

# Baltic Transport bimonthly-daily companion Journal

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Just one question

**Barriers to the rail freight movement**

How they do it in Duisburg

**The name of the day is intermodality**

Our special report

**Baltic Ship Suppliers**



BALTIC PORTS ORGANIZATION

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New Internet reservation system for ferries

# E-Dea for Color Line



**E-Dea S.p.A., an Italian provider for cutting-edge solutions and technologies for the transportation market, has signed an agreement for implementing an ISPS compliant integrated booking and check-in system with the leading Norwegian ferry-cruise company Color Line AS. The system will help the operator in its fleet restructuring to SuperSpeed vessels.**

**T**he agreement is part of a wider internal project established by Color Line in strategic partnership with E-Dea, OpenJaw Technologies and EDB, which will implement a new booking and check-in platform, and a new Internet website capable of supporting the development of business strategies for years to come. Color Line's IT project will have a total expenditure of approximately NOK 150 million and will become operative in 2009.

## The short-sea and ferry market scenario

The growing maritime transport demand and revenue optimization needs are placing significant pressure on short-sea-shipping and ferry companies. Strengthening measures for safety, security (ISPS) and the environment add important constraints on port boarding and check-in operations. In this scenario, which is also a key-stone for Color Line's project, the goal is to enhance automation, security and efficiency during all maritime life-cycle operations.

With its 4.3m carried passengers last year, 3,500 employees, ten served ports between Norway, Germany, Denmark and Sweden,

Color line AS is the biggest Norwegian ferry-cruise company, now in the process of a future-oriented investment in new ships on a level of NOK 7.5 billion. Just in the first half of 2008, the new SuperSpeed ferries have been put into operation from Kristiansand and Larvik to Hirtshals, respectively, which has doubled the passenger capacity between Norway and Denmark. There are no passenger cabins onboard these ships. Further renewal of the Color Line fleet will involve the discontinuation of 4,500 beds onboard all the ships of the ferry operator. "With the new SuperSpeed ferries without cabins and the new Internet platform, we are convinced that Color Line will contribute significantly to growth in the Norwegian tourist industry in the years ahead," says Helge Otto Mathisen, Executive Vice President of communication and public affairs at Color Line.

The new platform will provide travellers with the opportunity of reserving accommodation and shore-based activities in conjunction with their Color Line ticket. E-Dea is responsible for providing the application "core" of the whole project by implementing a customized system according to Color Line requirements and based on the technologies used for its proprietary eBooking® and eBoarding® products. "We are proud of being

a part of such an important project, which is critical to business of such an important European ship-owner like Color Line," comments Nicola Cammarota, CEO of E-Dea.

From a technology standpoint, the E-Dea eBooking solution represents an innovative application based on Java EE (EJB 3.0) technology supported by a SOA (Service Oriented Architecture) for supporting communication and integration through SOAP-XML with several external systems. The web interface, developed on AJAX technology, contributes to make the solution the most technologically advanced integrated booking and check-in system that the market currently offers for the maritime transportation sector.

## One platform, many solutions

eBooking® and eBoarding® are parts of the E-Dea's IMOS® (Integrated Maritime Operating System) Platform for delivering innovative solutions for ferry, cruise and ro-ro operators as well as for port authorities, cargo and terminal management companies. IMOS® kernel shares a common integration layer across all deployed solutions, providing the foundation for a single point of integration to external legacy and packaged applications without code duplications and adapters development. In addition to NMEA, XML, SOAP and TTI standard formats, the IMOS® platform offers its own IMOS-XML standard messages that provide advanced communication capabilities of all data produced or collected by IMOS® platform modules to all partners involved in the maritime industry supply chain. The IMOS-XML messages, based on XML and SOAP technology, comprise data of the core processes of all maritime operations like, among the others, scheduling, booking, check-in, security and invoicing.

Customer management, booking and financial processes, boarding and check-in operations, on-board services handling, data navigation tracking, up to systems for speeding-up disembarkation and terminal management operations, all this can now be managed with just one integrated platform.

After successful years on the Italian market, the company has the objective of becoming the European leader in implementation of technologies supporting management and security of cargo and passengers in maritime transportation. ■

Peter Troy