

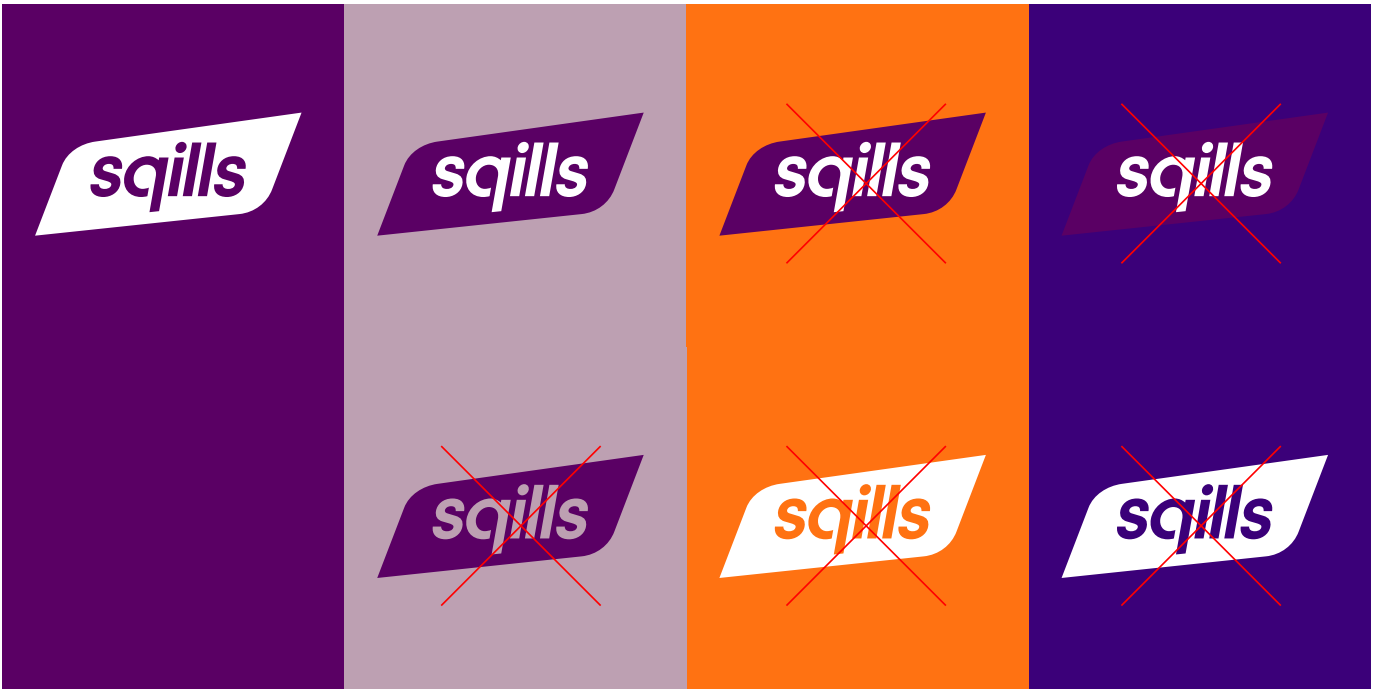
**sqills**

# Download

All files can be downloaded on: <https://www.dropbox.com/sh/4pmfvi6o08d9rb9/AACtwdMv2ZsaGjVhg8Q5XzgCa?dl=0>

# Logo and color

Logo is only used in white and purple. White is used on purple images or purple backgrounds.



Letters can have a transparency to improve reading.

