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# Ferry Shipping Summit

Wednesday the 20<sup>th</sup> September 2023



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# Lighthouse

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## Who we are

### ☀ The Company

- ☀ Ferry Systems International
- ☀ Based in Gothenburg Sweden

### ☀ The Reservation system

- ☀ Lighthouse
- ☀ Built the recent years
- ☀ Includes passenger and freight functionality

### ☀ Personal presentation

- ☀ Hans Björkborg
- ☀ Mikael Egnér



# What's the difference?

## Between excellence and good enough

### ☀ Excellence

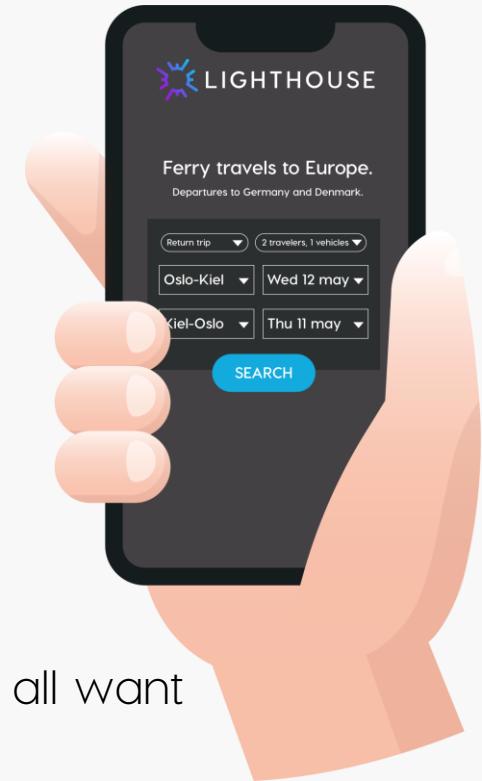
- ☀ Exceed expectations
- ☀ Easier than we thought
- ☀ Faster than the competitors

### ☀ Good enough

- ☀ Does the job
- ☀ Stable and reliable
- ☀ A bit slow

### ☀ Business excellence is what we all want

- ☀ Leadership
- ☀ People
- ☀ Tools



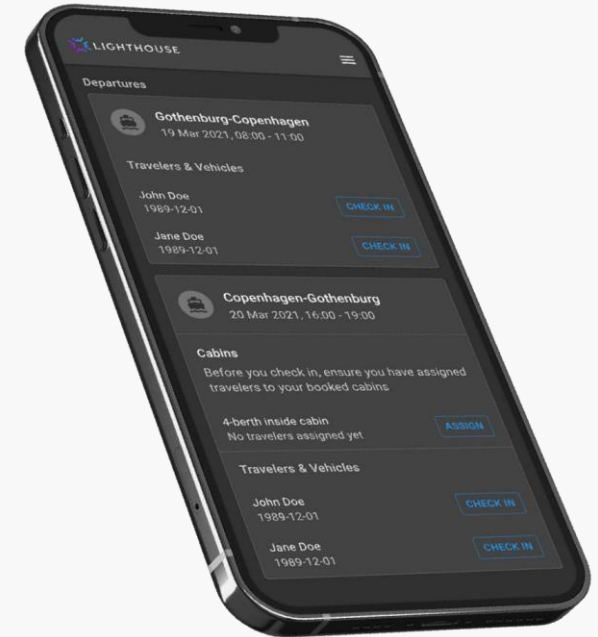


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# Excellence

## How to support excellence

- ☀ The tools to be used
  - ☀ Business focus
  - ☀ Ease of use
  - ☀ High performance
  - ☀ Easy to change and adapt
- ☀ How to achieve the above
  - ☀ Business knowledge
  - ☀ Modern technology
  - ☀ Experience
  - ☀ Architecture
  - ☀ Use Cloud services





