COMPANY PROFILE

AIRLINE & TRAVEL IT SOLUTIONS

Hitit

Nur GOKMAN | General Manager

" Travel industry is receiving its share of opportunities from increasing global internet access and related software technologies. The market was driven by a few big players until recently, who took advantage of limited access and technology privileges, restricting airline operators in their business models and operations and by extension, restricted consumers in their choices. With the liberation brought by internet and new software technologies today's industry players have a wide range of options.

It has been a long journey from the days when even selling ancillaries was considered an innovation, today we are discussing personalized direct sales, social media, mobility and how holidays are planned end-to-end in the best way possible. Free of technological and accessibility constraints, today's industry is adopting new business models at a fast pace, personalizing services and utilizing new distribution methods and tools. This is where Hitit comes into play with the new generation passenger services system; Crane PAX, the core offering of Hitit's Crane Suite.

We live in a very exciting era where accessibility is at a historical all-time high and innovative technologies are creating new opportunities for airline operators. We are moving forward with an ever growing user community spanning across the world, and we have the privilege of taking part in the great change, and promising to provide only the best for our customers. "

About Us

Established in 1994 by two visionary airline executives, **Hitit** has since become one of the world's leading airline and travel IT solutions and business services providers. Hitit solutions and services have been able to meet the needs of even the most demanding players on the market with a team consisting of hundreds of developers and analysts as well as numerous domain experts with decades of industry experience.

Hitit is the company behind Crane Frequent Flyer, one of the first purpose-built loyalty solutions for aviation. Under Hitit's guidance, Crane FF has grown to be the most widely used airline loyalty system across the world before being successfully auctioned off in 2012. In parallel to the explosive growth in the loyalty arena, Hitit has also been developing core airline solutions since 2003 and currently offers a comprehensive one-stop-shop airline management suite under the Crane brand.

The reservation and ticketing solution system Crane PAX fully integrates with Crane IBE (Internet Booking Engine) and Crane MA (Mobile Application) for online and mobile booking, as well as Crane DCS for departure control and Crane WB (Weight & Ballance) to create a fully functional passenger service system (PSS).

The most recent versions of Crane PSS solutions are designed with the latest web technologies, using Service Oriented Architecture (SOA), New Distribution Capability (NDC) and Software as a Service (SaaS) models, which make Hitit the industry leader in system implementations' time-to-market performance.

The Crane solution suit contains additional solutions for any possible need of an airline, such as charter inventory distribution, schedule and crew planning, operations control, revenue & cost accounting, best in class reporting tools, and as mentioned above; loyalty, customer care and customer communication management solutions.

Crane TM (Travel Merchandising) and Crane OTA (Online Travel Agency) are the two brand new solutions that open two new business lines (Merchandising and Tourism Solutions) for Hitit, extending the IT services from "Aviation" to the whole "Airline, Travel and Tourism" industries. Airlines, online travel agencies, tour operators, consolidators, TMCs, DMCs, or even airports, media, G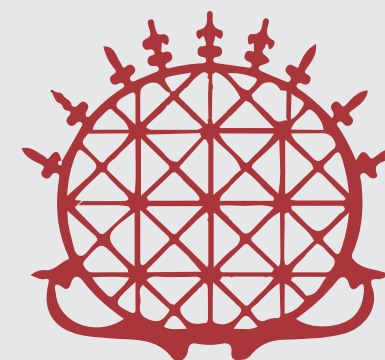SM operators, credit cards or loyalty programs, can now get a share from the ever-growing online travel industry. Crane TM and Crane OTA offer turnkey solutions that do not only provide the next-gen functionalities but also 250.000+ ready-to-sell travel solutions and services and dynamic packages.

Crane Reservation & Cargo Services and Crane Domestic Cargo Services are another brand-new solutions opening up a new age for the air logistics community. The constituents of Hitit's Cargo Management Systems meet the needs of modern air cargo industry by offering a cutting-edge technology platform. Crane CGO Reservation & Cargo Services enables the partners to have total control over all processes from acceptance to final delivery. Crane DOM Domestic Cargo Services, on the other hand, covers all aspects of domestic cargo operations.

As part of the SaaS structure, all Crane products are hosted at global Hitit data centers and maintained by internal infrastructure teams, driving down costs for clients and providing unlimited scalability. The on-demand business consultancy services provided by Hitit's experienced domain experts round up a package that offers a solution offering covering the entire business lifecycle.

Hitit currently serves 25 airlines and travel companies with over 65 million yearly passengers across Europe, Africa and Asia; with more getting on board each year. Hitit has been consistently ranked among the top 500 fastest growing technology companies in the entire EMEA region by Deloitte, and is considered one of the top 5 airline IT providers in the world. Hitit holds ISO 27001 and ISO 9001 certificates and is a long-time strategic partner of IATA.

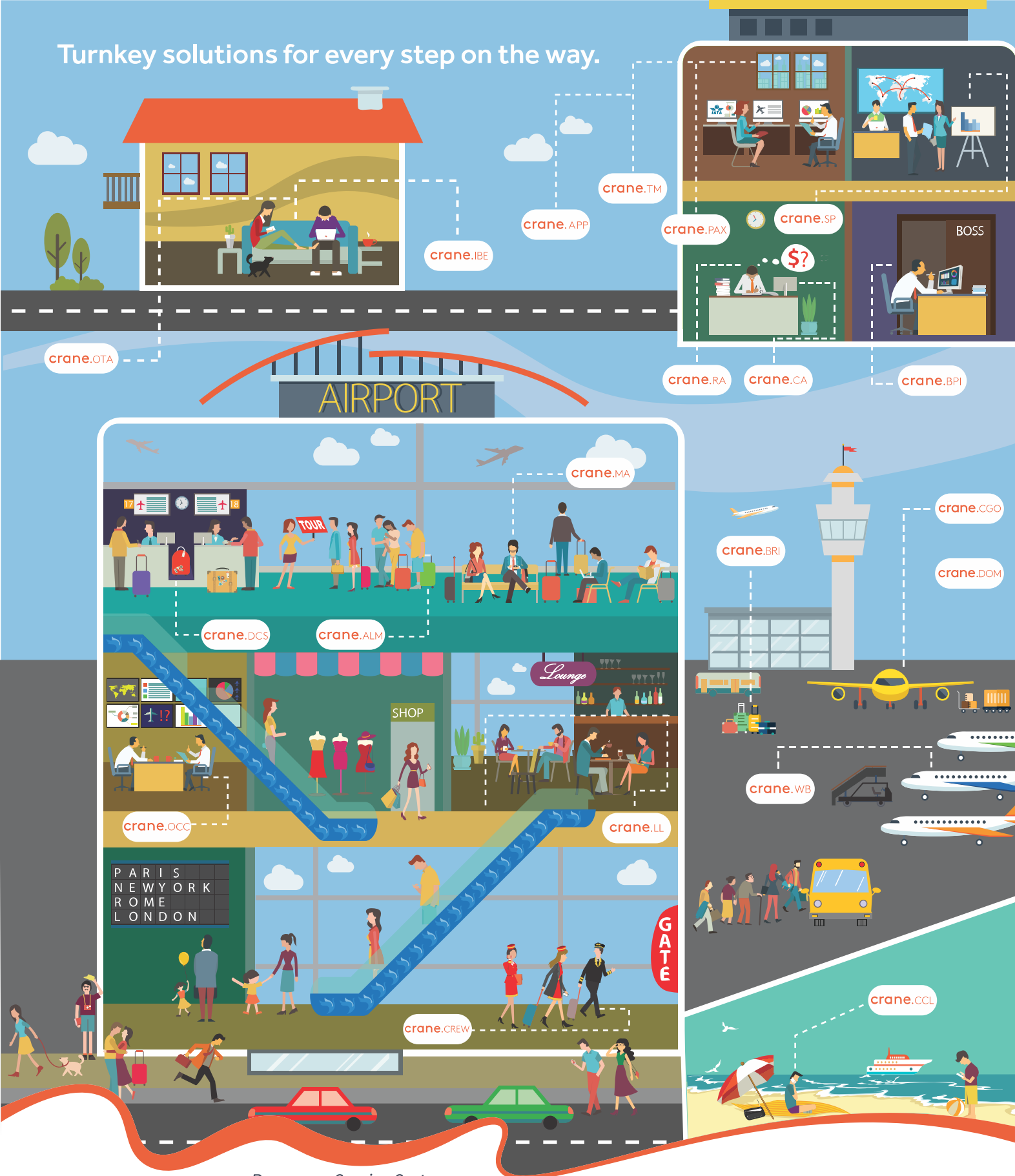## Did you know that Hitit takes its name from the ancient Hittites?

