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## **Press Release**

**February 15<sup>th</sup>, 2011**

### **MSC Cruise adopts ResOnline, latest automatic reservations data exchange software from Fidelio Cruise**

Leading European cruise line MSC Cruises has chosen FC ResOnline, new software developed by the German cruise IT specialist Fidelio Cruise, to raise service standards and productivity in its guest reservation procedures. Now, it can ensure that exactly the same passenger reservation information is available both on board cruise vessels across its fleet and in the reservations department at head office ashore.

Installed throughout the fleet by mid-2010, ResOnline provides automatic real-time fully synchronized data in a form and frequency defined by the cruise line, eliminating the need for staff intervention and therefore eliminating the risk of human error.

The project has involved close co-operation between MSC Cruises' Technical Department, its reservations department, located in Naples, Italy, and Fidelio Cruise software specialists. Now, reservations-related data is sent automatically to vessels, providing them with the same completely accurate information as is available to shore side reservations personnel in Naples.

Giuseppe Flammia, MSC Cruises Chief Information Officer, has overseen the relationships throughout the installation process. "In a relatively short time," he explains, "we have been able to transform the booking process. ResOnline has helped us not only to eliminate export-import files, but also to implement new processes. These have enabled us to standardize and manage the flow of information between ship and shore much more effectively."

Implementation of ResOnline, Flammia continues, is one part of a larger project designed to create a seamless environment for reservation data transfer. “We started by upgrading our own in-house adapted reservation system – the Discovery Travel System – and now we have implemented ResOnline. Ultimately this will enable us to provide a more efficient embarkation process and higher service standards for our guests.”

A key benefit of ResOnline is that cruise tickets can continue to be sold until just a few hours before a cruise commences; yet all relevant passenger information is automatically transferred so that shipboard staff have exactly the same data as the reservations team. Any changes, previously transmitted manually by email and subject to human error, are automatically transferred. Typically, such information could include amenities, special requirements, excursions, name changes, guest additions (if cabin berthing allows) and frequent cruiser updates. If changes to any of these are not properly communicated to a vessel, errors and discrepancies can arise on board, possibly affecting revenue generation, general efficiency and guest satisfaction.

General Manager of MSC Cruises Technical Department Emilio La Scala remarks: “Our aim has been to ensure accurate guest reservation data on all of our vessels and/or any remote manifest locations right up until the time of sailing. We wanted automatic data transfer with little or no user intervention. We have long experience with Fidelio Cruise software and we have already seen the benefits of automatic data transfer between ships and shore through its Fleet Management System. The decision to install ResOnline was the next logical step to take.”

Speaking for Fidelio Cruise, President Tony Heuer comments: “We are delighted that MSC Cruises has once again chosen our software to help support shipboard and office operations. They are a very valuable customer and have a dynamic and innovative team. We have worked very closely with them on this project and the result is more reliable and timely reservations-related information available on ships and shore. This will inevitably mean improved service standards for cruise guests.”

**ENDS**

## **Notes for Editors**

### **About FC ResOnline**

FC ResOnline is based on the Fidelio Cruise Fleet Management System. It provides automatic data transfer between corporate and shipboard systems on a frequency and with intervals of transfer defined by users. It has the flexibility to support one or more data sources and allows operators to customize their data transfer requirements. A data repository holds information for validation, comparison and business logic processing.

### **About Fidelio Fidelio Cruise Software GmbH**

Fidelio Cruise Software GmbH was established in 1995 and, over the last 15 years, has built a vast wealth of knowledge and expertise in cruise information technology through its relationships with a worldwide client base. Today, Fidelio Cruise Software GmbH is a global company whose software packages are installed on more than 200 vessels owned by 40 companies. To support this worldwide operation, the Fidelio Cruise group operates 24-hour, 365-day Customer Support Centres in Hamburg and Fort Lauderdale, for the exclusive use of Fidelio Cruise clients.

The company's philosophy is simple – it aims to be innovating, proactive and flexible while maintaining a focused vision for the future. Fidelio Cruise endeavours to seek the best possible utilisation of major shareholder MICROS-Fidelio (Ticker symbol MCRS, Nasdaq) and its worldwide support structure. Using the experience and expertise gained, Fidelio Cruise Software GmbH delivers ongoing development of software systems for use on board ocean and river passenger vessels and superyachts. More recently, Fidelio Cruise Software GmbH has embarked on development of shoreside applications to complement its on-board suite of products.

Contact: Ioana Sauciuc, Key Account Manager, Fidelio Cruise Software GmbH

[isauciuc@fcruise.com](mailto:isauciuc@fcruise.com)

Sales: [sales@fcruise.com](mailto:sales@fcruise.com)

Telephone: +49 40 39 807 0

Website: [www.fcruise.com](http://www.fcruise.com)