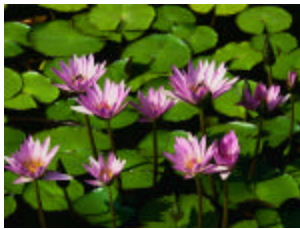


TECH TIPS ...AND OTHER USEFUL INFORMATION

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Spring arrives!

(...but it is still snowing in Colorado)

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.

GET CAUGHT UP IN THE HWEB SAFETYNET™!

The Hudson Group implemented its newest program over thirty days ago and several of you immediately jumped at the opportunity to increase the security and reliability of your existing database backup systems. For as little as \$50 per month, Hudson clients now have the ability to subscribe to the HWeb SafetyNet backup security system.

SafetyNet is an automated database backup system. The SafetyNet software is installed on your network file server and connects every night to the internet and downloads to secure, mirrored locations, all of your critical HWeb files: Fare and configuration files, CSV files, all client, reservation and trip details; all the information that you would be crippling, if ever lost due to natural disaster, equipment failure, or malicious activities.

Hudson staff confirms daily that backups are being com-

pleted on schedule for all clients and investigate issues immediately.

The SafetyNet program is not meant to replace your existing backup system, rather it serves to augment it and cover you in the event of that "what-if, worst-case scenario."

According to Hudson Group CEO Mark Ustik, "20% of our existing client base immediately saw the benefit of this program and jumped at the opportunity...we expect many more to come on board over the coming weeks."

Cost for the service ranges from \$50-\$125 per month depending on fleet size.

In addition to the database backups, subscribing to SafetyNet entitles clients to have their entire reservation and dispatch system hosted online, for one week, in the event of a network failure.

The Hudson Group produces, and provides to clients, perhaps the finest and most comprehensive suite of products custom designed for the ground transportation industry. The applications are so complex and so advanced that as new features are integrated and released to exist-

ing products that quirks, or Bugs, develop that may not show or arise until a clients' specific or unique configuration gives birth to the little devils. Despite thorough product testing, little quirks can

That brings peace of mind far greater than the price of subscribing.

For more information or to subscribe, call The Hudson Group today at 617.499.1959, extension 4, or send an email to Support@HudsonLtd.com. One quick call by you and Hudson will do the rest. The setup will be done for you within 2 business days and is quick and easy



ZAP THOSE DARN BUGS!

appear at a single client site that were unforeseen during the development and testing. So that our talented and dedicated team of software developers and support techni-

(Continued on page 2)

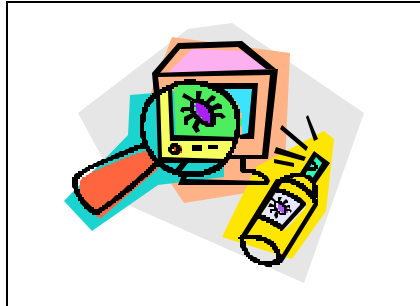


- HWeb Reservations
- HWeb Agent
- HWeb Dispatcher
- HWeb Admin
- HWeb Utilities
- HWeb Bridge
- HWeb Exchange
- HWeb SafetyNet
- HWeb Bugzilla

...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.



(Continued from page 1)
 cians may track and repair those pesky bugs, we have developed a special product, free to all Hudson clients called BugZilla. Bugzilla is your tool for reporting new



Bugzilla—your chance to remove “Bugs”

anomalies and quirks to Hudson staff. Further, as updates are completed that correct or remove those problems, you, as the reporter of the problem are automatically notified of progress made. When the

issue is resolved, you will be notified again and will be able to find out how to obtain the software patch or fix for your reported issue. You have the ability to log on at any time and track the status of the reported issue and to even add or modify the circumstances under which your “Bug” raises its ugly head.

Also available is the ability to submit suggestions for enhancements or improvements to all Hudson products and services. This is your opportunity to actually take part in the development of the software package that you rely upon so heavily each and every day.

To Report a bug in your software, visit: <http://bugzilla.hudsonltd4.com/>.



...NO ROOM IN THE VAN

Online reservations have helped many Hudson clients grow their business. The challenge though is knowing when is a safe cutoff limit, so that clients cannot continue to place reservations online for trips or vehicles which may, already be at capacity. Cut off your reservations too late and you have unhappy clients you

must turn away. Cut off your reservations too early and you have empty seats and lost revenue.

Using Hudson’s HWeb Bridge, your online reservation system can instantly communicate with your local reservation database and confirm for the client (and you) whether

you have any capacity remaining for the trip/vehicle they are trying to book! This could ultimately result in significantly shortening or even eliminating any online reservation cutoff parameters you may have in place. Allow Hudson to maximize your income potential while simultaneously reducing stress on Reservations Agents and Dispatching Staff. Ask us if Automatic Capacity Checking may be right for you!

CUSTOM + PORTAL = \$\$\$\$\$

Most Hudson Clients utilize the internet-based reservation system available as part of the HWeb Reservations package. If you have accounts, corporate, Hotel, or other, who are prime candidates for the placing of online reservations, then you should seriously consider providing them with a Custom Web Portal. This simple marketing tool, allows users to click on an icon on their home or work



Turn mouse-clicks into dollars and cents!

computer desktop and be instantly directed to their custom web reservation portal,

complete with company logo, welcome message, travel alerts, travel policies, etc. You can learn how to create custom portals in about one hour and can create one yourself in minutes. So, before you make the next sales pitch to that big account, consider contacting Mike Kaliczak, Hudson’s Web Marketing Specialist, for the information you will need to close the deal. Mike may be reached at: [530-343-1886](tel:530-343-1886) or via e-mail at: Mikek@hudsonltd.com. See **Assumed Identity** on Page 4 for further information...

