

## Reference interview with Ms. Catarina Rockstrand – Swedish Orient Line (SOL)

Hogia Ferry Systems expands its BOOKIT reservation system's customer base by adding Swedish Orient Line, SOL. On September 1<sup>st</sup> 2012, SOL took over the freight route between Hangoe, Finland and Rostock, Germany, from Scandlines. From the start, SOL chose to use BOOKIT, which means Hogia Ferry Systems now has its first customer in the sea freight-only business. The BOOKIT system was implemented very quickly. Only three weeks after signing the contract, SOL was up and running.

Catarina Rockstrand, Executive Vice President at SOL, contacted Hogia and remained the driving force on behalf of SOL, in order to complete the project.

"I called Hogia and asked if they could deliver and manage to implement BOOKIT in only three weeks. "Absolutely" Hogia replied and stood by their word. One week after our initial contact the contract was signed", says Catarina.

"BOOKIT is a complete system and it has such great features. The invoicing is automated and the open interfaces allow our customers to connect their systems directly to BOOKIT. This is really important gives us new opportunities. There was never an option to stay with what we had in the past. It was a smaller and less flexible system. We had to hire one person simply to handle the invoicing. We wanted Hogia!" says Catarina Rockstrand.

After signing the contract, a very intense collaboration began between SOL and Hogia.

"We needed a partner that would be completely devoted to us, otherwise it would have been impossible to get everything in place in such short notice. We also needed help transferring all the customer data, price lists and contracts into the new system. Hogia helped us on site in Hangoe and Rostock as well as at our office in Gothenburg. Everybody worked towards a common goal and was incredibly focused. I've never experienced anything like it", Catarina Rockstrand says.

On the same day as the new line between Hangoe and Rostock started operating, BOOKIT was up and running, all according to plan.

"Everything worked perfectly from day one and we were incredibly impressed! We would never have had made it if it wasn't for Hogia being there for us at all times", Catarina Rockstrand explains.

"We were working with some fantastic people at Hogia. They were incredible! When we asked them for help we never felt too demanding. Instead, we have felt very welcomed", she continues.

After a few months as a BOOKIT user, Catarina Rockstrand is still as pleased as she was on day one. SOL has integrated BOOKIT with one of their largest customers' system as well as with one port. "It has worked out tremendously well", she says.

SOL has also received positive feedback from its agents among the ports. They are daily BOOKIT users who feel that the system is very user friendly and logical to navigate through. Catarina Rockstrand has not noticed any limitations with the BOOKIT systems so far.

SOL has also chosen to let Hogia host the system by using a Hogia Cloud solution. By doing so, it has been necessary for SOL to make some changes to their work routines, since they will not have immediate access to

their live database. On the other hand, Catarina Rockstrand says, the system will always be updated, and they will not have to worry about high costs of servers and server maintenance.

In recent years, SOL has gone through a substantial expansion within several business areas and there is a big focus on profitability over the coming years. During this spring, SOL is planning on using BOOKIT for yet another RoRo route in order to save time as well as money.

“By using BOOKIT, the savings on administration costs alone will be substantial on this new route. Today, we spend so much of our resources on invoicing but by using BOOKIT that is no longer necessary. With this new solution, it will be possible for SOL’s customers, ports and customs authorities to interface their systems directly to BOOKIT”, Catarina explains.

“We know our business can grow with BOOKIT. We have received a lot of useful feedback from Hogia’s support service, which reiterates this feeling. BOOKIT has plenty of features, such as automatic check-in, which we are planning to start using soon”, says Catarina.

Catarina strongly recommends Hogia and BOOKIT.

“It is user friendly and easy to work with. In addition, Hogia’s splendid Customer support is an important factor”, she says.

### *SOL facts:*

Turnover: 800 million SEK per year  
Head office: in Gothenburg, Sweden  
Founded: 1911  
Employees: 40

