

# TECHTIPS

...AND OTHER USEFUL INFORMATION

## INSIDE THIS ISSUE:

<i>Web Services</i>	Cover
<i>Hudson Clients Speak</i>	2
<i>Notes on a Templates</i>	2
<i>Recent Additions</i>	3
<i>The Lighter Side</i>	3
<i>Kowal's Korner</i>	4
<i>Presidents View</i>	4



*Growing your business doesn't just happen—it takes persistence, persistence, and a little bit of persistence.*

### Why Read TechTips?

#### Or...What's in it for ME?

- Keep abreast of important information relating to your Hudson products.
- Learn how to utilize and benefit from features and enhancements.
- Troubleshoot your own questions and issues.
- Get ideas on how to more effectively manage all aspects of your business.

TechTips edited by:  
R Lyndon Burnham Jr  
Product Development, Documentation & Marketing

## WEB SERVICES BRING INCREASED REVENUE

Reservations coming in from everywhere... they just keep on pouring in! Isn't this a wonderful problem to have? With Hudson's HWeb Web Services, ground transportation providers can accept a greater number of reservations from a variety of diverse external resources.

### What are Web Services?

Think of them as a common computer language, spoken by many different companies and computer systems (software applications). When that common language is used, communication between different booking systems can occur. HWeb Web Services provides to your outside agent / account the ability to send reservation details straight to your Hudson database without the need to call, fax, email or go through your Web Reservation system.

United Kingdom: When Hudson's client in London, England, **national express dot2dot**, wanted to take web reservations and import them directly into their Hudson database, but wanted to create their own fully integrated web reservation site with advanced functionality, HWeb Web Services pro-

vided the answer. The dot2dot web developer created a site that "talks" to a hidden client website which tells it exactly what information is available and required for each reservation. The dot2dot website ([www.dot2.com](http://www.dot2.com)) captures the required data and then submits it instantly and automatically into the Hudson SQL database.



Like dot2dot, Hudson clients have negotiated numerous contracts with external travel partners. Examples include:

- Alaska Airlines
- Travelocity
- FleetBook
- GT3 / Saturn

When Hudson client **Karmel Shuttle** of Norwalk CA established a relationship with **Alaska Airlines** to provide airport transportation, they wanted a seamless and easy way for the airline to do business with them. Hudson Web Services provided the answer.

Alaska Airlines now uses Web Services to book all ground transportation with Karmel Shuttle.

Farm Manager by **Fleet-BOOK** is a service / application allowing cross platform reservation sharing and data exchange among the high-end reservation and order entry providers serving the ground transportation industry. Fleet-BOOK utilizes Hudson's Web Services to bridge the electronic gap formed by transportation providers running different reservation technologies. If you have an affiliate running a different application (e.g. Livery-Coach), then FleetBOOK allows you to send and receive reservations electronically. Learn more at [Fleet-Book.com](http://Fleet-Book.com)

When web travel authority Travelocity wanted a seamless way to pass their reservations to **Airport Shuttle New Orleans**, Hudson's Web Services once again answered the call. No more faxes, spreadsheets, and lengthy emails. If you would like to discuss Web Services and how your accounts could benefit, call extension 3 or email [sales@hudsonltd.com](mailto:sales@hudsonltd.com) today.



- HWeb Admin
- HWeb Agent
- HWeb Bridge
- HWeb Bugzilla
- HWeb Dispatcher
- HWeb Flight
- HWeb Exchange
- HWeb InfoView
- HWeb Kiosk
- HWeb KnowledgeBase
- HWeb Mail
- HWeb MDT
- HWeb Mobile Ticketing
- HWeb Quick
- HWeb Release Tracker
- HWeb Reservations Mgr.
- HWeb SafetyNet
- HWeb SystemsMonitor
- HWeb Utilities
- HWeb VIA
- HWeb WebServices

**HWeb...**A suite of products, all customized and configured to assist you in obtaining *maximum performance and return* from your people, your fleet and your infrastructure while making it easy and pleasant for your clients to do business with your company.



## FAETH & LIBBY TALK AT LCT

Two Hudson clients were featured presenters at the LCT Eastern Conference held in Connecticut in mid-September. Though presenting different topics, they shared much in common; they recognize the importance that technology plays in the management of their businesses.

**Bill Faeth** of SilverOak Limousine in Nashville, Tennessee, told listeners how to grow from “Start Up to a Worldwide Company in



Less than 2 years!” From his beginnings in 2006 to a 20-car, worldwide company generating close to \$2million in sales in less than two years—Bill attributes some of his success to purchasing the right Technology, among other important items.

**Don Libby** of Regal Limousine Service in New Hampshire discussed “Smart Fleet Options & Fuel Management” and other ways that operators could maximize profits and minimize economic drag in



the face of soaring fuel expenses.