# Logo and pay-off positioning



Barlow Light Italic



*exceeding expectations*

Preferred combination

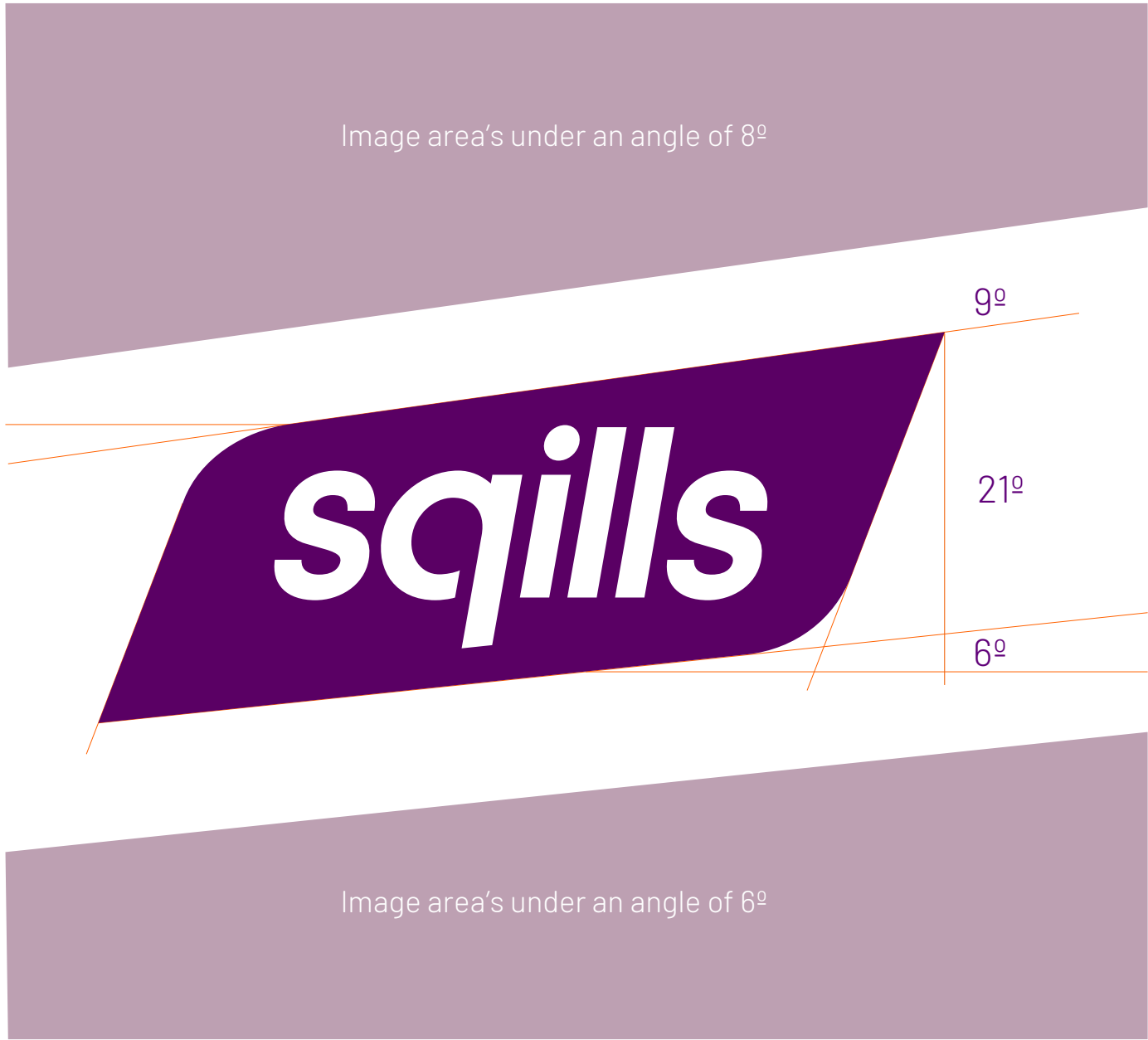


*exceeding expectations*

*exceeding expectations*

*exceeding expectations*

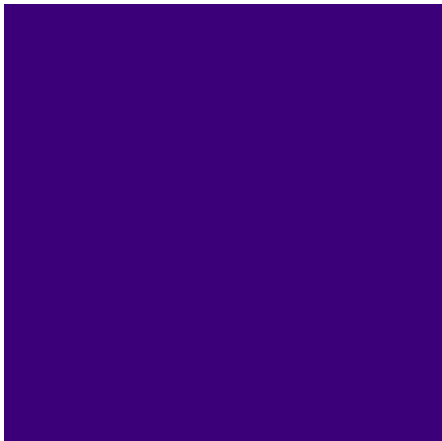