This powerful civilization lived in the territory of modern Turkey and was one of the major middle eastern empires. Among other contributions to the world, Hittites were the first to discover and use iron, significantly improved transportation tools of those time and were one of few civilizations to grant basic human and property rights to every citizen without exception.

crane.

Solutions &
Services

Turnkey solutions for every step on the way.

crane.TM · crane.APP · crane.IBE · crane.OTA · crane.PAX · crane.SP · BOSS · crane.RA · crane.CA · crane.BPI · crane.MA · crane.CGO · crane.BRI · crane.DOM · crane.DCS · crane.ALM · crane.OCC · crane.LL · crane.WB · crane.CREW · crane.CCL

AIRPORT · TOUR · Lounge · SHOP · GATE

PARIS NEW YORK ROME LONDON

crane.

Passenger Service System

crane.PAX	Reservation & Passenger Service
crane.IBE	Internet Booking Engine
crane.MA	Mobile Application
crane.ALM	Allotment Manager
crane.DCS	Departure Control System
crane.WB	Weight & Balance
crane.BRI	Baggage Reconciliation Itinerary
crane.LL	Loyalty Layer
crane.CCL	Customer Care Layer

Operations Planning

crane.SP	Schedule Planning
crane.OCC	Operations Control
crane.CREW	Crew Management

Accounting

crane.RA	Revenue Accounting
crane.CA	Cost Accounting
crane.BPI	Business Performance Index

Merchandising

crane.TM	Travel Merchandising

Travel Solutions

crane.OTA	Online Travel Agency
crane.APP	Agent Portal Plus

Cargo

crane.CGO	Reservation &Cargo Services
crane.DOM	Domestic Cargo Services

Passenger Service System

crane.PAX

Do you require powerful and reliable transition to meet the rapidly changing needs of airline travel and trends toward customer experience personalization? Hitit proposes to be your teammate throughout this transition towards your flourishing future, with Crane Passenger Service System.

This is the new era of air transport. Passenger expectations for personalized travel and purchasing experiences are increasing. The demand for omni-channel sales and distribution capabilities are higher than ever. The industry requires the most unique and dynamic ancillary products. Crane PSS is the turn-key solution to address these challenges, an all-inclusive web-based passenger service system offering a distinctly unique, fully integrated modular platform with reservation, inventory and departure control systems and built-in best-in-class loyalty system capabilities.

Passenger Service Systems are regulated, mission-critical and complex platforms that normally have difficulty embracing change at a rate the industry currently demands. At Hitit we are passionately dedicated to evolve in line with the industry needs and trends. That's why we offer the most flexible solution; Crane PSS with the ability to transform together with the industry, grow together with partners and help them achieve their strategic objectives whether it is to maximize customer experience or boost revenues.

Crane PAX is a modern turnkey passenger service system (PSS) that allows airlines and affiliates to create, design, distribute and deliver advanced passenger services. As a full fledged web-based PSS, it encompasses inventory management, fares, marketing tools, central reservations (CRC), online and mobile reservation and ticketing, agency distribution, check-in and departure control, and call center services. Fully integrated with all major GDSs, Crane PAX provides a rich set of web services and integration options.

Improved Revenue
Crane PAX provides various efficient direct distribution channels, including a private agent network platform and supports distribution to indirect channels. Crane PAX allows airlines to build and develop airline partnerships.
A wide range of supported ancillaries, sellable both stand-alone and in bundles, generate extra profit for the airlines. This increases market reach as well as competitiveness of the airline on the market.

Passenger Oriented
Crane PAX is designed to provide ultimate passenger experience based on behavioral patterns. Specialized services across various passenger touch points increase repeated purchases and loyalty as well as delivering more comfortable service. Passenger satisfaction is maximized with customer recognition, self-service facilities and shorter service times.

Customer Value Consideration
Crane PAX comes fully integrated with the best-in-class loyalty solution -Crane LL and Crane CCL- or can be integrated with any external loyalty or CRM system. Crane PAX contains all the tools to create value for the customer, increase satisfaction, profits and repeat purchases. Putting the customer first, Crane PAX excels in each area from availability checks and waitlist clearance to check-in and boarding.

Fair Pricing Structure
Crane PAX pricing is based on boarded passengers only, reflecting Hitit's understanding of mutual growth. Therefore, there are no hidden costs or additional charges for the use of different access methods or services.

crane.DCS

crane.IBE

Crane DCS is a web based departure control system providing fast and effective check-in. It can be used either as an integral part of Crane PAX or deployed as a standalone solution that is capable of working with any reservations system. The optional, web-based Weight & Balance module complies with AHM 560 standards and provides rich functions for aircraft load distribution.

Crane IBE is a highly customizable, new-generation online booking engine suitable for responsive web and mobile interfaces. Crane IBE has a convenient graphical user interface that allows designing targeted booking processes and offers, providing insight into different market segments. The solution allows multi-channel integration for sales and reservations via the web, mobile, call centers, on-site kiosks or front desks with full backend integration to each customer touch point. Crane IBE also supports connection to Global Distribution Systems and other travel content sources. It is available in more than 10 languages, supports all common currencies and integrates with major secure payment gateways.

Customer Satisfaction
Increased customer satisfaction with customer recognition, over the counter purchasing and self-service facilities.

Increased Revenue
Sales opportunities through each step, including the check-in counters.

Full Integration
Crane DCS is integrated with reservation systems, e-ticket databases, partner airlines, loyalty programs, customs systems, TIMATIC and other common DCS platforms.

Improved Performance
Staff efficiency can be improved with shorter training time and user-friendly, easy-to-use web-based system.

Self-Service Features
Passengers can book and modify flights and receive mobile boarding passes without having to call airline agents or visit airline offices and counters.

Fast Implementation
The solution can be implemented quickly without any infrastructure costs and can be integrated in any hosting system.

Extended Functionality
In addition to its booking features the service allows passengers to manage and edit personal information, reissue bookings, add extra services or cancel services.

Ancillary Products
Crane IBE allows airlines to place and sell ancillary products during the booking cycle or check-in process. It is possible to offer paid and free services as a 'bundle' or separately through the system. It also allows to up-sell ancillaries during the internet check-in process.

crane.ALM

crane.LL

Crane Allotment Manager has been designed to address the operational needs of airlines for distributing their inventory over different scheduled and charter sales channels. Therefore, Crane ALM provides airlines with a set of useful tools to efficiently oversee each step of the inventory management, beginning with the pre-planning of a new schedule season, spanning the entire range of seasonal day-to-day management operations and covering up to the final invoicing and reporting.