While the audience in attendance at both seminars benefitted greatly from the experience and insight offered by these industry experts, they also heard both Hudson clients profess the critical importance of selecting the proper technology partner. Both presenters indicated how instrumental the suite of Hudson products are to getting the information they need to more efficiently manage the critical aspects of their business. Thanks to both of them for their loyalty, and promotion of The Hudson Group.

## THE INCREDIBLE “NOTE” STRIKES YET AGAIN!

Hudson’s versatile Notes feature allows users to create a single, free-form text document and attach it to a Reservation, vehicle, driver, invoice, and other components of the Hudson database. Thanks to the talents of the Hudson Development team, text from the body of a note may now also be inserted into custom templates, in a manner very similar to a standard token.

Imagine that for reasons of security or anonymity, a corporate client of yours wants to be greeted at the airport with a customized sign, but that the sign should not display their name or the company they are working for / visiting. Normally, you would create

a sign by using the token `%NAME%` or `%GROUPID%` to pull the passenger name or company name from the reservation record. In this scenario, the client requests something specific and more anonymous such as “M.MOUSE” or



“D.DUCK”. While you could insert this into a Special Instructions field, or similar - wouldn't it be nice to create a dedicated place to put the name that is to be displayed on a sign, each and every time that a client requests one? Now you can

setup a custom “sign name” field, using the notes feature, and attach it to any reservation so that when a client indicates they want to be greeted with a sign, you can ask them quickly and easily what they would like the sign to display. From within the clients reservation, you will add a note that will display the precise text they are looking for. For detailed and specific information on how to configure a greeting sign and how to use the new Notes > Templates feature, please review the following Hudson KnowledgeBase article: <http://knowledgebase.hudsonltd.com/article.php?id=364> . There are of course many other ways in which the text from notes may be added to custom templates; this is but one example. Hudson TechSupport would be glad to assist you with questions regarding how to use notes to insert information into your custom templates.

## RECENT ADDITIONS

Hudson development staff are continually seeking enhancements to the functionality of all products. We are pleased to profile some recent additions to our suite:

### Map Points from

**Fares.csv** ~ If your Hudson system has the integrated Microsoft MapPoint mapping feature, but is having trouble correctly displaying some locations, you can now specify latitude and longitude values for problem sites inside your fare file(s). [More...](#)

**Employees 1 & 2** ~ With

HWeb Dispatcher, you now have the ability to assign a **second** employee to a trip if they are serving as a, tour guide, monitor, chap-erone, etc. You can track their time and pay them for their work. [More...](#)

**Assign Affiliates in HWeb Dispatch** ~ The ability has been added to assign an affiliate profile to a reservation from within a dispatch grid. A new 'Assign Affiliate' hotkey may be used to attach a new affiliate to the order. Reservation history is



updated to reflect the change and the details may be automatically sent to the affiliate, if so configured. [More...](#)

For a full list of the most recent enhancements, visit the Hudson [Release Tracker](#).

Many features may require an update to your system database and a complimentary update to your software. If any of the above are features you would like to utilize, send an email to: [support@hudsonltd.com](mailto:support@hudsonltd.com) and request a software and database upgrade.

## SPIRIT AIR (& OTHER AIRLINE CHANGES)

While configuring a new clients system recently to check for and monitor the status of clients inbound flights via the integrated FlightView status lookup tool, a Hudson engineer discovered that Spirit Air flights were not being updated. After some research, he found that the airline code previously assigned to Spirit (IM) had changed to NK.

This code is used in Hudson when looking up flight schedules or flight statuses. After quickly updating the airlines.csv file (which translates the airline name "Spirit Air" to the code "NK" when doing a flight query) the Spirit Air flights all submitted correctly and updated quickly. If you track flights on Spirit Air, or have other airlines which do

not update on your integrated FlightView lookup, check your airlines.csv table, in your HWeb folder on the server; it may need to be updated. If you are having trouble, or are unsure how to locate / change this information, send Hudson Tech Support an email... we would be happy to point you in the right direction!

## IS YOUR SYSTEM "STALE?"

Hudson applications and functionality are constantly evolving and changing. Hudson tries to keep you informed of this evolution through TechTips, KnowledgeBase articles, and personal contacts. If your system has been running pretty much

un-changed for more than 8-10 months, then there may be additional features or functionality that could be added, at no charge, to keep your system, and your business, operating at peak efficiency. Just as you visit a Doctor to stay healthy, it may be time

for Hudson to review your system, your operating procedures, your templates, etc, and update your Hudson system settings and parameters. You have already paid for this in your license fees. Call today to schedule a system review and check-up!

