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**CRANE  
AIRLINE TRAVEL  
MERCHANTISING**


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*Airlines are bringing more products to market. This occurs through the introduction of new a la carte features and commission based travel content. It is no longer a question of who issues the airline ticket, but rather who owns the customer.*

## Overview

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



sell excess  
capacity without  
disrupting  
market relations

# Benefits for Airlines



## **Increased 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.



# Benefits for Travelers



## **Reliable One-Stop-Shop**

Industrial research reports say that airlines stand as the most reliable company for end consumers. Airline's Travel Merchandising provides a one-stop-shop for any traveler who wish to book a secure and reliable leisure or business travel package.




## **Hyper-Marketplace with Best Price Guarantee**

As per the number of destinations the airline flies to and the number of Travel Suppliers, the Airline's Travel Merchandising will provide thousands of leisure and business travel packages, offering the most competitive online package prices available in the market.



## **Earn-Burn Points & Miles**

As long as being a loyalty member (if airline applies a loyalty program) of the airline, the traveler will take benefit from earning and burning points and miles while booking leisure and business travel packages through the Airline's Travel Merchandising.



thousands of  
travel packages  
with **best price  
guarantee**

# Key Features

Crane TM offers a variety of features depending on your business model and infrastructure. Among the features of Crane TM are:

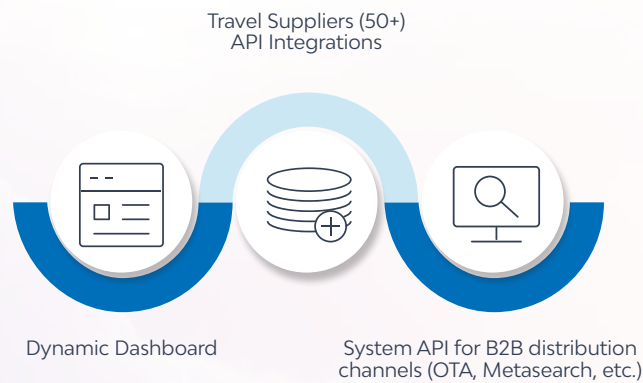
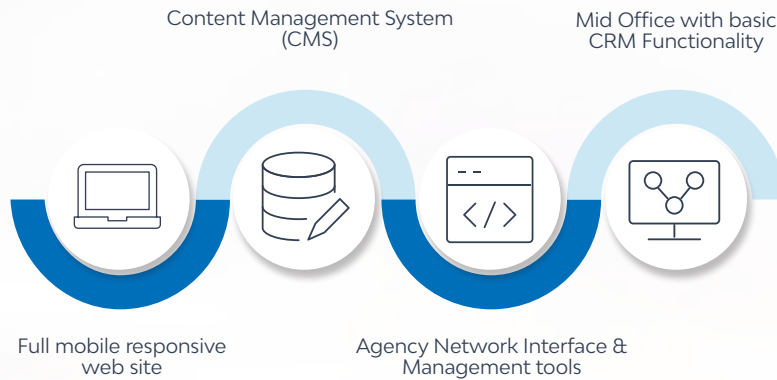
- Launch your travel marketplace by 50+ travel suppliers already integrated.
- Sell non-flight travel products and dynamic packages through all your B2B and B2C channels.
- Stopsell, freeze, release and filter all travel packages in your travel marketplace according to season, destination, price and other parameters through a rules engine.
- Follow and manage all actions that happen within your internet booking engine through a dynamic dashboard.
- Audit sales with dynamic reporting tools and collect your commission revenue with confidence.
- Multi-market, multi-currency and multi-lingual user interfaces.
- Full mobile responsive design.
- An A to Z, turnkey solution including both the latest technology and necessary fulfillment services.



**seamless  
integration**  
with other  
Crane  
solutions



# Components



## Optional Complementary Solutions

 crane.ALM  crane.OTA

 crane.LL

Turnkey solutions for every step on the way.



**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.LL** Loyalty Layer
- crane.CCL** Customer Care Layer
- crane.CM** Communication Manager

**Merchandising**

- crane.TM** Travel Merchandising

**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

**Travel Solutions**

- crane.OTA** Online Travel Agency

 crane.

*Better. Together.*







Crane is a brand of Hitit.

The consistent increase in Hitit's customer base and geographic reach, as well as continuous follow up business with existing clients are strong indicators that Hitit has achieved high level of customer satisfaction with its offerings, combining an agile approach to their needs with a team that works closely with them as partners on their business.



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