Crane PAX Loyalty Layer is an end-to-end frequent flyer solution addressing the most advanced loyalty management needs of airlines. It provides a whole perspective on loyalty management program and establishes the infrastructure for utilizing the customer base with analytics and intelligent campaign management utilities. It's an integrated part of Crane PAX Passenger Service System and the native integration between the two systems enables airlines to manage their frequent flyer programs efficiently. Enriched by a long history of product development from the requirements of major airlines across the globe, it covers the most comprehensive frequent flyer functionality. Crane PAX / Loyalty Layer is one of the leading frequent flyer solutions in the global market.

Complete Inventory Management at a Glance
Single inventory management features of Crane ALM provide airlines with unprecedented control over their most challenging tasks. Real-time, unified views are coupled with easy to use modification tools and automated integrations to allow airline users to plan, distribute and manage their direct channels, sales partners and tour operator inventories at top-level efficiency.

Multi-Channel Flexible Ancillaries
Crane ALM comes pre-equipped with the most commonly used ancillary products and services in the industry, and defining new ones is just a couple of clicks away. Furthermore, the airline can choose to make their ancillaries sellable by tour operators or offer them directly to passengers, thanks to the built-in web functionality of Crane ALM.

Reduced Workloads Across The Board
Ranging from the planning module with schedule and pricing wizards and automated contract generation to the operational management functions including automated data exchange and real-time tour operator crosschecking; Crane ALM is packed with user-friendly features. Coupled with seamless integration with other airline systems, our clients see major savings in both time and costs.

Ready to Use Right From The Start
Compliant with the IATA standards, Crane ALM supports all established data formats in the travel industry and has an immensely configurable data interface. This allows Crane ALM to integrate with hundreds of tour operators and process millions of passengers.

Customer Acquisition
For a loyalty program to attract members, the offered benefits have to be wide range and relevant. The sky is the limit when it comes to the number and combination of rules and benefits that can be defined within the Crane PAX Loyalty Layer.

Increased Customer Intelligence
Crane PAX Loyalty Layer captures and stores each and every transaction made by members whether it's for a flight, partner activity or website log-in. Every information is tracked and logged, providing a wealth of intelligence, ready for further analysis in developing and defining marketing and sales initiatives.

Increased Sales
Crane PAX Loyalty Layer ensures that revenue targets are kept and increased through ancillary revenues and upsell opportunities. Since there's no limit for the number of partners and campaigns the system can manage, Crane PAX Loyalty Layer provides campaign management tools that will make the difference. Miles and points can be sold to program partners as well as members.

Increased Brand Value
Loyalty programs themselves are becoming profit centers today. Like the airlines themselves loyalty managers also have to increase brand value. Crane PAX Loyalty Layer enables airlines to manage their FFP's as profit centers, purchasing extra inventory from the airlines they operate in. Crane PAX Loyalty Layer plays a significant role in maintaining loyalty program brand value by keeping the service levels high.

crane.CCL

crane.MA

Crane PAX / Customer Care Layer is a widely spread, web based customer contact and relationship management center presented as an integrated part of Crane PAX Passenger Service System. Crane PAX / Customer Care Layer combines a rich set of functions and it is easy to use. Its robust and proven architecture enables easy integration with other systems of airlines, partners, and third party service providers. Its CRM capabilities can transform customer relations into a very powerful marketing tool in order to improve services as well as brand value.

The Crane Mobile Application is designed to make travel easier. A robust B2C solution for airlines' end-users makes flight reservations, itinerary management, online check-in, and many more digital tools available with just a few clicks.

Equipped with the latest technology Crane MA is a fast and smart app, allowing airlines to take the customer experience to new heights. A modulus structure of the software and customizable layouts allow airlines to create an application based on their business strategy and reduces time to market. A seamless integration with Crane PSS and other solutions makes a fast delivery of a complex tool possible. Ancillary sales at every touchpoint and personalized offers boost revenue and help to monetize the mobile presence.
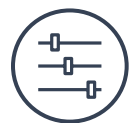
Efficient Business Work Flow
Efficiency is the utmost important challenge in customer affairs. Crane PAX Customer Care Layer allows to create efficient work flows by setting up roles and necessary approvals, escalations and warning mechanisms. Therefore, reducing workloads and creating efficient mechanisms benefits both the airline and the customers.

Brand Image Control
Communication tone and customer relationships are the most important aspects of an airline's brand image. Crane PAX Customer Care Layer uses communication templates and a full view of the customer's profile and behavior to manage the brand image. It helps to ensure a consistent corporate image for the company. Communication can be the decisive factor that makes the airline stand out in a packed competitive landscape.

Customer Affairs Specialization
Specialized users are essential for better and efficient customer service. Crane PAX Customer Care allows association of subjects or service categories with certain users or user groups, that helps airlines to focus on cultivating experts.

Omni-channel Customer Recognition
Crane PAX Customer Care accesses full customer profile with all necessary demographic and transactional information at any touch point. The usage of Crane PAX Customer Care optimizes the communication and provides personalized correspondence for the customer at the right time.

Increased Customer Satisfaction
Passengers will have access to all the functionalities available on the web and even more with just a few clicks. The high speed and intuitive design of the app will guide a user through the most complex multicity flight reservation or management of group itineraries.

Extended Functionality
Crane MA enables airlines to create a smart mobile app by choosing from the wide portfolio of modules and features available on demand. The seamless integration with the Crane solution suite enables you to add unique functionality and decreases the time to market.

Reduced Manpower Through a Powerful Self-Service Channel
With Crane MA travelers can book, modify flights, and check-in without having to call airline agents or visit airline offices and counters.

Increased Brand Value
Created in collaboration with leading design experts, Crane MA follows the latest user experience trends. Highly customizable layouts allow you to deliver your unique brand experience and strengthen your brand value with increased customer satisfaction.

crane.BRI

Crane BRI identifies and tracks the root causes of mishandled baggage, as it is integrated with the BRS system and allows airlines to keep track of the expenses incurred until the baggage is delivered to its owner.

Crane BRI improves operations and increases customer satisfaction by producing reports that monitor both the supplier and personnel performance.

Supplier Performance Monitoring
Crane BRI allows airlines to monitor their baggage handling supplier's performance with in-depth analysis.

Airport Personnel Performance Control
In order to control the baggage handling service performance in each airport, Crane BRI provides information to the airlines.

Cost Reduction
Crane BRI makes a root cause analysis to determine the expenses that airlines must cover due to baggage mishandling and ensures any costs incurred due to suppliers, are invoiced to these companies.

Increased Customer Satisfaction
Baggage handling operations can be constantly monitored and improved by identifying problem areas, resulting in a decrease in mishandled baggage and an increase in customer satisfaction.

crane.WB

A proper weight and balance control is one of the most important factors, ensuring an efficient and safe aircraft operation. The weight and balance system used in aircrafts consists of three equally important elements: weighing the aircraft, maintaining weight and balance records, and the proper loading of the aircraft.

