Hitit

Boosting Global Technology Exports

Combining The Freedom Of Technology With Culture

Hitit is one of the top three largest passenger service system providers that deliver innovative solutions for the aviation industry.

Founded in 1994 by two visionary women, Hitit develops seamless and integrated technology solutions for the aviation sector. What first began as a loyalty solution, quickly grew to offer a wide array of IT solutions for airlines. Nevra Onursal Karaagac, CMO of Hitit, states, "We position ourselves as the one-stop-shop for airlines where they can outsource almost all of their IT needs to us." More than just software, Hitit provides its services through a software-as-a-solution model.

Nevra Onursal Karaagac, CMO of Hitit

As a solutions provider for almost 30 years, Hitit has designed its services to evolve with the demands of the market. Onursal Karaagac states, "We have shaped our solutions to be touchless, seamless, and very customer-centric." Thanks to this model, Hitit has consistently grown throughout the years. Since 2018, Hitit has experienced 40% growth and has acquired a total of 35 new airlines.

Hitit's innovative practice and customer-centric approach have set it apart from the competition. Onursal Karaagac says, "We conduct our developments through a community governance model where we focus on our partners, what they need, and what they want. We listen to them, and we gather the areas that they want to grow. We don't differentiate according to their size; everybody has the same voice. Volume doesn't matter; what they bring to the community is most important." This business philosophy has led to a well-known reputation in Africa and the CIS region. Soon, Hitit plans to expand its presence to the Asia Pacific region and South America.

Today, digitalization is critical for the sustainable development of any nation's economy. Onursal Karaagac confirms, "We cannot deny that technology is the dominator now. It saves time and allows us to serve better, reach customers, and control data. Technology is important for sustainability and a better world. Every company and every country needs to invest in technology to achieve growth. There is no way around it."