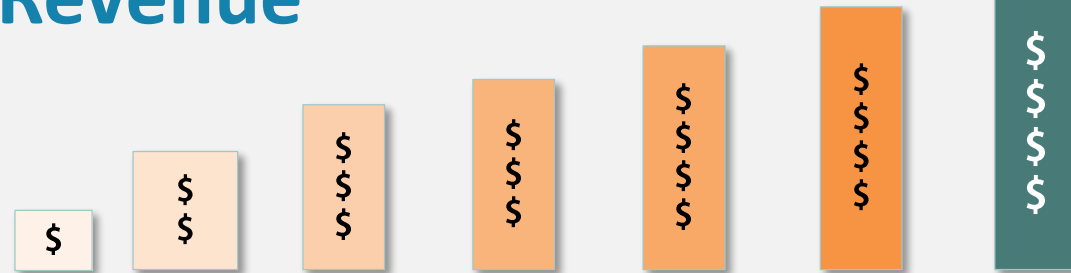
## Car Deck Space Optimization

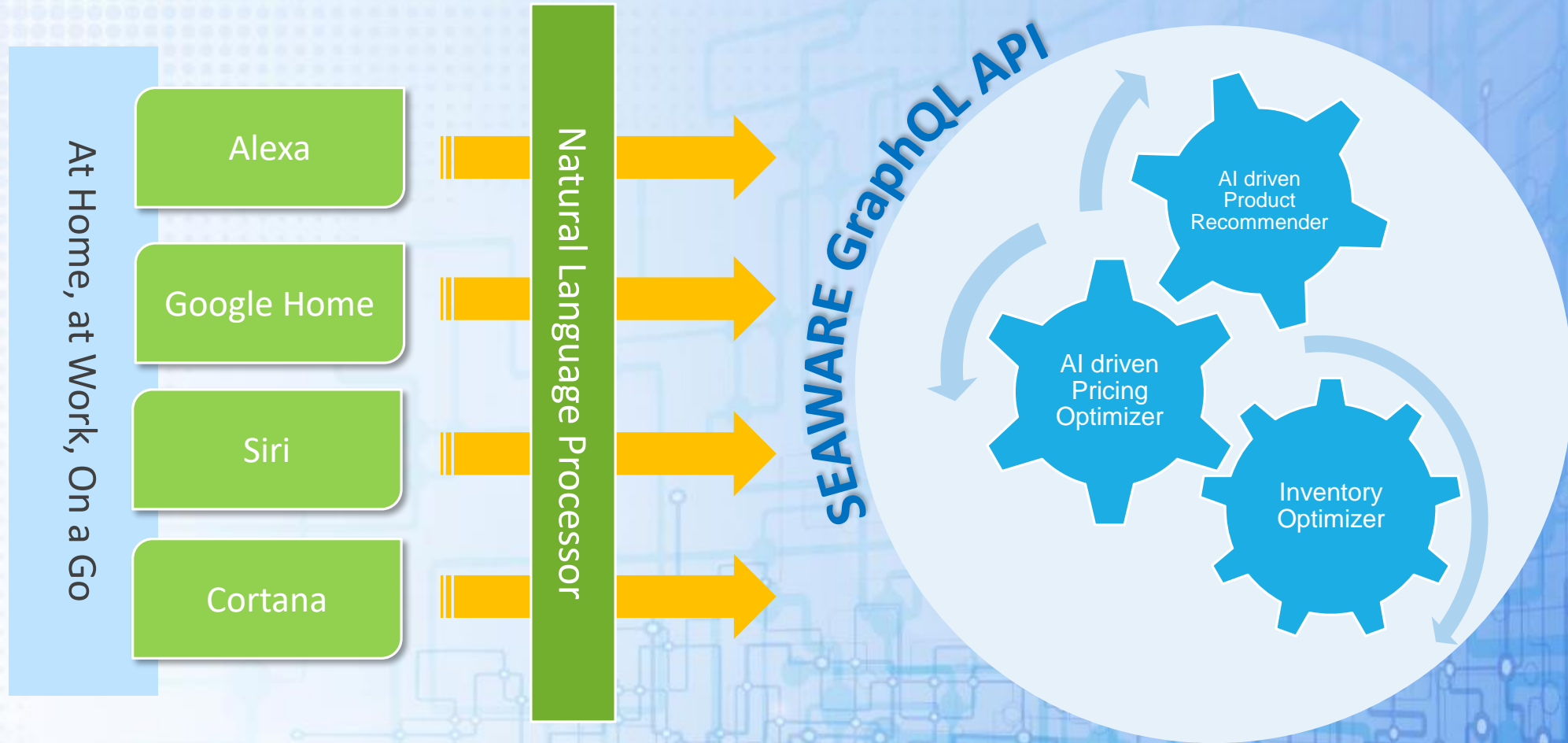
- Monte Carlo method
- Integrated Cargo and Passenger Cars space utilization

## Utilization



## Revenue





# Machine Learning in Action



Alexa:  
Good morning Fred,  
You have lunch reserved in Helsinki next Friday at 12:30.  
Would you like me to book a morning Ferry: 6 or 7:30  
departure?

Fred: **Book 7:30**

Alexa:  
I will use your Club Account. OK?

Fred: **Yes**

Alexa:  
I see you are staying overnight. Would you like me to  
book return at 11 o'clock

Fred: **Yes**

Alexa:  
**Boarding passes are sent!**