# Primairy element angles



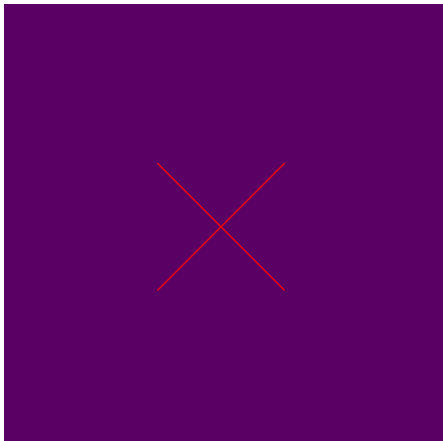
# Secundairy elements

Object are either square or fully rounded

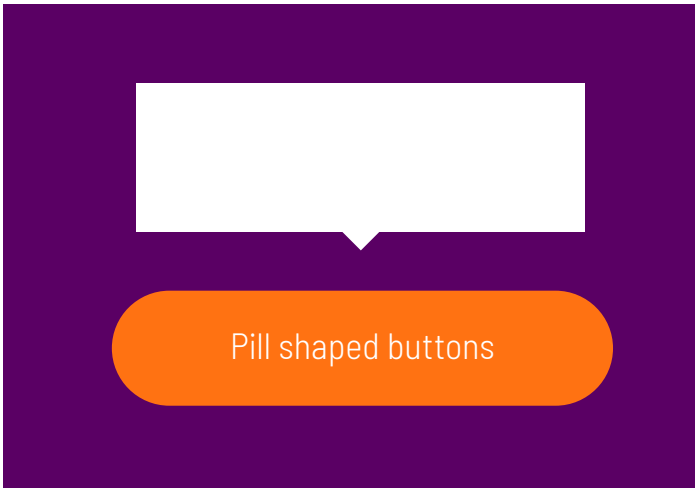
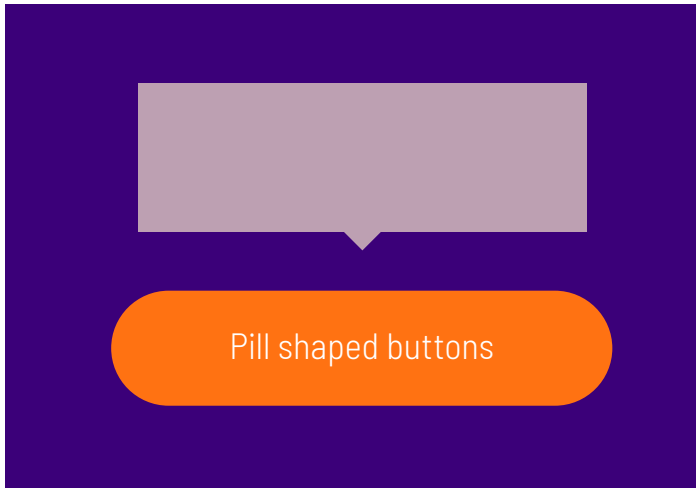
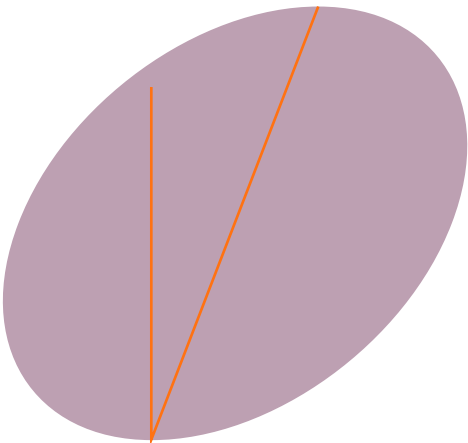
Indigo boxes



