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Ferry Shipping Summit

Thursday the 19th May 2022



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Intro and agenda

Boosting business with a modern reservation system

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- ☀ How?
 - ☀ Increase the revenue
 - ☀ Decrease the costs
 - ☀ Adapt to the changing market
- ☀ Personal presentation
 - ☀ Hans Björkborg
 - ☀ Mikael Egnér
- ☀ Concerns and problems
- ☀ Solutions
- ☀ Lighthouse Overview
- ☀ Business model



Concerns & problems

The ferry industry and its systems

☀ The Corona pandemic

- ☀ Impact
- ☀ Change and transform
- ☀ Costs

☀ Time to market

- ☀ Adapt to changes
- ☀ IT systems
- ☀ Flexibility and complexity
- ☀ Modern technology

☀ User friendly or not

- ☀ Master data
- ☀ Long time to change
- ☀ Consumer demands (Travel)
- ☀ Business customer demands (Freight)



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Solutions

To embrace the possibilities

- ☀ Old systems die hard
- ☀ Must it be so difficult?
- ☀ Cost efficient solution

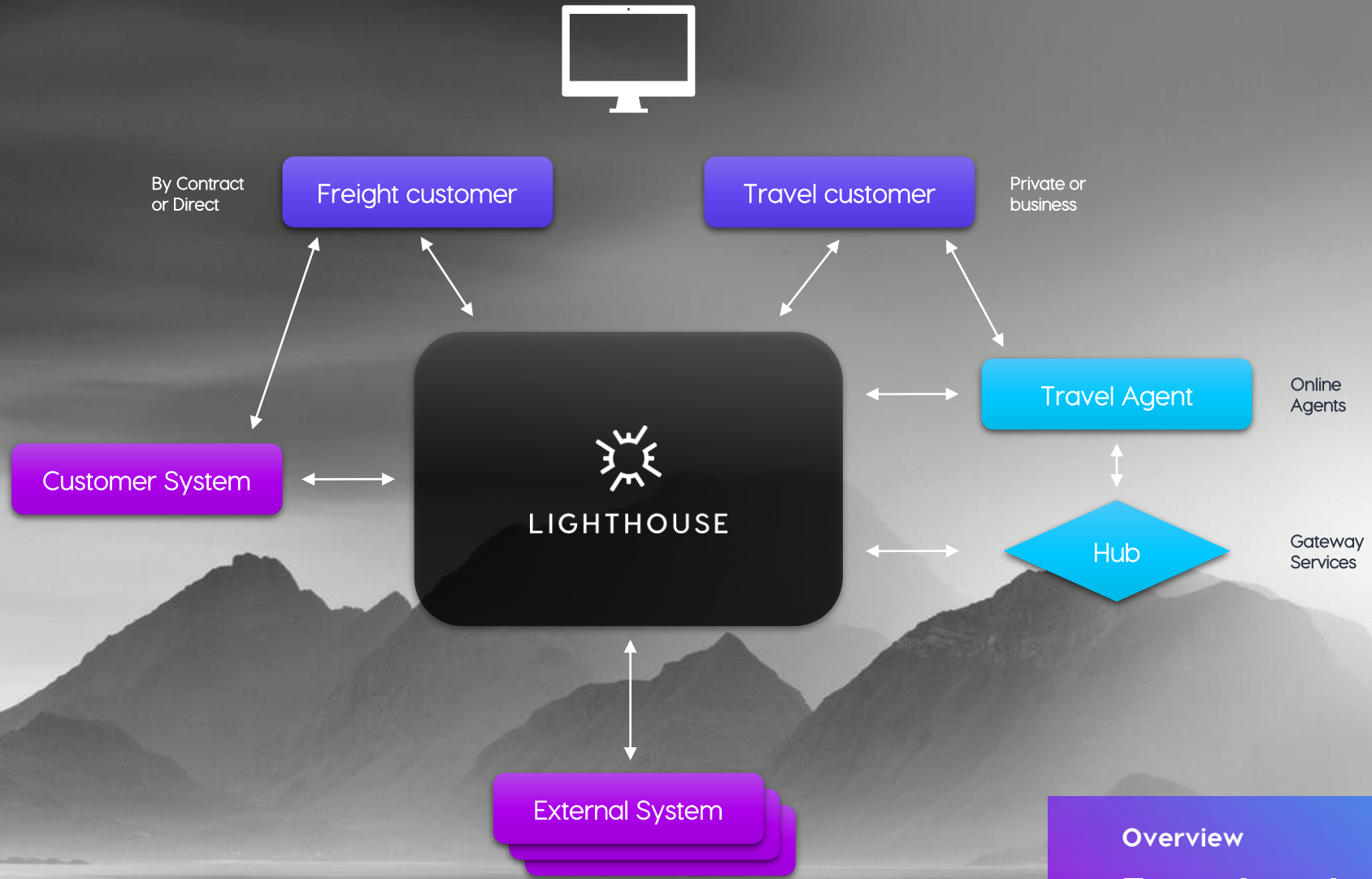


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Lighthouse Overview

Strengths & benefits

- ☀ New system
- ☀ Fast implementation
- ☀ Requires less inhouse expertise
- ☀ A cloud-based solution
- ☀ Complete auditing



Overview

Functional content



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Business model

Software as a Service (SaaS)

- ☀ Volume based costs – adaptable to business and seasonal fluctuations
- ☀ Project & implementation costs
- ☀ Customized development



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Questions?

We are happy to hear about your needs and answer any questions. Visit us in the exhibition room.





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Get in touch with us

Don't hesitate to give us a call or send us an email with any enquiries you might have.

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