The HUDSON Group

Web TechTips

...and other useful information

In this issue…

Listen to your staff for their thoughts on how to grow your business. They will have ideas and will relish the opportunity to share them.

Why TechTips?

- Keep abreast of important information, updates, features and enhancements to the suite of Hudson products

- Troubleshoot your own questions and issues

- Find new ideas on how to more effectively manage your fleet, staff and business

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

HWeb Forum Launched!

NEW!

Online social networking continues to grow in popularity, almost exponentially, as people who are looking for answers to the most routine, mundane, and obscure information turn to web-based resources. While online knowledgebase, FAQ, or encyclopedic-like resource sites are useful – so too are forums; places where there can be an exchange of ideas and information.   The KnowledgeBase type sites (such as Hudson's http://knowledgebase.hudsonltd.com) are wonderful ways for an individual or organization to publish articles that a client will find useful. The limitation is that these articles are not interactive – they do not generally allow a reader to ask a question or request clarification on the content.

This is where the new HWeb Forum becomes useful. In a forum, a person may enter a question or comment and then receive input from an entire community of individuals who have information or expertise. The HWeb Forum (http://forum.hudsonltd.com) is designed for the sharing of ideas, tips and tricks amongst and between users of Hudson products. Rather than having Hudson staff reply to forum posts (questions, comments), Hudson clients, can use this opportunity to share their collective knowledge, wisdom and experience with other users. The more people who register for the forum, and then browse it frequently, the stronger and more authoritative the forum becomes for all participants. While the postings can pertain to Hudson products and services, they are not required to be. If you are

Technology Experts Partnering to Grow Your Business

Hudson Acquires ALERT

Hudson Welcomes David Linforth and ALERT Users

On January 1, The Hudson Group acquired the holdings of Alternative Management Technologies, Inc. (AMT) of Midland Park, New Jersey. David Linforth, President of AMT joined The Hudson Group as Senior Business Development Manager – Limousines Division. Integral to the merger is the ALERT transportation management system. A mature and stable transportation management technology, ALERT will broaden the scope of service options which Hudson can offer to its clients. Hudson will continue to support and further develop the features and functionality of the broadly accepted ALERT system. Watch for more and exciting information in the coming weeks as to how Hudson plans to use the ALERT product to greatly increase its customer base. All of team Hudson welcomes ALERT users and looks forward to offering unparalleled quality and value.

Free FlightView Upgrade!

If you currently have an Advanced HWeb Flight account, then you are currently able to lookup flight arrival times, automatically, 30 days into the future when entering reservations. As of January 8, you can lookup flight times up to **90 days** into the future. This feature ensures that clients are not providing inaccurate flight times when placing their reservations. No changes are needed – your account has been automatically upgraded FREE!

If you currently have the Basic HWeb Flight account and are tracking the status of inbound flights automatically perhaps it is time to consider upgrading to the Advanced account and eliminate client and data entry errors.

If you do not currently have an HWeb Flight account, call us and let us explain how adding FlightView to your system will save time and money.

Recent Additions

The Hudson Development Staff are continually seeking and producing enhancements to the functionality of all HWeb products. We are pleased to profile here some of the recent additions to the suite:

Terms & Conditions added to Web system ~ (v2.65) The Payment Information section of the Hudson web reservation system now allows clients to click a box indicating they have reviewed and accept your "Terms and Conditions". Clicking the displayed link allows clients to view all payment, cancellation, refund, pet, policies you may have. Checking the box can be set as a requirement to proceed with booking.

Did Not Accept ~ (1.89h) Added the ability to track when a customer Did Not Accept (DNA) a reservation in HWeb Agent. On the Fare & Availability screen, an agent can click on Did Not Accept button, which brings up the ResDNA dialog. This will have data about the reservation that was refused, allowing the user to put in the customer's name, phone #, reason for the refusal (price too high, pickup time too early, etc), actions taken (call back customer, wait list, etc), and any additional comments the customer might have. A Report can be run showing partial or full details of all DNA reservations.

Profile Merge ~ (1.89h) Allows you to now take multiple personal profiles (for same client) that may exist in your system and combine to create a single client profile. All reservations (past and present) under the merged profiles will be linked to the single master profile created.

Profile Flags ~ (1.89i) A client profile may be "flagged" to display a message to any agent or dispatcher that views or uses the profile indicating that the profile information needs to be updated. The message will continue to appear each time the client profile is accessed until the information is updated and the flag indicator removed.

For a full list of the most recent enhancements, visit the Hudson Release Tracker. Many features may require complimentary updates to your system database and/or software. If any of the above are features you would like to utilize, send and email to: support@hudsonltd.com and request a software and database update. Other information on the above features may be found by visiting the online Hudson KnowledgeBase: http://knowledgebase.hudsonltd.com

IMAX think big — THE ULTIMATE MOVIE EXPERIENCE

SATrans

Let Hudson take you to the movies!