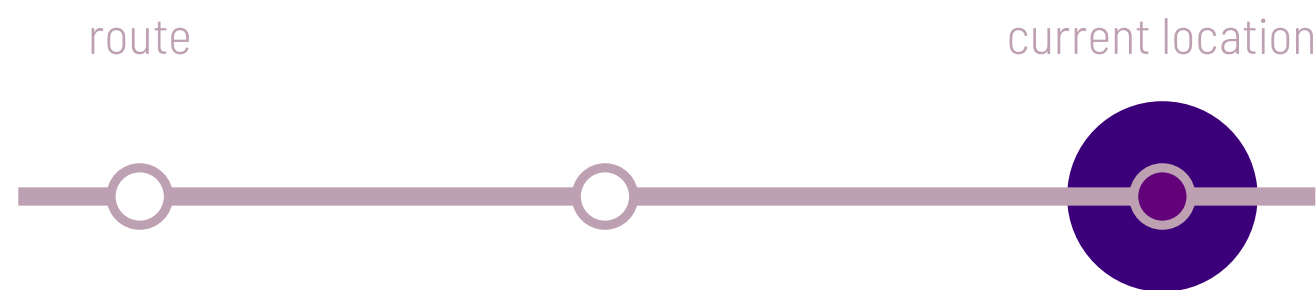
Purple boxes



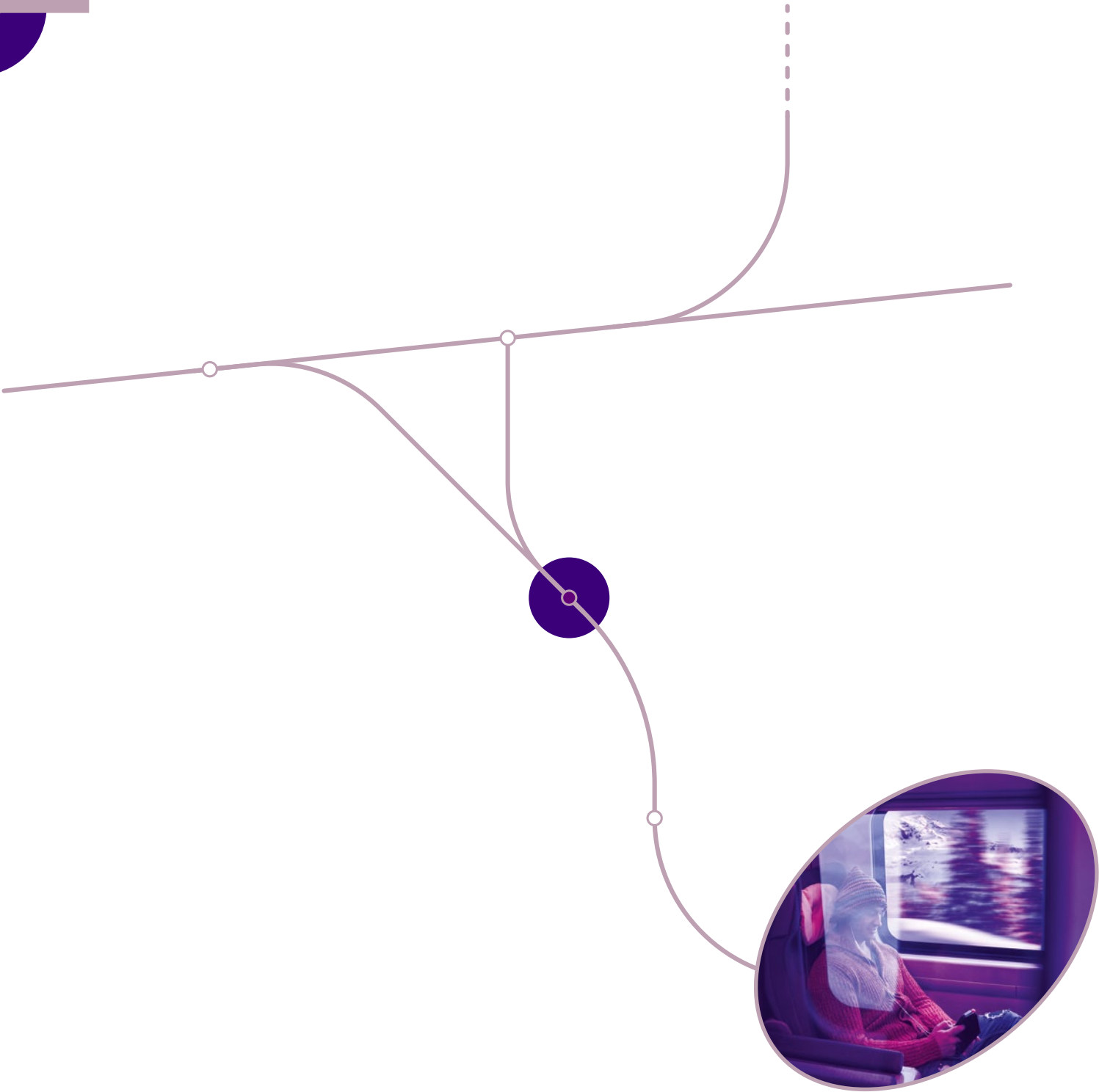
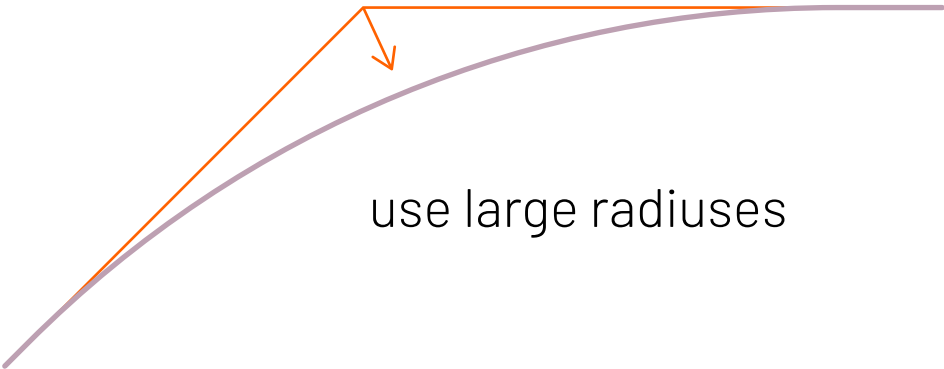
21°