User-friendly interface and easy follow up processes
The Crane Weight & Balance solution is a user-friendly tool for advanced load planning. It has a simple and clear interface allowing users to learn quickly and easily, therefore reducing training and operation times. It offers both integration with Crane DCS and standalone usage for airlines and ground handling companies. Integration with Crane DCS allows users to get actual checked-in passenger and baggage figures easily. The graphical trim envelope allows users to see the actual CG simultaneously. Adjusted takeoff, landing maximum weights and ideal trim line are reflected on the envelope so that users can easily detect the optimum CG for fuel saving. It is easy to trace processes with Flight Status Tracking, which covers the EZFW calculation, LIRF and load sheet process.

Near-Result Calculation of Estimated Zero Fuel Weight (EZFW)
Crane Weight & Balance provides users an EZFW with the booked load of passenger and deadloads, which helps the dispatcher to specify the optimum fuel for cost-savings. The system allows users to make calculations according to the booked passenger figures, some of the booked and checked figures, as well as the total checked figures.

Multiple/Variable Weight Limitations
Crane Weight & Balance allows users to define different maximum weight definitions depending on changing conditions such as inclement weather, runway/airport etc. Due to these conditions, the aircrafts' flight based "Maximum Zero Fuel Weight", "Maximum Take-off Weight" and "Maximum Landing Weight" limits can be reduced by the user. Looking at the definitions, the end-user can easily select the condition name, and the maximum weights of the aircraft are modified easily for the related choice and flight. Not only constant values but also linearly changing dynamic values can be calculated by the system according to the actual weight of the aircraft.

Load Control Interchange Message
Crane Weight & Balance receives and processes the Load Control Interchange Message that provides the third party DCS systems' checked-in passenger figures. If third party DCS providers send an LCI message to the Crane Weight & Balance solution, the message is received, and the passenger figures are processed and easily accepted into the system. Therefore, in addition to being a standalone solution, Crane W&B allows integration with all DCS providers and saves time.

Accounting

processes
**65+
million**
air passengers
each year

used by
airlines across
**Europe, Asia
and Africa**

airlines using
Crane PSS
**grow over
25%**
on average
each year

The airline market requires fast and accurate accounting to keep up with the fierce competition, ever-changing industry, business models and regulations. In order to support smart and strategic business plans, facilitate better decision making and maximization of revenue; instant recognition, collection and consolidation of revenues and costs are essential.

Hitit offers Crane Accounting Solutions to use the strategic advantage of handling revenue projection, revenue analysis, financial accounting, settlements, profitability and contract management with perfect accuracy.

For better risk management and to comply with industry-wide standards and regulations, Crane Accounting Solutions is always on track and rapidly adapts to the changes in the industry. Hitit's expertise in the airline industry and the integration of Crane Accounting Solutions with other Crane solutions provides substantially faster and more reliable data exchange, together with easier adaptation.

crane.RA

Crane RA is an end-to-end passenger revenue accounting system that consolidates and processes all the sales data and calculates financial figures for interline billing, accounting and reporting. It modifies the passenger revenue accounting process using built-in automated workflows. Crane RA collects ticket sales and coupon usage data from a variety of standardized sources and e-ticket systems, consolidates and processes them to calculate financial figures for interline billing, accounting and management reporting.

Real Time Revenue Data
Crane RA offers real time revenue data by loading daily BSP, SAC and Ret files into the system and prorates the transactions automatically.

Reduced Man Power
With user-friendly graphical user interfaces, Crane RA reduces the need for experienced staff, training cost and training time.

Micro & Macro Management
Crane RA offers extensive management since it reports both detailed and summarized information using ticket, coupon, flight, sales and agents data.

Automated Proration Engine
Crane RA is RET 20.3, HOT 20.3, HOT 22.0 compliant and has its own detailed LIFT file format for electronic coupon. With an interface that uses an automated proration engine, interlining and coupon related processes are done within Crane RA with high quality results.

crane.CA

Crane CA is a cost accounting solution providing end-to-end oversight of the operating costs, near real-time profitability calculation, cost and budget management with seamless schedule planning, revenue accounting and crew management systems integration.

Crane CA generates the operating costs with revenue figures collected from revenue accounting systems and retrieves operating costs from actual, contract and allocated prices with near real-time efficiency and industry standard level of accuracy. The Crane CA's powerful data processing and profitability calculation output is provided along with flexible and dynamic tools for cost control, world-class budget planning and accounting.

Improved Revenue
Crane CA's contribution to profit is indisputable; not only preventing invoice overpayment but also providing more efficient cost control operation through use of workforce. Additionally, invaluable financial management reporting support and operations by Crane CA help improve the overall business processes.

Full Grasp of Contracts and Providers
Covering all types of contracts including complex and scenario-based, Crane CA provides detailed analysis of service rate information and manages, controls and renegotiates them. All contracts and rates definitions can also be managed in a single glance.

Accurate Financial Management
By accurately calculating flight-related costs based on actual operational data and supplier contracts at the time of flights, Crane CA generates accruals and posts figures to accounting systems. This helps financial management to revise or update planning, forecasting and budgeting processes on time.

Increased Planning and Forecast Efficiency
Real time cost figure reporting at flight, leg, route or reporting group levels enables detailed profitability analysis, budget planning, forecasting or simulation even in the individual flights.

crane.BPI

Crane Business Performance Index is the most comprehensive and compact information provider throughout the entire airline industry, which is designed based on the needs of both senior and middle management as well as operational teams. Crane BPI collects historical and advance revenue, inventory, and DCS data, on a daily basis and creates comprehensive and detailed comparison tables, year over year.

Crane BPI provides regular information about the airline performance in terms of Revenue, Load Factor, RASK, Yield, POS, Sales Channel, ASK, RPK, Breakeven Load Factor, Average Fare, Capacity, Passenger, Ancillary both for historical and forward-looking periods. Crane BPI can also measure the performance and effectiveness of revenue management and pricing operations. In addition, Crane BPI provides a daily checklist based on pre-defined criteria by users to be processed by the revenue management, inventory and pricing teams for problematic flights.

Detailed Performance Data on a Regular Basis
Crane BPI offers sophisticated historical and forward-looking performance measurement data, by loading daily PAX, BSP and DCS files into the system and prorates the transactions automatically.

Benchmark Capability
Through the integration with 3rd party intelligence systems used by airlines, Crane BPI enables competitor benchmark analyses. It uses the information from the airlines' own subscribed systems, such as shopping data or market intelligence data.

Reduced Man Power
With user-friendly graphical interfaces, Crane BPI reduces the need for experienced staff, and saves time both for users and management through compact and detailed comparison tables, that can be exported to Excel for further analysis. The tool also enables efficient management of the inventory through daily alerts based on user defined criteria.

Micro & Macro Management
Crane BPI offers extensive management since all tables are designed based on the sophisticated needs of the airline managers, of all levels.

Operations Planning

Efficient schedule planning and crew management with reliable real-time management of operation control are key to an airline's success. Crane Operations Planning Solutions are the ultimate solution to address the needs of the airline industry for maximum efficiency and better crew and customer satisfaction.

Crane Operations Planning Solutions are among the most effective solutions in the industry for better flight safety, crew rostering, aircraft utilization and strategic planning. Changing markets and network structures, restrictive regulations and obligations as well as the economic considerations are the main challenges of the airlines. Leveraging the total network revenue and decreasing the crew costs while maximizing their satisfaction is possible with Crane Operations Planning by building a better schedule, a feasible and powerful crew roster by automatic allocation and optimization of aircrafts.