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# About Lighthouse

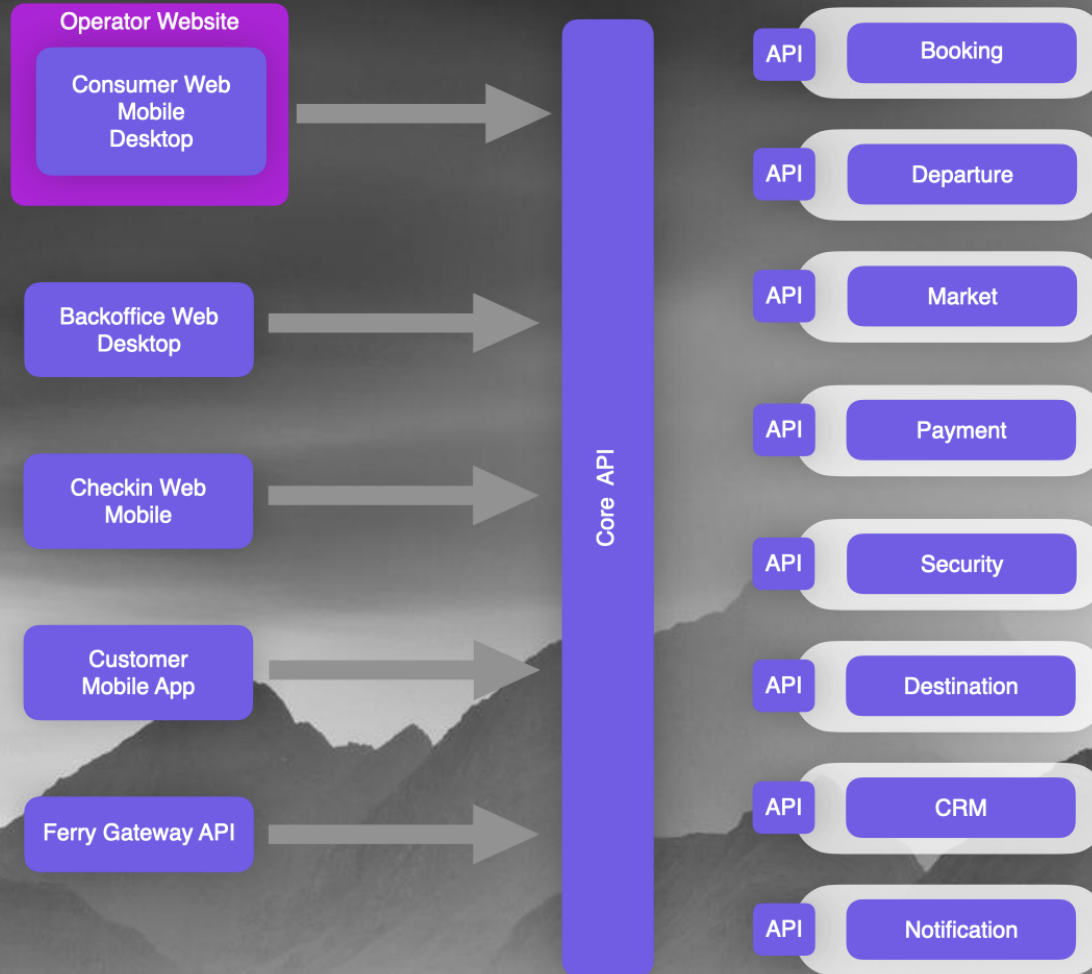
## Characteristics

- ☀ Easy to use
  - ☀ User interaction
  - ☀ No deep training needed
  - ☀ Only business knowledge needed
- ☀ Easy to change
  - ☀ Time to market
  - ☀ Design & architecture
  - ☀ Independent sub systems
  - ☀ Core team of experts
- ☀ Fast and always available
  - ☀ Very fast response time
  - ☀ Very high uptime





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Easy to change

**Independent sub systems**



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# How many customers do you miss due to bad performance?

**Amazon:**

Revenue increased by 1%  
for every 100ms page  
speed improvement



As page load time goes from:

**1s to 3s** the probability of bounce **increases 32%**

**1s to 5s** the probability of bounce **increases 90%**

**1s to 6s** the probability of bounce **increases 106%**

**1s to 10s** the probability of bounce **increases 123%**

To be fast in response



# Possibilities

## To embrace the possibilities

- ☀ Old systems die hard
  - ☀ Yes, but there is also a time for change
- ☀ Must it be so difficult?
  - ☀ It's tough, but will pay off
- ☀ Cost efficient solution
  - ☀ Software as a Service
  - ☀ Very low running costs





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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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