# Secundairy elements - route

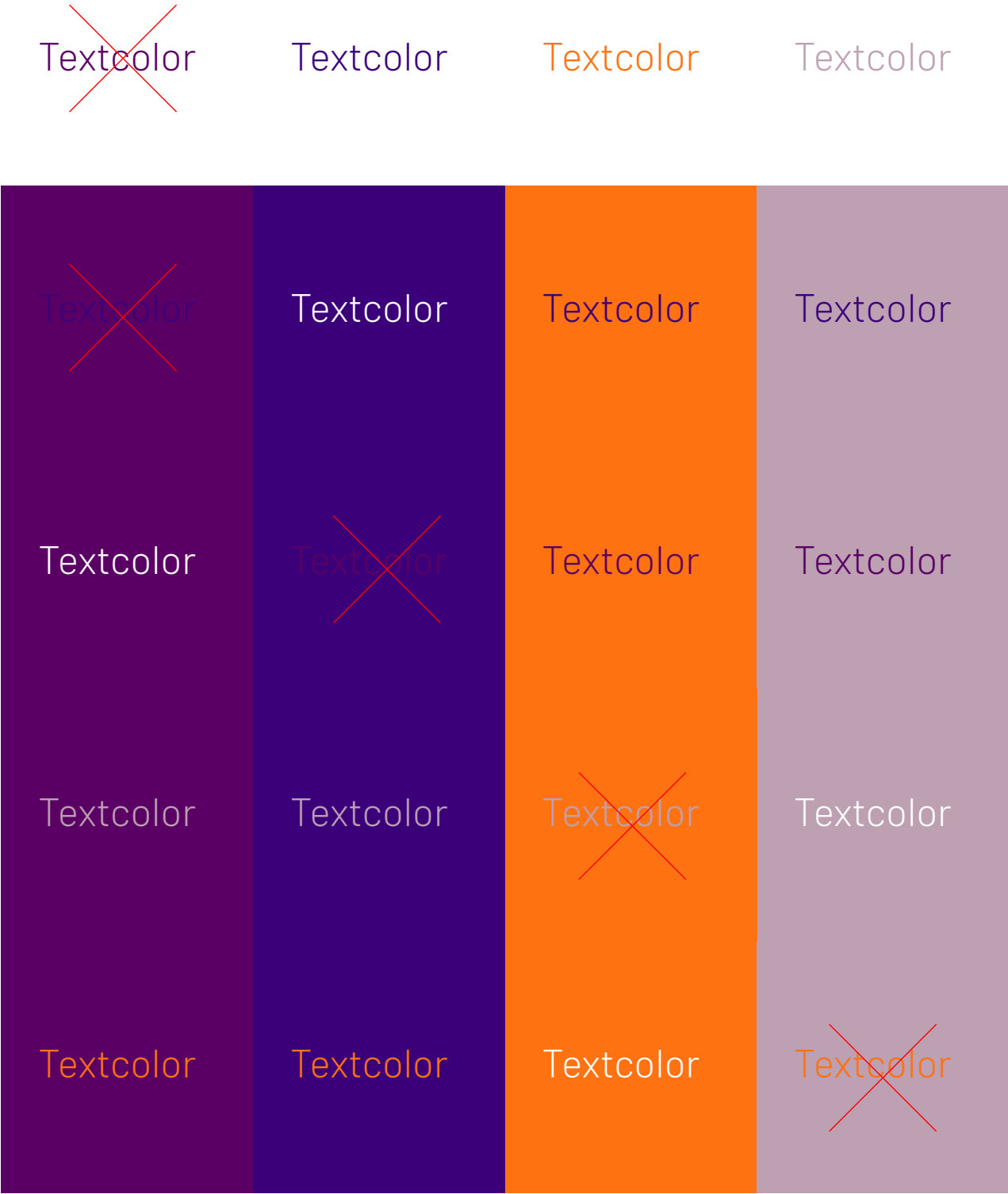


Color of routelines and lines of station are the same



# Color usage

Proportional usage





# Color Recipes

5A0064

73/100/0/0

Pantone 2607C

3M 100-721

RAL 4007

3B0079

93/100/0/0

Pantone 2685C

RAL 5022

FF7212

0/70/100/0

Pantone 1505C

3M 100-14

BDA0B2

25/30/10/0

Pantone 7445C

Sikkens W0.05.65

# Typography

## Bodytext

Barlow Light  
Line spacing 1.4  
Direction align left

000000

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

## Special text

FF7212

@Linkcolors

5A0064

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Barlow Bold

## Titles

Barlow Semi Condensed Light Italic  
Line spacing 1

3B0079

*exceeding*  
*expectations*

FF7212

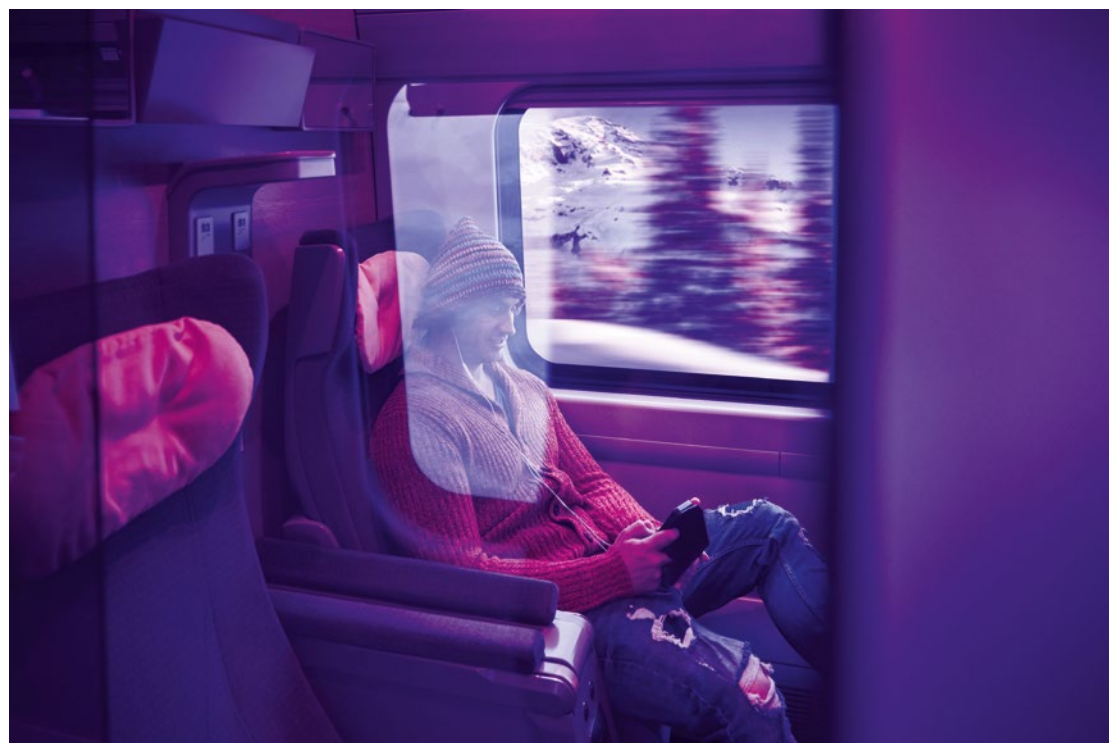
## Headings

Barlow Semi Condensed Light Italic  
Line spacing 1

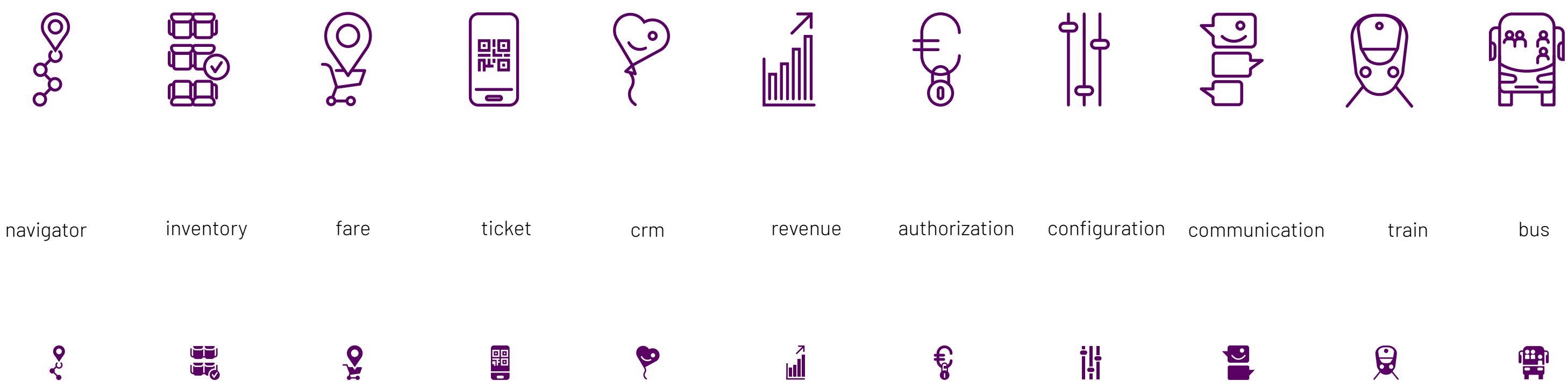
exceeding  
expectations in  
the passenger  
ticketing  
experience

# Images

Image style warm and purple



# Sqills S3 Passenger suite





# Letterhead (coverpage)

12 May 2020  
Regarding ticketing proposal  
EU245566

J. Drieshen  
Voorhaven 47  
3025 HD Rotterdam  
Netherlands



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Beste

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum.

It is a long established fact that a reader will be distracted by the readable content of a page when looking at its layout. The point of using Lorem Ipsum is that it has a more-or-less normal distribution of letters, as opposed to using 'Content here, content here', making it look like readable English. Many desktop publishing packages and web page editors now use Lorem Ipsum as their default model text, and a search for 'lorem ipsum' will uncover many web sites still in their infancy. Various versions have evolved over the years, sometimes by accident, sometimes on purpose (injected humour and the like).