Crane Operations Planning Solutions cover the entire crew and operations management from rostering to both manual and automatic pairing, crew tracking to schedule and capacity planning, and strategic planning to operations control. The seamless integration of the solutions not only maximizes the effectiveness of the applications, but it's also a substantial boost to your revenue.

crane.CREW

crane.SP

Crane CREW is designed to assist airlines in their management of operations by helping them to control and minimize costs related to crew, aircraft, flight support staff, administration, hotel, transport and communications.

Crew Management considers crew's preferences and lifestyle to help maintain the crew members' morale high and ensure that government and contract regulations are met. Using Crane CREW Tracking helps to fast-track the entire crew management process, reduces the work-load and minimizes errors by generating pairings and by automatical or manual planning.

End-to-End Operation
Crane CREW is the ultimate solution for planning and operations, covering from hotel reservations to transfer arrangements and financial reporting.

Fair Duty Assignment
Overall duties are assigned by taking into account a balanced distribution of layovers, allowance opportunities, block hours and number of sectors (for cockpit allowances) among the crew members. Absence deductions are calculated based on preferable criteria such as block hours.

Dead Head Optimization
Optimized pairings contain minimum number of dead-heads, so the number of off-duty crew transfers on a pass ticket are minimized. These freed revenue seats can then be utilized by the airline to decrease costs.

Future Crew Requirement and Resource Planning (Optional)
Multiple schedules, scenarios and scenario based plans can be created. Resources can be planned depending on upcoming fleet or schedule for next season. Any future insight would help an airline to differentiate from competitors. Airlines will be enabled to act proactively if the number of crew is not sufficient for upcoming seasons or expanded fleet.

Crane SP is an advanced schedule management solution that enables airlines to achieve the best possible commercial planning. It has been implemented with many airlines and addresses their most demanding needs. Crane SP enhances schedule management operations with alternative display methods and is compliant with industry standards allowing full integration with airlines and their partners.

Improved Revenue
Crane SP manages connectivity by providing tools that analyze passenger connection rates. Real-Time and Complete Feasibility Check options point out issues and infeasibilities on aircraft availability, rotation discontinuity, station constraints and many other details.

Competitive Power
Airlines can easily compare their schedules with that of the competitors and run what-if scenario analysis. This allows airlines to test, learn and improve their schedules by keeping track of competitors.

User Experience
Color coding and tagging function contributes to Crane SP's enhanced user experience. Users can configure their dashboards on their own. Automatic warning and assistance mechanisms decrease error rates while making the overall process more efficient for users.

Integration
Crane SP has extensive integration capability. Most advanced Crew Planning, Central Reservation and many other solutions can be integrated with Crane SP. This introduces more effective support for all decision makers and other commercial departments.

crane.OCC

Crane OCC is an advanced operations control solution that addresses even the most demanding airline needs. It supports all operations control integration industry standards and provides tailored configuration for different end-users, as well as extensive functionality in maintaining schedules.

User Experience
Color-codes and attribute tags enhance the Crane OCC user experience. Automatic warning system and assistance mechanism decrease the margin of error, providing user-friendly process management.

Integration
Crane OCC offers extensive integration capability. It can be integrated with advanced crew planning, schedule planning and a wide range of other systems. This provides effective assistance to decision makers and operational departments.

Disruption Management
Crane OCC allows to see delays, schedule disruptions and built-in (available with Crane PAX) connecting passenger analysis module. Together with dynamic timing calculations it allows to take necessary precautions easily.

Competitive Power
Crane OCC provides a fully automated system with handling capability of message types such as Movement, LDM and Cargo. This in turn allows smooth operation management for airline operation control departments.

For more than 20 years Hitit is an Airline and IT Solutions provider to all travel industry players who are in need of change.
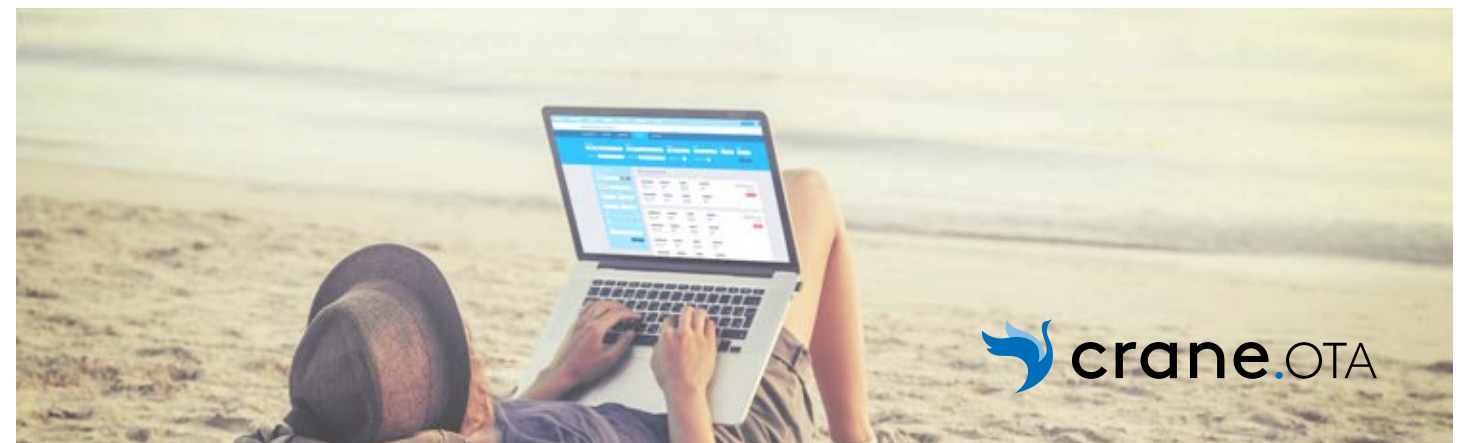
Travel Solutions

Today's online travel marketplace is mega-competitive. We know that price-savvy consumers are trawling the web looking to find the best deals going for air, hotel and dynamic travel packages. The OTAs who stand out are those which offer comprehensive content at competitive prices, all made easily accessible via a professional, feature-packed interface with easy booking options.

Differentiation is key too, particularly if you have specialist product. Perhaps you have offers and promotions you need to manage and update instantly to multiple channels, such as your website, mobile or email campaigns? After all, your business is unique so your travel platform needs to fully reflect this.

Your site will include all the vital features and functionality you need to compete in today's busy online marketplace, and much more besides to maximize your revenue, load factor, customer satisfaction and loyalty.

Crane OTA (Online Travel Agency), provides a turn-key solution not only for Tour Operators and Travel Agencies, but also Chain and Individual Hotels, Rent a Car, Transportation, Activity, Rail and Cruise Companies, as well as Airports, GSM Operators, Credit Card and Loyalty Programs, Insurance, Media Companies and others who are interested in selling all flight and non-flight travel products online either as standalone or dynamically packed, through direct (web, mobile, kiosk, etc.) and in-direct (travel agency network, intermediaries, resellers, etc.) sales channels and in single or multi-source markets.
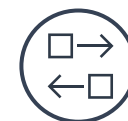
crane.OTA

Crane Online Travel Agency (shortly Crane OTA), the next generation, multi-lingual and multi-currency online travel platform, provides a turn-key solution not only for Online Travel Agencies, but also Tour Operators, Consolidators, Destination Management Companies (DMC), Airline Holiday Companies, Travel Management Companies (TMC) and Corporates, Airports, Call Centers, Retailers, Media as well as GSM Operators, Credit Card and Loyalty Programs, Insurance, Media and others who are interested in selling all flight and non-flight travel products online either as standalone or dynamically packed, through direct (web, mobile, kiosk, etc.) and in-direct (travel agency network, intermediaries, resellers, etc.) sales channels and in single or multi-source markets.

