

FAQ's for Limousine Providers

What is FleetBook?

FleetBook is the newest innovation in the ground transportation technology arena, bringing long overdue and relevant automation to the "farming" process with *FarmManager*.

What does FarmManager do?

FarmManager addresses one of the industries most pressing problems by automating the manual exchange of reservation data between farm-in and farm-out providers, regardless of the back office system used. Transferring reservation data from different back office systems in an automated environment saves time, money and eliminates costly errors.

***FarmManager* is complimentary to the goals of the industry and is not a competitor to any back office systems provider.** Rather, it is an advanced solution that enhances back office technology and is fast becoming an industry standard and competitive necessity. *FarmManager* is currently available and interfaced with the top back office and ground transportation providers, with new providers signing up daily.

Why is FarmManager functionality so important to the operation of my limousine business?

The *FarmManager* solution delivers unparalleled financial and operational benefits to limousine providers of all sizes. Therefore, demand will be driven by competitive and business necessity. More specifically, *FarmManager* will...

Improve Operational Performance & Reservation Quality

It will no longer be necessary for staff to exchange reservation data via phone, fax and email and then manually enter data into different back office systems. *FarmManager* software will robotically:

- Support the 2-way exchange of reservation data between different back office systems.
- Allow partners to initiate/confirm new requests, changes and cancellations in a fully automated environment.
- Search a comprehensive database of potential affiliate providers and electronically invite them to partner with you.
- Access Interactive Reporting & Communication features that send email acknowledgements on all requests, tracks farming activity and even manages cancellation policies specific to differing, geographic time zones.

Reduce Costs in a Tight Margin Business

With some limousine providers farming out up to 80% of their business to affiliate partners, *FarmManager* effectively automates your operation and can reduce errors down to zero! Industry analysts project the cost to support manual, farm-out reservations at \$7 per booking. *FarmManager* dramatically reduces costs relative to this profitable servicing activity with savings going directly to your bottom line. All industry players will benefit by processing more reservations with fewer staff, allowing costly reservation resources to be re-deployed to more revenue producing areas. Other Benefits:

- Eliminates expensive faxing and telecommunication costs to reserve, confirm, change and cancel reservations.
- Eliminates the manual costs associated with the change and cancel process which comprise up to 30% of all transactions and results in no incremental revenue.
- Reduces potential costs associated with paying affiliates when a change or cancellation is not properly registered.

Grow & Increase Revenues

Perhaps the greatest benefit of *FarmManager* is its powerful Search Affiliates networking technology. With this unique functionality, major players can more efficiently manage farm-out requests for optimal load balancing and maximum client coverage while smaller, regional providers can now support local accounts on a national scale.

- Expand your reach and support larger accounts, by searching a rapidly growing database of over 2000 limousine providers in hundreds of markets across the country to find and invite members to become your affiliates.
- Local players can increase their margins up to 50% by becoming farm-out providers themselves and marking up inventory.
- Select affiliates from a list of providers you "certify," based upon criteria important to you (name, geographic or airport location, etc.).

**The Most
Significant
Industry
Development
in a Decade...
Is Here!**

FAQ's for Limousine Providers (continued)

What will the technology cost me?

FarmManager technology will be provided at a nominal cost from your back office provider. Once a simple interface connection is completed, you will be able to immediately benefit from the technology. FleetBook will charge a monthly service/access fee of \$29.95 along with a flat transaction fee of \$1.00 to the farm-out provider and \$1.00 to the receiving, farm-in provider. No other fees or charges apply, not even for changes or cancellations.

What does the implementation process involve?

FarmManager integration is as easy as 1-2-3...

1. Contact FleetBook directly at: 973-656-0660, via email at: info@fleetbook.com or via our web site at: www.fleetbook.com and provide basic registration information. You may also contact the growing list of back office providers who offer *FarmManager* functionality.
2. Your appropriate back office provider will facilitate the purchase of the integration application and coordinate the easy installation and training requirements.
3. Once you have integrated with your back office provider, FleetBook will approve access and you can begin exchanging farming reservations.

Once the FleetBook.com site is fully operational, registration of limousine companies will be supported completely online.

How will I know which back office and proprietary systems are interfaced with FarmManager?

The major back office providers are already interfaced with *FarmManager* functionality and given competitive pressures, rapid adoption across the rest of the industry is already underway. When a back office system is integrated with FleetBook, they will use the FleetBook Farm-Out button (shown below) to signal that their system is in compliance with all the standards required to send and receive farm-out reservations.

FleetBook Farm-Out

What minimum hardware and/or software specifications are required for my system to interface and operate effectively with FarmManager?

Requirements are minimal but do vary among back office providers. Please contact your current system provider for further details.

What capabilities and functionality will be included as part of Version 1.0?

The following transaction types will be supported in Version 1.0 of *FarmManager*. Some of these transactions will be supported within the provider's back office interface to *FarmManager* and others will be supported via Web Services at FleetBook.com.

- *New Farm-Out Request* – The farm-out manager will select from a drop down list of approved affiliates (the farm-out provider approves the selection) based upon geographic area or airport. Once they have selected the affiliate they want, they simply click on the farm-out button and the transaction is initiated. *FarmManager* will confirm that the request was successfully sent.
- *Accept Farm-Out* – This transaction type will be generated in support of New, Changed or Canceled requests. The system can be customized to automatically confirm within specified parameters as well as accommodate black out periods.
- *Change Farm-Out Request* – Similar to the New Farm-Out Request, but including the original confirmation number returned by the affiliate, along with changed data.
- *Cancel Farm-Out Request* – As part of the booking process, the farm-in provider will confirm their cancellation policy and time window. *FarmManager* will include location specific, time zone data for fair and objective cancellation tracking.

When will Version 1.0 be available?

FarmManager is available to the entire, back office and limousine provider community **NOW**. We are positioned to work with you *today* to interface and test with your system so that you can be at the forefront of this competitive necessity and start realizing its full financial and operational rewards.

What product training and support will be available?

FarmManager has been designed from the user perspective with a relentless commitment to quality to ensure ease of operation and trouble-free maintenance. *FarmManager* effectively operates as an online service, thereby requiring minimal product training and support. Easy to use drop down menus and screens will prompt the user through every step of the implementation process. Extensive Help Files and FAQ's will provide ongoing training and product support. Ongoing support will also be provided via email and phone support on an as-needed basis.

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