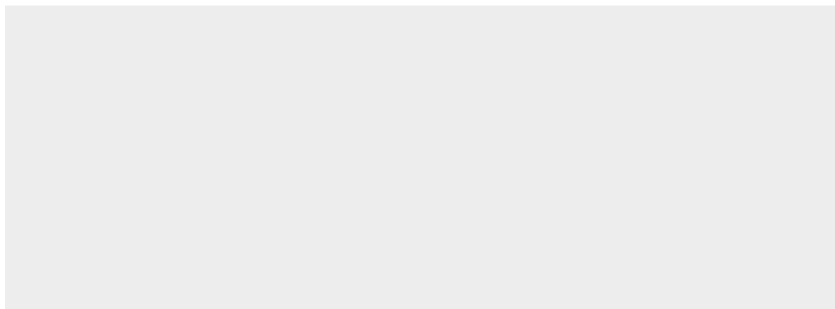
Contrary to popular belief, Lorem Ipsum is not simply random text. It has roots in a piece of classical Latin literature from 45 BC, making it over 2000 years old. Richard McClintock, a Latin professor at Hampden-Sydney College in Virginia, looked up one of the more obscure Latin words, consectetur, from a Lorem Ipsum passage, and going through the cites of the word in classical literature, discovered the undoubtable source. Lorem Ipsum comes from sections 1.10.32 and 1.10.33 of "de Finibus Bonorum et Malorum" (The Extremes of Good and Evil) by Cicero, written in 45 BC. This book is a treatise on the theory of ethics, very popular during the Renaissance. The first line of Lorem Ipsum, "Lorem ipsum dolor sit amet..", comes from a line in section 1.10.32.

The standard chunk of Lorem Ipsum used since the 1500s is reproduced below for those interested. Sections 1.10.32 and 1.10.33 from "de Finibus Bonorum et Malorum" by Cicero are also reproduced in their exact original form, accompanied by English versions from the 1914 translation by H. Rackham. The standard chunk of Lorem Ipsum used since the 1500s is reproduced below for those interested. Sections 1.10.32 and 1.10.33 from "de Finibus Bonorum et Malorum" by Cicero are also reproduced in their exact original form, accompanied by English versions from the 1914 translation by H. Rackham.

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Rabobank RABONL2U 09875432 KVK 908766543 BTW 858685  
**sqills.com**



7521 PN Enschede, The Netherlands



# Business cards



# Letterhead

12 May 2020  
Regarding ticketing proposal  
EU245566



## *Where can I get some?*

There are many variations of passages of Lorem Ipsum available, but the majority have suffered alteration in some form, by injected humour, or randomised words which don't look even slightly believable. If you are going to use a passage of Lorem Ipsum, you need to be sure there isn't anything embarrassing hidden in the middle of text.

## *Where does it come from?*

Contrary to popular belief, Lorem Ipsum is not simply random text. It has roots in a piece of classical Latin literature from 45 BC, making it over 2000 years old. Richard McClintock, a Latin professor at Hampden-Sydney College in Virginia, looked up one of the more obscure Latin words, consectetur, from a Lorem Ipsum passage, and going through the cites of the word in classical literature, discovered the undoubtable source. Lorem Ipsum comes from sections 1.10.32 and 1.10.33 of "de Finibus Bonorum et Malorum" (The Extremes of Good and Evil) by Cicero, written in 45 BC. This book is a treatise on the theory of ethics, very popular during the Renaissance. The standard chunk of Lorem Ipsum used since the 1500s is reproduced below for those interested.

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## *Where can I get some?*

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## Email signature

Emiel Schoot Uiterkamp  
Boardmember & Co-founder

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P +31 887 745 570



Sqills has been awarded the ISO 9001:2015 and 27001:2013 certification. We take pride in building secure and high quality software.

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# Brochure



Sqills S3 Passenger can be **up and running in 3 months** enabling you to manage your sales, distribution and revenue management.

Sqills S3 Passenger is the best available sales and distribution system on the market. Thousands of out-of-the-box features allow users to benefit from proven technology, short time-to-market and powerful self-services. It is a fully scalable web based platform that can handle millions of transactions. The system handles multi-segment and multi-stopover passenger transport services, with or without reservation, including sales of additional on-board services and after-sales operations of previously created bookings.

Driving occupancy levels, increasing yield and applying channel economics, Sqills S3 Passenger Revenue Management is the best available tooling on the market. This means no more black boxes but tooling that supports analysis and decision making.

## Main components of the Sqills S3 Passenger suite

**Timetable management, service and route definition.**



S3 Passenger configurator is the service scheduling component of the platform. It handles everything related to timetables and the definition of the geographical network including routes, stops and connections. Once it has been defined, Services and related Timetables can be individually managed. In addition, creation of exceptions on Stops or Services level, to temporarily overrule the scheduled planning, is possible.

**Material planning, seat allocation and inventory control.**



S3 Passenger inventory is the component that handles the definition of the inventory material and relation to scheduled Services. Calculation of the capacity applies automatically to support real time inventory information. Carriages types and seat properties are defined precisely in order to handle inventory updates or specific material changes and their related bookings. Inventory control on physical and logical levels per origin / destination pair is in place to support fast orientation on remaining capacity and revenue management "booking limit" controls. Finally, the business logic around seat allocations for incoming booking requests is covered by an advanced seat algorithm.