Enlarge Your Business
"Travel" has always been the keyword of magic to provide you additional revenue, increase your customer loyalty as well as the traffic & ranking of your digital channels. Whether you are a travel company or not, Crane OTA offers you the possibility to enlarge your business by hundreds of thousands of ready-to-sell flight, hotel, car, transfer, activity, travel insurance, dynamic packages and much more online.

Automize Your Workflow
While you grow, it usually happens that part of your workflow starts to become manual which slowers your decisions and actions, prevents you to instantly see what's going on in your company and decreases the customer satisfaction. You can't believe but in spite of thousands of products and services, we have managed to increase the automatization ratio of Crane OTA at a level over 90%! Just try and see how it works.

Increase Loyalty of Your Customers
Customers who book a flight ticket book also hotel, transfer, attraction and other travel products from different suppliers or intermediaries. Whatever you do to keep your customers loyal, at the end, by controlling only part of the travel life of your customers, do you believe you still can be able to create a real and long-term loyalty? To increase the number of loyalty members and stronger their loyalty, Crane OTA provides you the necessary products to control the whole travel cycle of your customers.

Maximize Your Revenue
Crane OTA offers you the opportunity to enrich your product portfolio with dozens of already integrated travel vendors. You are free to sell the whole product range either standalone and/or dynamically packed. Besides the ready-to-sell products and services, it provides also the right analytics and mark-up tools to let you give the right decisions and apply your action plans on time.

crane.APP

Crane APP (Agent Portal Plus) is the new Crane ticketing hub for airlines to boost their indirect sales through IATA BSP Agents.

Thanks to the Reporting System Identifier Code (RPSI) HITI, Crane APP is certified by IATA as Ticketing Service Provider and allows secure settlement through BSP. Airlines can combine different functionalities of Crane PSS (Passenger Service System) designed for direct sales to push their indirect sales channels, for instance, airline-specific ancillaries.

Full&Real Time Control
Crane APP provides control and flexibility to manage:
Agents: enables airlines to activate/deactivate an agent immediately.

Payment Types
allows airlines to close cash payment for agents identified as 'risky'.

Virtual Credit Limits
gives airlines full control of sales and risk management.

Fare Filing
Single Fare Filing and Single Fare Source for both direct and indirect sales; enables airlines to reduce operational costs.

Settlement
Secure settlement through IATA BSP; enabling airlines to Reduce agency settlement costs.

Advanced Reporting&Analyse
Crane APP offers on-time detailed sales report option which provides detailed analyses and instantly actual Revenue Reporting.

Merchandising

Airlines are continuing to gain more control of ticket distribution with the proportion of tickets sold via directly controlled channels increasing. They are on track to directly control most of ticket sales in the next few years, if the present progress is maintained.

Currently, ancillary services are primarily sold through airlines' own distribution channels. This will remain the main channel enabling expansion of ancillary revenues for a long time.

Two trends are obvious:

Airlines already engaged in ancillary revenue activities are bringing more products to market. This occurs through the introduction of new a la carte features, commission based travel content and the inclusion of distribution methods beyond the carrier's website.

Many of these airlines are becoming savvy retailers. Branding has been emphasized, pricing is more sophisticated, and an increasing number of features are presented during the booking process.

The Web has provided airlines an enhanced degree of direct customer interaction, but to truly meet traveler requirements, they need to expand their offerings to become full-fledged online travel retailers.

"It is no longer a question of who sells the flight ticket, but rather who owns the customer."

Crane TM (Airline Travel Marketplace), the next generation, multi-lingual and multi-currency travel marketplace platform enables airlines; set-up a travel marketplace for its Tour Operator and OTA partners to create and sell leisure and business travel packages combined with airlines' competitive flights.

crane.TM

Crane TM, the next generation, multi-lingual and multi-currency travel merchandising platform enables airlines; set-up a travel marketplace to sell thousands of standalone hotel, car rental, transfer, attraction, travel insurance and dynamic flight + hotel packages bundled with their own flights.

Increase Load Factor
Increase your flight load factor and maximize travel merchandising revenue by bundling your dynamic flights with hotels and create "best price guaranteed" package prices. This won't solve your low season load factor problems only but increase your overall revenue also for mid and high seasons.

No Investment No Running Costs
No need to establish a travel company, get license for each source market and go under high running costs to take your share from the leisure and business travel market. Let Hitit do it for you providing all necessary fulfillment services.

Maximize Revenue and Loyalty
An excellent opportunity to sell excess seats by the rates you wish and take full control of the travel life cycle of your end consumers to increase loyalty and branding. Crane TM helps maximizing your revenue during high seasons as well.

Cargo

Is the Air Cargo Industry ready for a transformation? The rules are changing; technological advancements allow the industry to move towards a customer-centric model. Logistics companies are facing an era of unprecedented breakthroughs as digitalization becomes inevitable. Air cargo players are no longer satisfied with the current conditions, as their needs and expectations have changed. Clients expect a faster, more flexible and transparent service for their goods. Rapidly evolving industries have forced the air cargo business to become more agile and provide innovative solutions and services. With Crane Cargo solutions, Hitit can be an invisible partner and guide companies through this transition.

The cargo business model and business cycle are very different and distinct from the passenger model, even though they often use the same aircraft. Transporting cargo by air is information intensive. A lot of data is exchanged between many members of a complex supply chain, however the industry still relies heavily on paper to transfer that information. Smart IT solutions are the key nowadays to ensuring the efficiency of logistic chains and data quality. Hitit's Crane Cargo solutions are built to address the challenges of the modern Cargo industry. A turn-key web-based solution offers a distinctly unique, fully integrated modular platform with complete end-to-end control over commercial, operational and revenue accounting capabilities.

Crane Cargo solutions are highly interoperable, secure, scalable and user-friendly. The modular design of the system makes it possible to start with core modules and add as needed. Hitit's Cargo Management Systems covers all aspects of air cargo transportation from acceptance to final delivery across the air logistics community.

Crane Cargo has the ability to transform with the industry, growing together with its partners and enabling the air logistics community to achieve their strategic objectives whether it is to maximize customer experience, boost revenues or improve operational efficiency.

crane.CGO

crane.DOM

Crane CGO (Reservation & Cargo Services) provides the most comprehensive and complete solution for your air cargo operation. Crane CGO is built on a cutting-edge technology platform and based on a modular architecture that covers all aspects of air cargo transportation from acceptance to final delivery across the air logistics community. Crane CGO enables the partners (airlines, ground handlers, GSAs, forwarders, warehouse operators) to have end-to-end control over commercial, operational, revenue accounting and management reporting processes. It is available as a Software-as-a-Service (SaaS) model with an application hosted by Hitit.

Crane DOM (Domestic Cargo Services) is a modern turn-key Cargo Service System, that allows airlines and cargo handling companies to cover all aspects of domestic cargo operations. The cutting-edge technology platform is based on a modular architecture, and provides Airwaybill creation and issuance, barcode labelling and processing, flight assignment, premanifest and cargo manifestation, split shipment, offload shipment, cargo arrival check-in, arrival notification and delivery, cargo tracking and management reporting. Crane DOM is available as Software-as-a-Service (SaaS) model with an application hosted by Hitit.

Enhanced Capacity Management
Real-time visibility of cargo capacity on flights enables control and management for optimizing loads.

