

MARKETING/SALES

# A Solution Within Reach for Software Compatibility

FleetBook's FleetManager revolutionizes affiliate networks with automated reservation capabilities, regardless of differing back-office systems.

By Camella Lobo



**Bruce Davidson, FleetBook sales and marketing representative.**

The industry has been waiting a very long time for an answer to the limousine software compatibility issue. Now it appears that answer is here. FleetBook's FarmManager, a new operating system developed to create a compatible interface between many different software products, has completed its final testing phase.

"Livery Coach, TripTracker, FASTTRAK, and Unified Livery Systems are all now compatible and FarmManager should be available in those programs at this time," says Bruce Davidson, FleetBook sales and marketing representative. According to FleetBook's website, the new program is expected to save time, money, and eliminate errors that commonly occur when dealing with manual reservations between affiliates.

## Total Automation

Operators who are tired of manually inputting reservations from farm-ins and farm-outs can breathe a sigh of relief because FleetBook automates that entire process. "Innovative technology translates and transfers reservation data from different back-office systems," says the company. Reservations come in electronically and can be integrated into any

software system that uses FarmManager, no matter which back office system is used.

This makes reservations easy to track and virtually impossible to lose. "There's no more of the time-consuming process of figuring out who is and isn't an affiliate and calling or faxing them," says Davidson. "It's all right there at the touch of a button." Distribution of trips by email, fax, and phone gives way to the program's automation.

"When someone has a reservation that needs to be farmed out, FarmManager automatically searches your company's electronic network of authorized affiliates you have used in that area," he says. "It just makes the whole process a lot easier."

## Affiliate Organization

Large networking organizations and providers with proprietary systems can easily add FarmManager to their software and reap major benefits. FleetManager also keeps a history of affiliate activity. This enables companies to check the status of reservations that have been farmed out, as well as monitor payment and billing of those jobs. Program users can set their own list of affiliates and maintain an individualized network, of which they are also a part.

FarmManager also displays the status of the trip and features a mechanism for editing and canceling jobs, with a confirmation of all activities sent to the initiator. Upon completion of the trip, final costs are returned to the operator who farmed out the ride. Program users can set their own list of affiliates, which is maintained by FarmManager and displayed automatically in the reservation software whenever a farm-out is called for. Thus, each operator maintains their own network of qualified affiliates.

"It's like a MySpace for affiliate networks," says Davidson. Users have access to a personal database and can in-

vite companies via FleetManager to become partners with their company. "It's really going to change the way the whole affiliate network is organized," says Davidson.

## As it Stands Now

FleetBook says it already has a majority of the software companies in the industry on board, except GT3, who will presumably not be compatible with the new feature. "They have decided not to participate in this project but we are hoping at some point they will come on board," says Davidson.

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— BRUCE DAVIDSON

The software vendors that have completed their interface testing are installing FarmManager upgraded software on selected operators' systems for field testing. "FarmManager so far has worked on any type of system, and reservations are being sent and received without any problems," says Davidson.

*Editor's Note: FleetBook will be demonstrating the FarmManager system along with its software partners at LCT's Eastern Conference taking place at the Mohegan Sun Resort and Casino in Uncasville, Conn., Sept. 9-10, 2007.*

**who's in ?**



Here's a list of vendors working with FleetBook's FleetManager:

- Aleph
- Alert
- FASTTRAK
- Limousine Management Systems (LMS)
- LimoWiz
- Livery Coach
- TripTracker
- Unified Livery Systems **LCT**