

Sun, Sea, Sand and... SOFTWARE?

Better renowned for the turquoise waters of its Mediterranean tourist resorts and its sumptuous cuisine, Turkey is home to one of the brightest and fastest growing airline software companies in Europe.

Emanating from the city “where East meets West”, Istanbul based airline software developer Hitit CS, is becoming established as one of the world's leading developers of advanced aviation software with **Crane Airline Solutions**.

Catering for all key areas of airline operations, Hitit Computer Services prides itself on providing flexible and robust systems while adhering to industry standards. “Prior to the launch of our flagship Crane FF, we [the four Hitit partners] had laid down the blueprint for our vision of how airline management programs should look and feel. We had worked with legacy systems for many years and used that experience to develop Crane Airline Solutions”, says Nur Gokman, CEO and co-founder of Hitit.

For those outside of the loyalty circle, Crane FF is the number one loyalty platform for airline frequent flyer programs with over 20 leading carriers currently implementing the system to power their FFP's, an illustrious list which includes Malaysia Airlines, Virgin Blue, Qatar Airways, Etihad, Turkish Airlines, Icelandair and Kingfisher Airlines.

Crane Airline Solutions is a fully integrated suite of products which includes advanced, highly user friendly yet cost effective web

based systems for passenger reservations and e-ticketing (Crane PAX), crew management (Crane Crew), schedule planning (Crane SP) and the latest addition to the family, Crane SLOTS which is also gathering interest from airport slot coordinators.



As a “FIVE STAR AIRLINE”, Malaysia Airlines has been a Hitit client since 2008. GM for Corporate Marketing Raja Diana said, “Hitit is a truly exceptional and dependable solutions partner and genuinely cares for our business. We know we can rely on their expertise and the excellent support they provide. The Crane FF Loyalty Management System has enabled Enrich to realize the customer expectations befitting the status of a 5 Star carrier & MH values...”

Gokman takes a more modest view. “The Crane Users Community plays a pivotal role in the road map for product development”, she said, referring to the Crane Users Conferences which are held annually, as well as the specialist workshops where industry knowledge is exchanged, challenged and best practices are shared. “It is the Crane users who are the innovators”, says Gokman, “we only make reality what they envisage”...

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R Diana, GM Corporate Marketing, MALAYSIA AIRLINES.

Hitit has offices in Istanbul, Dubai and representation in the U.S, employing just shy of a hundred staff and growing. Hitit has been identified by Deloitte as one of the fastest 500 growing IT companies in the EMEA (Europe, Middle East & Africa) for 5 years running.

“Our aim when we decided to develop Crane Airline Solutions was not only to provide “a one stop shop” with advanced airline systems, but also to become a company that is loved by its clients. We like to think that we are achieving that... We want to continue maintaining the love...”

The Quandary:

How to considerably reduce costs while improving functionality and service?

The Solution: Crane

Crane Airline Solutions are helping more and more airlines with user friendly, intuitive and robust systems.

Covering all key areas of airline operations, Crane Airline Solutions use next generation technologies, meaning more yield, without yielding on quality.



Tomorrow's solutions, today...



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