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Balearia: one year of success with ICG solutions

The comprehensive solution implemented by ICG has allowed centralizing all information, reduce the execution time of the daily activities in the vessels, have greater control on purchases and sales in the restaurants and shops on board and, ultimately, a greater greater capacity for growth.

/24-7PressRelease/ - LLEIDA, SPAIN, April 23, 2008 - The Balearia group, the leading shipping company operating in the Mediterranean, will introduce new ICG solutions after closing a year of great business successes where all its ferries were computerized with the technological applications from ICG Software.

The implementation was carried out by SIGMA SL, our Master Provider in Alicante, in response to the needs demanded by the company, and allowed Balearia to know the production by boat and line thanks to the use of the ICGManager software installed at the central offices, and FrontRest and FrontRetail in all boats and ferries.

At the moment of implementation, according to Jos Bisquert, manager of our Master Provider in Alicante, "they took into account that the boats might change route, and therefore, required to know the statistics of both boat and route, and have the information centrally available as soon as possible. In addition, the ICG solutions provided a response to one of the major requirements of the ferries such as the multicurrency management and taxes."

The implemented comprehensive solution has helped centralize all information, reduce the execution time of the daily activities in the vessels, have greater control in purchases and sales, in the restaurants and shops on board and, ultimately, get a greater growth capacity and better overall business.

For Juan Carlos Romá, responsible for the onboard services of the Balearia company, "the implementation of the ICG products has been the perfect solution for Balearia, as the integral management program ICGManager as well as FrontRest and FrontRetail provide a professional solution at the highest level that, additionally, perfectly fits our type of activity. It is a powerful and comprehensive management tool, easy to use and covers all our business processes."

Balearia reported in 2007 operating revenues of almost 200 million euro, a figure that represents a 33% growth over the previous year, with an operating profit of more than 51.5 billion euro. The strong growth in activity has enabled the shipping company to keep pace with revenue and operating profit upwards.

In 2008, Balearia started its international expansion with the formation of JV Balearia Sur Comanav, a joint-venture managed by Balearia with the French shipping company CMA-CGM, whose turnover places it among the top three in the world in their business.

About ICG Software

ICG Software is a Spanish company which was founded in 1985 in Lleida. ICG creates innovative and complete business management solutions for the retail, hospitality and industry markets.

Currently, the ICG software products have been translated into thirteen languages and contemplate the commercial and fiscal needs of more than thirty countries in Europe, America, Oceania and Asia.

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