Hudson client Doug Beach, owner of <u>SATrans Airport Express</u> in San Antonio Texas, also owns and operates an IMAX movie theater. While working with him to build a Hudson web reservation system for his airport transportation service, Hudson engineer Brian DiMente asked how he sold tickets for his theater business. After being told that clients purchase all their tickets at the theater box office, Brian started working on a solution that would allow moviegoers to purchase tickets online.   Working with the Hudson development team, and after some slight web system adjustments, Doug Beach now sells IMAX movie tickets from his website: www.imax-sa.com. To help inspire clients to buy their tickets online, Beach offers a discount for all tickets purchased via the website.

On the imax-sa.com site, clients enter the date they wish to attend a movie and the Hudson site displays a list of the movies screened that day along with the show times for each film. Clients select the film and show time; then enter the number of tickets desired, an email address for the confirmation/ticket and their credit card information. The booking process is quick and efficient. Clients receive a WebTicket via email that permits them expedited access to the theater and allows them to bypass box office lines.

This is but one example of how the versatile suite of HWeb products has been configured to meet the expanding needs of Hudson clients.

What else can Hudson do for _you_?

Hudson Web Site

For information, links, and support please visit our website:

www.TheHudsonGroup.co

Questions & Answers

Q: Can I export information out of my system to create customized reports or spreadsheets?

A: Definitely! The HWeb Dispatcher application can be used to create customized "grids". These are views of data contained in your system. Once displayed on the screen, the information is very simply exported. The exported data may be further managed in other applications such as spreadsheets.

For help creating the custom grids, please contact Hudson Tech Support, or better yet _listen_ to our online tutorials, and teach yourself how to build them! Go to: http://knowledgebase.hudsonltd.com/article.php?id=258

Knowing how to create custom grids on the fly is one of the most useful skills you can learn!

Once you have a grid constructed, you click File – Export. You will be asked to select the name and location for the exported data.

NOTE: The KB article referenced above is one that will allow you to actually DOWNLOAD and LISTEN to AUDIO Training files! Play, rewind, and learn at your own speed and at your convenience!

http://www.hudsonltd.com/kb1/

The Presidents View

Welcome to 2009! I expect you share my hope and desire for economic conditions to improve significantly this calendar year. 2008 was one of the most difficult and challenging years ever for me as a business owner I am optimistic that as President Obama takes office this month with some aggressive reforms and strategies, businesses and consumers will help stimulate some economic recovery and growth. I remain adamant that now is the time for all of us to get creative and assertive with our business plans. It is not a time to retreat. As outlined on page 2 in this issue of TechTips, The Hudson Group acquired the ALERT transportation software system from AMT, Inc. The Hudson Group is finding creative ways to grow its business and this merger is part of my aggressive growth strategy for the New Year. I encourage you to do the same – sow the seeds of growth today so you may reap the rewards tomorrow. I welcome, and look forward to working with, AMT's ALERT users during 2009.

Mark

HWeb ~ A suite of products, configured to obtain 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 you. Review our offerings and let us know what more we can do for you:

HWeb Admin
HWeb Agent
HWeb Bridge
HWeb Bugzilla
HWeb Dispatcher
HWeb Flight
HWeb Exchange
HWeb Forum
HWeb InfoView
HWeb Kiosk
HWeb KnowledgeBase
HWeb Mail
HWeb MDT
HWeb Mobile Tracking
HWeb Quick
HWeb Release Tracker
HWeb Reservations Mgr.
HWeb SafetyNet
HWeb Systems Monitor
HWeb Utilities
HWeb VIA
HWeb Web Services

HWeb Forum

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an operator wondering how other operators handle scheduling on Holidays, for example, you could post your question and then receive input from other operators. If there is software adjustments involved, this person may be able to even tell you how to modify your system to accommodate the change. The Forum is NOT intended to replace Hudson TechSupport. The forum IS intended to serve as an additional client – to – client resource where ideas may be shared among business owners and managers. Please go to

http://forum.hudsonltd.com today, register as a user, and review recent posts… you may be able to help a fellow operator / HWeb user. And if you have a question – why not put it on the forum "board" and see if another user has helpful information. Hudson will monitor and moderate the forums and will provide commentary and replies where appropriate. Again, if you have a Tech Support question that requires more immediate response, please use the customary support procedures. For ALERT users, there is a special section of the forum for the exchange of ALERT – related questions and replies.

Contact

The Hudson Group
PO Box 335
North Andover MA 01845
I: TheHudsonGroup.com
T: (001)978.531.1115
E: info@hudsonltd.com

Support

Phone:
(001)978.531.1115

E-Mail:
support@hudsonltd.com

Online:
KnowledgeBase

Previous issues of TechTips available at: *TheHudsonGroup.com / TechTips.htm*