Industry Focused
It is fully compliant with industry standards and initiatives such as IATA e-Freight, e-AWB, iCargo CDMP, Cargo2000 and parallel with IATA StB Cargo initiatives, satisfying the need to make air cargo easier, smarter and faster.

Improved Performance
Staff efficiency can be improved with shorter training time and a user-friendly web-based system.

Increased Efficiency
The solution promotes the efficient use of resources in cargo handling and document processing.

Increased Efficiency
The system promotes the efficient use of resources in cargo handling and in document processing. It supports bar code assistance in cargo and discrepancy handling, to simplify lost cargo tracking.

End-to-End Operation
Crane DOM is the complete solution for domestic cargo, covering acceptance from shipper to delivery to consignee flow, by fulfilling all functional business requirements.

Improved Revenue
The system monitors the utilized cargo capacity on any route and controls the unused cargo capacity of the flight, to enhance cargo revenue.

Improved Performance
Staff efficiency can be improved with shorter training time and a user-friendly web-based system.

Flexible hosting
services

150 days
implemantation
guarantee

Service oriented
architecture

Hosting

Wholesale investments in infrastructure and heavy maintenance costs are no longer required with Hitit solutions. Similarly, full dependency on expensive distribution and complex pricing structures is no longer the unavoidable fate.

All Hitit solutions are provided as 'software as a service' with simple pricing models hosted on Hitit's own ISO 27001 and 9001 certified, high-tech, maximum security hosting facilities in collaboration with one of the world's most sophisticated data center providers with ISO 27001, SSAE 16 and PCI DSS certifications.

Hitit application services minimize project initiation costs and provide our customers the means to manage their business independent of underlying technology constraints while utilizing the most advanced solutions. This also ensures the best service for our customers by accelerating problem solving and minimizing issues that may arise from coordination with third parties.

Benefits

- Multilevel security zone protection for customer data, SSL secure connectivity
- All major GDS integrations
- Simple pricing structure
- Daily back-ups and 24/7 operation and monitoring
- Hosted application services at true carrier neutral tier III data center in İstanbul
- Performing health checks and performance tuning
- Infrastructure that covers application server park, all application data, required web servers and operating systems, underlying database management systems, firewalls, FTP facilities
- Infrastructure investment is not required
- 99,8% service level agreement
- Full disaster recovery within 30 minutes, with facilities enabled in Cloud
- On-site recovery with redundant structure and multiple outgoing internet connections

Consultancy

Powered by a strong team of airline experts, each with many years of hands-on experience in travel and IT operations management, Hitit offers consultancy services to support clients when needed and to improve critical business processes with the best industry practices. Hitit brings in industry experience from a wide range of fields, from legacy airlines to start-up operations, from traditional methods to the most innovative business models.

Hitit provides a wide range of business development solutions. Experts in the airline and travel operations, Hitit team excels in providing the most dynamic solutions and the best customer care whether the company is in the earliest or the most demanding stage of their business operations, has ever changing needs in the growth period that requires scalability, or is a cutting edge market leader.

Through sharing best practices, providing mentoring, training and support, Hitit will help your business reach full potential in the areas of DCS, accounting, ticketing, loyalty and customer care, interline and code sharing, distribution and sales channels and many more.

| Strong team | Years of hands-on experience | Diverse backgrounds | Personalized approach |

Customers

Your Team

On 5 continents,
more than 50 clients with over 65 million
passenger rely on our products.

Customers   Hosting Services

Nur GOKMAN | General Manager

Nur Gokman is the co-founder and CEO of Hitit. Prior to founding Hitit, Nur managed the Turkish Airlines IT and Product Development Departments for many years. Nur has a BSc. in Mathematics & Physics from İstanbul University.

Sezer TUG OZMUTLU | Chief Financial Officer

Sezer Tug Ozmutlu started her career in 1992 at Pegasus Airlines as Assistant Revenue Control Manager. In 2007, she was appointed as the Manager of Revenue Control and became the Director of Revenue Control in 2012. On 1st June 2015 she was appointed the CFO of Hitit Computer Systems. With over 22 years of experience in the airline business, she is very much involved in preventing revenue losses through effective operational processes and innovative initiatives in close coordination with the commercial and operational divisions. Sezer has a BA in Economics and an MA in International Relations from İstanbul University. She holds a CPA License, a Financial Internal Audit Certificate and various other qualifications in auditing, accounting and finance along with the IATA Diploma in Passenger Revenue Accounting and Control.

Kaan Mustafa GORGUN | Chief Strategies Officer

Starting his career back in 1988 in the travel industry, Mustafa took critical roles in several Tourism Groups and Holdings; operating, re-organizing, establishing, acquiring and managing national and international DMCs, Tour Operators, OTAs, Hotel Chains and Airlines for more than 20 years. He has great knowledge and experience in travel & transport technology, distribution, CRM & loyalty, ancillary revenue and merchandising. Mustafa joined Hitit in 2011 and currently works as the Chief Strategies Officer (CSO).

Aysu DEMIRTEL | Head of Infrastructure & Operations

Aysu Demirtel has over 30 years of experience in IT technologies, infrastructure, networking, security and operations in the airline industry. Aysu has worked in various sections of the Turkish Airlines IT department, prior to her role as VP of Information Technology at Turkish Airlines. She has been appointed Head of Infrastructure & Operations at Hitit in 2010.

Aysu holds a BA in Electrical Engineering and an MA in Information Technology from Istanbul Technical University and an MBA from Fatih University in İstanbul.

Atilla LISE | Head of Air Cargo & Logistic Solutions

Graduated from Boğaziçi University, Istanbul in 1987 as a Computer Engineer, Atilla Lise began his career in Turkish Airlines and worked as an IT Manager until 2000. Then, he continued his path in Turkish Airlines as head of Turkish Airlines Cargo and was responsible for all Turkish Airlines Cargo operations including marketing, sales, network management, capacity planning, cargo pricing, revenue management and cargo fleet development before getting promoted to Senior Vice President. With his 30+ years of experience in airline management, IT technologies, air cargo & logistics industry, Mr. Lise started working at Hitit as the Head of Air Cargo & Logistics Solutions in October 2018. In addition to holding an MBA, he also holds PPL (Private Pilot License) Certification.