**Fulfillment and Payment**



S3 Authorization is a component that acts between the Sqills S3 Passenger back-office and the various Sqills S3 Passenger front-ends, in order to facilitate payments that deal with external providers. Furthermore, S3 Authorization prevents direct S3 Back-office interaction with the outside world and therefore reduces security risks. S3 Authorization simplifies the payment process and supports various processes such as: payment validation before final booking confirmation, store payment information in the booking dossier, after-sales / refund and shopping basket.



> More modules

Orientation Phase



Booking Phase

**Fare and proposition management.**



S3 Passenger fare is the component for the definition of the market proposition for the scheduled services. Including Products, Tariffs, Discounts and various Pricing mechanisms. A wide range of product types are supported, including "main" products(ticket with seat reservation, ticket without seat reservation, separate seat reservation) and "add-on" products (fees, insurances, food & beverages, pets, bicycles, prams, etc.). A detailed set of rules and conditions is available to make a specific set of Tariffs and Products available in various sales channels and portals under different circumstances.

**Optimise multi-segment passenger transport revenue.**



Revenue analysts are always fully in control by means of dashboards and real-time access to prices, fare conditions and inventory settings. S3 Passenger revenue is the component that is responsible for controlling the logical availability restrictions in the S3 Passenger inventory data tables, by calculating and optimizing which restrictions (also known as "booking limits") leads to the highest possible revenue given the available market demand. In order to perform this task, S3 Passenger revenue analysis historical demand and forecasts future demand for each departure, analysis the found price elasticity figures in transnational data in order to make the demand forecast price sensitive, and optimizes the required booking limits based on the ongoing progress of a future departure in its sales cycle. S3 Passenger revenue is an optional component in the infrastructure.

**Communication and After Sales**



S3 Passenger comms. The component that handles all, booking related, outgoing communication from the Sqills S3 Passenger platform to customers, passengers and other external users. Template management for e-mails and SMS messages is part of this module, but also the configurator and scheduling of other related outgoing messages from the S3 system.

**After Sales CRM tools**



S3 Passenger crm is the customer profile management module. S3 Passenger crm is an optional component in the infrastructure and is used to register end-user and Agent 'personal' profiles, preferences and booking behaviour. It enables operators to execute campaigns based on the stored data and users to access pages like "My Transport Company" within the booking engine web channel to sign up/in, manage their profiles, view and modify bookings, retrieve personalized content etc

**Ticket distribution and management.**



S3 Passenger ticket is the transactional heart of the system containing customer data, PNRs and related reference information. Functionality for digital ticket fulfilment in PDF home print format with UIC 918.3 2D barcodes is included. It also offers all the booking flow logic and after-sales conditional logic including allowing / refusing of modifications like rebooking, cancellation, modification, passenger name change and calculation of appropriate after-sales fees. Provisional booking logic for customers is included, which means that booking requests include "expiry time" limits to secure seat availability during the booking confirmation. An automatic cancellation and clean-up process applies for non confirmed bookings.

As Eurostar grows beyond 10 million transported passengers per year and we expand our reach further into Europe, having a flexible reservation system is critical. With its combination of agility, stability and responsiveness as well its willingness to work closely with our in-house development team, Sqills has proved to be the perfect partner.

Laurent Bellan, Eurostar CIO



#### Powerful multi-channel distribution

- Unlimited sales channels connecting to one Sqills S3 Passenger platform
- Each sales channel has a wide range of configurator options and authorisations
- Front-end sales channels can be fully optimized for each implementation
- Transaction origin (point of sale) is captured within each booking
- Multilingual system where users can select languages dynamically

#### Unique features

- Wide range of industry-standard functionalities
- Robust, scalable platform to handle current and future transaction volumes
- Short implementation time frame
- Flexible (transaction based) license models
- COTS core product, agile towards custom made "plug-ins"
- Integrated setup benefits minimizing external dependencies
- Configurable to execute chosen distribution strategies and business rules
- Cost-efficient solution for orientation, sales, reservation, seat allocation, inventory management, revenue management and ticket distribution
- Powerful self-service functionalities

At Sqills, we are committed to power the digital transformation of the bus and rail industry. We take pride in building secure and high quality software. To ensure that our products and services consistently meet customer's requirements and that our quality and security is consistently improved over time.



The Sqills, Solucom (IT consultant) and a Teams have done an excellent job, working together as a single project team to achieve a smooth transition. They managed to make it look simple and easy, which was obviously not the case! This is an important move for OUIBUS, making the company even more equipped and agile to continue to strengthen its place on this challenging market.

Roland de Barbentane, OUIBUS, Directeur Général

**sqills**

exceeding expectations

Sqills has been awarded the ISO 9001:2015 and 27001:2013 certification. We take pride in building secure and high quality software.

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**sqills**

exceeding expectations

Sqills S3 Passenger

## Public transportation Booking, Reservation and Revenue Management Software



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