

## **Hitit and IBM to strengthen their collaboration for airline business continuity**

### **Hitit uses hybrid cloud approach to raise aviation standards by ensuring seamless and uninterrupted service for the air travel globally**

ISTANBUL- December 10, 2019- Hitit, one of the leading airline and travel IT providers in the world, and IBM (NYSE:[IBM](#)) announced an expansion of their existing collaboration on business continuity. Under the new agreement, Hitit will adopt IBM's public cloud infrastructure, including [availability zones](#), to serve as the primary back-up to its on-premises data center for resiliency and disaster recovery. This hybrid cloud strategy is designed to ensure continuous availability of critical applications and uninterrupted services to a list of Hitit clients that include 27 major airlines in 19 countries, travel agencies and ground handling companies.

As one of the first aviation technology companies in Turkey, Hitit exports new-gen technology to its all types of airlines across Asia, Europe, Africa, Middle East, and Latin America and provides its clients with software services in passenger services systems through to operation planning, accounting, travel merchandising, and cargo solution.

Nevra Onursal Karaagac, the CMO at Hitit said that: The collaboration between Hitit and IBM is an important step in boosting the standards in the aviation marketplace. Our partner airlines and travel clients are supported by the disaster recovery plan provided by the IBM public cloud, which strengthens the operational quality of air travel. This collaboration is a notable example of Hitit's endless efforts to improve its services.

Today, crises can emerge through natural disasters, network outages or human errors or threats. As a result, system downtime can result in very high costs for businesses. As the amount of data increases, it is critical for businesses to protect their data and have the right business continuity plan in place to ensure availability of that data, in any situation. The flexible and reliable structure of IBM public cloud allows for instant response to additional capacity demands, in case of an emergency, and ensures continuous availability of critical business processes.

IBM's nearly 60 global cloud data centers also provide advantages in the fulfillment of local access, low latency and certified security requirements. The Disaster Recovery solution also supports many of the regulatory requirements in aviation, especially ensuring availability of data and services. Having seen these benefits, Hitit integrated their Disaster Recovery solution into their overall Business and IT Strategy.

"This investment made by Hitit in the Disaster Recovery solution is highly important for the entire aviation industry in order to ensure business continuity," said Cloud & Cognitive Country Leader at IBM Turkey, Arzu Sozen. "We believe that, thanks to the resilience and reliability provided by this solution accessible on IBM public cloud, Hitit's position in the industry will be further strengthened."

#### **About Hitit**

Hitit, established in 1994, is considered one of the top 5 global airline and travel IT solution providers in the world. Hitit's brand "Crane" offers a comprehensive suit that serves flag carriers, low-cost and hybrid airlines, as well as ground-handling agencies. Hitit is a one stop shop for Software as a Service new generation airline IT

solutions with modules geared towards every part of an airline's business lifecycle. Hitit's solutions and services provide its partner in the aviation industry in with state-of-the-art technology for passenger services, operations, accounting and cargo. Hitit currently serves 27 airline companies and travel clients across Europe, Africa, Asia, Middle East and Latin America. Hitit's reservation system has processed more than 65 million passenger bookings with full GDS integration in all leading distribution systems, over 70,000 travel agencies use Hitit's system, and more than 50 billion flight queries are processed with more getting on board each year. With a strong team of consultants and ever changing progressive vision, Hitit is an industry leader in seamless integration, high performance implementation and customer support. With multiple sales and distribution channel support and unlimited ancillary capabilities, Hitit's solutions and services provide airlines the ability to maximize profit and minimize costs.

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