



CRANE  
INTERNET  
BOOKING  
ENGINE

*Internet is the fastest growing sales channel in the airline industry. Customer expectations and demands of the market, challenge airlines to adapt and personalize experience and offers like never before. This necessitates a solution capable of bringing rapid growth and improved customer service.*

## Overview

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.

enables  
stand-alone  
and bundled  
**ancillary  
sales**

# Benefits



## **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.

**behavioral  
targeting and  
personalized  
offers**

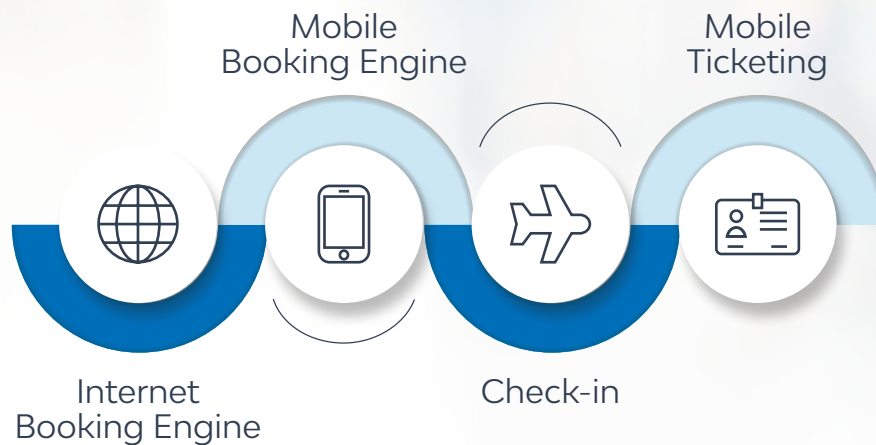
# Key Features

Crane IBE offers a variety of features depending on your needs and infrastructure. Among the features of Crane IBE are:

- Internet / mobile bookings
- Internet / mobile check-in
- Reservation management
- Flexible ancillary service design
- Flexible booking, viewing and processing
- Multilingual support
- Wide range of payment alternatives
- Dynamic currency conversion
- Mobile tickets
- Sales support before and during check-in

**award  
winning  
solution**

# Components





Turnkey solutions for every step on the way.



**Passenger Service System**

- crane.PAX** Reservation & Passenger Service
- crane.IBE** Internet Booking Engine
- crane.ALM** Allotment Manager
- crane.DCS** Departure Control System
- crane.WB** Weight & Balance
- crane.LL** Loyalty Layer
- crane.CCL** Customer Care Layer
- crane.CM** Communication Manager

**Merchandising**

- crane.TM** Airline 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



*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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