Nevra ONURSAL KARAAGAC | Head of Sales and Marketing

Nevra joined Hitit in 2006 as a creative director and worked as a brand manager and marketing director in years. Prior to Hitit, Nevra worked at Leo Burnett Istanbul, Wunderman NYC, and Creative Group Pittsburgh. She has a bachelors degree from Carnegie Mellon University in Communication Design and masters in Interaction Design from Domus Academy in Milan.
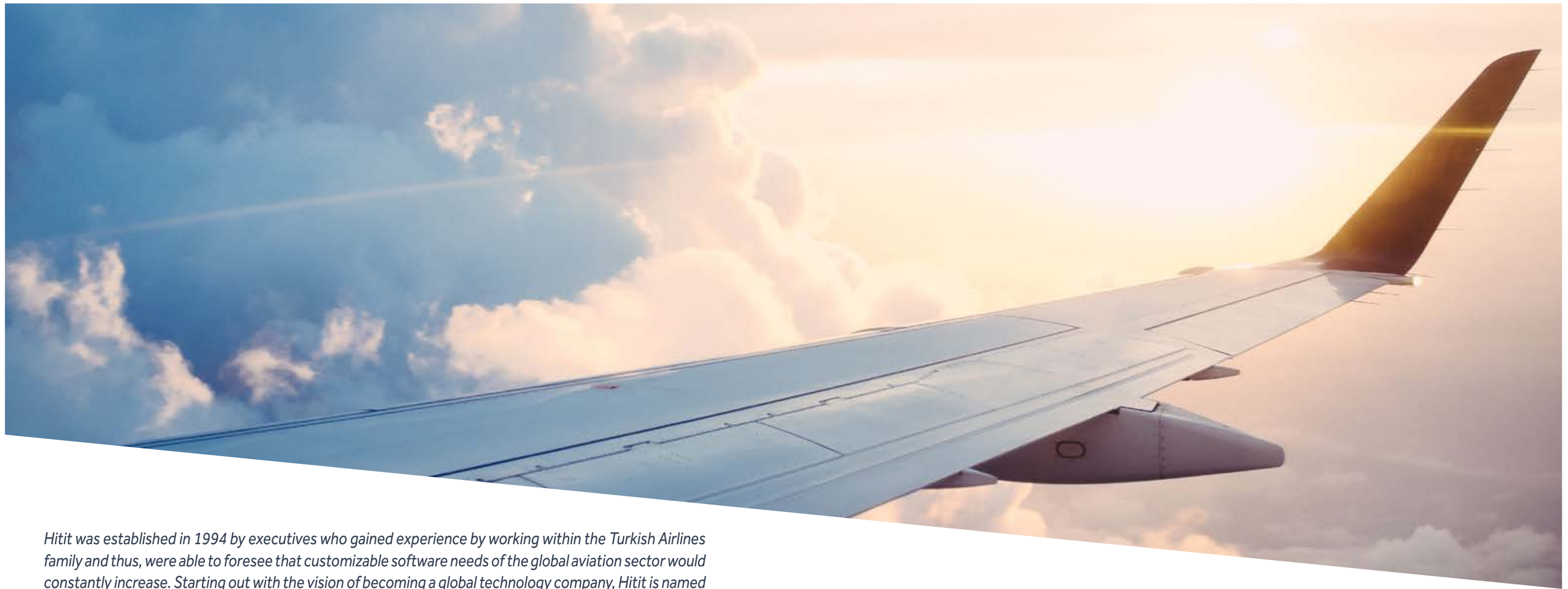

Ozgur CUHADAR | Head of Technology

Ozgur Cuhadar has played a key role in the development of Crane PAX solution and Crane PSS System. He has been leading and directing the strategies as a Development Director at Hitit for many years. He also played managerial roles in developing Airline support systems such as Revenue & Cost Accounting, Schedule Planning, Operations Control, Crew Management. Now Ozgur serves Hitit as the Head of Technology

Semra KANDEMIR | Head of Product Strategy

Semra Kandemir has graduated from Middle East Technical University, located in Ankara, Turkey as an Electronics Engineer in 1992. She has been working for Turkish Airlines between 1992 and 2009 in several positions as System Engineer, Project Manager and System Support Manager. In 2009, she joined the construction team of the Sabiha Gokcen Airport in Istanbul and contributed to the record-breaking construction period as CIO of the operating company. She took part in all of the operational IT systems installation and financial systems integration. She continued to work in Sabiha Gokcen until 2012 and joined Hitit Computer Services in 2013 as IT Director.

Figen DONDER | Head of Human Resources

Figen Dönder joined Hitit Team at the beginning of 2017 with 20 years of experience in HR. Figen got both BS and MS degree from Marmara University. She graduated from Faculty of Education, Department of English Language Teaching in 1992 and she had Human Resources Management and Development master's degree in 2000. She took major responsibilities in implementation of all corporate HR Functions, as Specialist, Manager, VP and Consultant through the years in different sectors: chemical, automotive, steel, technology and finance/insurance. In 2014, she got the Coaching Certificate.

Hitit was established in 1994 by executives who gained experience by working within the Turkish Airlines family and thus, were able to foresee that customizable software needs of the global aviation sector would constantly increase. Starting out with the vision of becoming a global technology company, Hitit is named after the ancient Hittite civilization of Anatolia.

Hitit has been offering technical consultancy services to airline companies in various countries since 1995, adopting the goal to create and export solutions to the whole world. In the following years, the company made numerous initiatives to this end and established a wide range of contacts across the world - from the USA to Vietnam. Ms. Nur Gokman, General Manager of Hitit, reminds us how extraordinary it was in those days to see two Turkish women competing in the international technology arena: "We were in Ethiopia with Ms. Dilek Ovacık in 1998 for a tender. The managers of a Turkish construction company saw us at the lobby and could not believe that we were there on business also. In fact, our initiative attracted so much attention, the Turkish Ambassador at the time got curious and invited us to dinner at his house!"

While pursuing opportunities abroad, Hitit also put great effort to provide software services for Turkish Airlines, a leading value for Turkey, and embarked on a fight against the issue of dependency on foreign resources, that are still dominant on the technology markets. After the 2000 agreement, Crane FF, a loyalty management system developed using innovative Hitit technologies, became operational at Turkish Airlines.

Nur Gokman recalls how challenging it was to change the perception of being a "Turkish technology company" in the international arena despite great success of reference projects and shares a memory: "In 2003, we were having meetings with Iceland Airlines executives that we were familiar with from our days at Turkish Airlines and our consultancy services later on. They had really liked our Crane FF product but they couldn't believe that such software could come out of Turkey. I still remember a senior manager saying: 'I would understand if this was some software from Ireland or India, but how can it be possible for a Turkish company to produce software of this scale?'"

However, Hitit managed to eliminate prejudice with products as well as support and consultancy services and signed the first international sales agreement the same year with Iceland Airlines. The company had the chance to make a name for itself as a result of the great success the airline had with the loyalty program in the following years. The company then started working with 14 airlines from around the world in just two years.

Crane FF software, fully designed and developed by Hitit engineers, became the most widely used loyalty management solution in the aviation world in 2012 preferred by 40 airlines, including industry giants such as Etihad and Thai Airlines, together with Turkish Airlines. This success also merits attention as a great example of a Turkish technology company becoming a world leader.

In parallel with this progress in loyalty management services, in 2003 Hitit began developing a new software package that meets all operational and sales requirements of an airline. Core reservation system Crane PAX was first utilized by Pegasus Airlines that had just started making scheduled flights in 2005. This software has gained great importance particularly for the Turkish transportation and travel industries by enabling airlines companies to manage their agency networks online and providing a competitive alternative for the monopolist systems developed abroad.

Constantly improving with additional products such as internet and mobile sales channels, accounting solutions and fleet and team planning systems in the following years, the software package is used more than twenty airlines and ground handling companies globally today, and serves 65 million passengers each year.

Acknowledged as one of the rapidly growing technology companies in Europe, Middle East and Africa (EMEA) regions by independent audit companies, along with its liaison office opened in Karachi in 2019, Hitit has been operating from its headquarter at ITU Teknokent since 2012 with a workforce of more than two hundred Turkish engineers.

The company has been successfully competing with companies that have thousands of employees and support from multi-national consortiums. Nur Gokman explains how they achieved consistent growth despite the harsh competition: "The foundation of our success lies in our unshakeable belief in the potential of our country and its people. Today, we carry the ambition that has turned Turkey into a leading player in aviation industry and are fighting fearlessly against all the challenges in the international market. If we had not adopted this spirit all across Hitit, we wouldn't be able to be here today even if we had a team of two thousand employees."

Hitit IATA | Strategic Partner

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