## *The Lighter Side*

Computer Trivia  
from [usefultrivia.com](http://usefultrivia.com)

~

*Q: How many lines of code did the original Windows 98 operating system contain?*

\*\*\*\*\*

*A: At the time of its original release, Microsoft's Windows 98 operating system contained approximately 18 million lines of code. In comparison, Windows 3.1 contained about 3 million lines of code; Windows 95 contained about 15 million lines of code; and Windows 2000 contained somewhere between 35 million and 60 million lines of code, depending on what source you want to believe.*

---

*Moore's Law states that computer performance doubles every 18-24 months, and ever since Intel's 4004 chip in 1971, this has been true!*



## The Hudson Group

### MAILING ADDRESS:

PO Box 335  
North Andover MA 01845

Phone: 978.531.1115

E: [Support@Hudsonltd.com](mailto:Support@Hudsonltd.com)

We're on the Web :  
[www.TheHudsonGroup.com](http://www.TheHudsonGroup.com)



### QUESTION & ANSWER

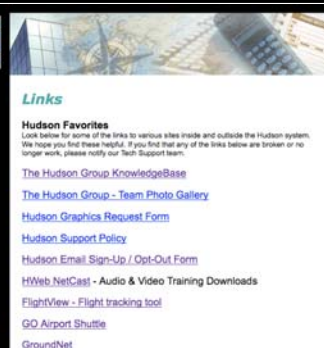
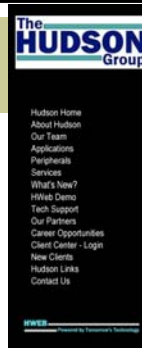
**Q:** I have a question for TechSupport. What is the best way to reach you?

**A:** If your question is not urgent, send us an email first. If you prefer to talk directly to support staff, **press 1** when you reach our main phone greeting. During business hours these calls are routed directly to the next available support engineer. If you call after hours or our staff are all occupied with other clients, you can leave a voice message and your call will be returned. For any **emergency** issue, please **press 2**. Your call will be immediately routed, 24 hours per day, to the On-Call support agent.

## Web-Link of the Month !

Hudson continues to put new information and client resources on its web site. In this issue of TechTips we urge you to visit: [www.thehudsongroup.com/hudsonlinks.htm](http://www.thehudsongroup.com/hudsonlinks.htm). You will find here links to many free, online security resources and tools such as secure pass-

word generation, hard drive encryption, internet vulnerability testing, software security monitoring, free streaming of music via Internet, flight tracking, and other useful sites. These are some of the same tools used



by our engineers and staff in the office and on our computers.

## Your Questions Answered:

Questions are inevitable and will be gladly answered. Routine support questions should first be directed to our Tech Support staff by contacting us at:

[support@hudsonltd.com](mailto:support@hudsonltd.com) or by phone: 978.531.1115 ext. 1.

FAQ's are addressed at our online **Knowledge Base**: <http://knowledgebase.hudsonltd.com>

VP Customer Satisfaction: **Rich Sorrentino** ~ [richards@hudsonltd.com](mailto:richards@hudsonltd.com) T: 978.531.1115 x120  
VP Software Engineering: **Derek Skawinski** ~ [dskawinski@hudsonltd.com](mailto:dskawinski@hudsonltd.com) T: 978.531.1115 x150  
Internet Marketing & Development: **Mike Kaliczak** ~ [mikek@hudsonltd.com](mailto:mikek@hudsonltd.com) T: 978.531.1115 x180  
Business Development Manager: **Peter Kowal** ~ [peter@hudsonltd.com](mailto:peter@hudsonltd.com) T: 978.531.1115 x191  
Administration/Accounting: **Sherry Albert** ~ [sherrv@hudsonltd.com](mailto:sherrv@hudsonltd.com) T: 978.531.1115 x111  
President/CEO: **Mark Ustik** ~ [mustik@hudsonltd.com](mailto:mustik@hudsonltd.com) T: 978.531.1115 x110

As head of Hudson's Business Development Team, I work closely with Software Development to ensure that we are adding features that have a specific use and benefit to you. I look to ensure that a new technology is not just a "fad" and something likely to disappear in a few months time. I also work to find a way to make new technologies affordable

## KOWAL'S KORNER

and easy to deploy (if it's expensive or hard to use nobody will buy it)! If there is something you wish your system could do for you, call me and let's discuss it. You may also find that we already have technology in place that could improve your operational efficiency. I welcome

your input and requests. You can reach me at the address and phone listed in the above section. BlackBerry's, MDT's, GPS, Web Reservations; I will get the answers you need.



## THE PRESIDENT'S VIEW MARK USTIK, CEO

I attended the LCT Eastern Conference held at Mohegan Sun Casino and Conference Center in Connecticut. While I was gratified to hear two clients promote Hudson products and services to the 150+ people attending their seminars, I also had the chance to talk with both Hudson and yet-to-discover-Hudson operators regarding

their recent business trends. The Summer months of 2008 saw declines in retail bookings and flat-line growth of corporate bookings for nearly all that I spoke with. A \$700 billion dollar stimulus package approved by Congress, and credit getting lean, people are tending to hunker down and are being very conservative with their spending.

While I certainly condone fiscal responsibility, I also recommend being aggressive with your sales and marketing efforts during lean times. Consider building custom web portals to bring in more corporate / hotel bookings. Establish network and reservation-sharing relationships domestically and internationally. These are low cost options that can generate quick revenue. Hudson stands ready to assist you.

Mark