RECENT ADDITIONS

The Hudson Group development staff are continually seeking ways to enhance and improve the functionality of all Hudson products. We are pleased to profile here some of the more recent additions, designed to improve your efficiency:

Dispatcher - New feature that allows you to disable the 'minimize' and 'close (X)' buttons per grid. This is very helpful so that users do not accidentally close grids within a Dispatcher Desktop. To enable this

feature, select Grid Properties and check "Disable close and minimize buttons"



General - New Codes configuration tool. Now all the customizable codes can be configured using a Graphical User Interface (GUI) from any HWeb Product. Select Tools, Configuration, Codes tables. Please note

this is a user privilege, so you must have permission before accessing tool. This change included in version 1.84b.

General—Version 1.84 supports multiple credit card merchant accounts. You now have the ability to have different service types assigned to different merchants (ex: sedan vs. shared ride). This also enables you to more easily make the transition from one credit card company to another.

Joining the Hudson Team this spring is Mr. Raul de la Riva. Raul comes on board as the most recent addition to the growing Tech Support and Systems Engineering Department. Raul brings over 20 years of experience in the computer industry along with in excess of 5 years experience in airline reservations systems. This Hudson Department is charged with assisting new clients in setup, installation and orientation.

EXPANDING SUPPORT DEPARTMENT

Configuring each clients system for maximum efficiency is their primary focus. Additionally, as issues or questions arise, these are the people with whom you will correspond to get questions answered. Some questions are handled easily with a phone call to the Tech Support line: 617.499.1959 x 1, or a

quick e-mail to: support@hudsonltd.com.

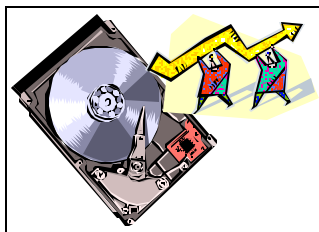
* * NEW * *

Users of HWeb version 1.84 can quickly and easily generate an e-mail to Tech Support from within Hudson products by clicking on Help \ Hudson on the Web \ Send e-mail to: support@hudsonltd.com.

DO YOU HAVE ROOM TO GROW?

You have read here before and will read here many times again about the importance of compacting and backing up your database(s). One other frequently overlooked data management task is how much disk space you may have remaining. Many of today's multimedia applications consume disk space on your Hard drive or server faster than can be believed. You should review, and chart, at

least monthly, your remaining disk capacity. When a hard drive reaches capacity, applications may no longer load and the computer can even fail to boot. Consider archiving and moving to alternate storage, those files and data that may not be needed again, or does



Disk Space needs to be reviewed.

not have to be immediately available to your staff. Other alternatives including using file compression software (such as WinZip) to compress files and folders which are seldom or rarely accessed. With a little prevention, you need never run out of disk storage space!

TechSupport: The Lighter Side

Tech Support staff deals with hardware and software puzzles all day long. Sometimes they get as frustrated as you do! Here are the top twelve things you probably do not want to hear from your Tech Support Staff:

12. Do you have a sledgehammer or brick handy?
11. That's right, not even MacGyver could fix it!
10. So, what are you wearing today?
9. Bummmmer Duuuuuude!
8. Looks like you're gonna need some new dilythium crystals, cap'n.
7. Press 1 for Support, Press 2 if your with 60 Minutes, Press 3 if you're with the FTC...
6. We can fix this, but you're gonna need a butter knife, a roll of duct tape and a car battery.
5. I'm sorry, Dave. I'm afraid I can't do that.
4. In layman's terms, we call that the Hindenburg Effect.
3. Hold on a second.....MOM! Timmy's Hitting ME!
2. Okay, turn to page 523 in your copy of Dianteics.

.....and the number one thing you don't want to hear from tech support:
1. Please hold for Mr. Gates' attorney!

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E: Support@Hudsonltd.com

We're on the Web
(of course) at:
www.TheHudsonGroup.com



QUESTION & ANSWER

Q: How do I prevent a particular service from showing up on the web reservation screens?

A: You first need to log on to your online utility page. From here, you need to go to the Service Configuration menus and select the appropriate Service Category. To deactivate a service online, set the maximum passenger count on that service to ZERO. Click Update at the bottom of the page. This service type is now disabled.

TechTips is edited by:
R. Lyndon Burnham, Jr.
Tech Support &
Systems Engineering

Our Mission

Hudson partners with our service provider customers to streamline operations and help better manage information processing to result in overhead reduction and revenue increases using our e-commerce services combining computer telephony, database, EDI and web-based technologies.

Our goal is to be the top Application Service Provider (ASP) in our class by providing the best end-to-end services to our customers. To ensure consistent growth and opportunity, Hudson uses a unique development methodology and pricing model which requires us to invest in our application service solution and its delivery -- only succeeding if our customers do.

Primary Contacts:

Here are the first people to contact if you have a question:

Rich Sorrentino: Manager of Technical Support & Systems Engineering:
richards@hudsonltd.com T: 617.499.1959 x1

Mike Kaliczak: Web & Internet Marketing & Development:
mikek@hudsonltd.com T: 530.343.1886

Mark Ustik: President & CEO:
mustik@hudsonltd.com T: 617.499.1959 x4

Assumed Identity - by Mike Kaliczak

Not a cloak-and-dagger mystery, the assumed identity we are talking about here is the identity of your web reservation portal.



Special Events or Trade Groups are Examples.

There was a time that the welcome page of each web reservation portal on your system was a visible extension of your operation. That has all been changed, as current web portal technology allows you to assume the identity of your target account.

You can present your customer, whether it's a hotel property, a

corporate account or a group with an event in your area, with a portal welcome page that looks like an extension of their organization. It even includes

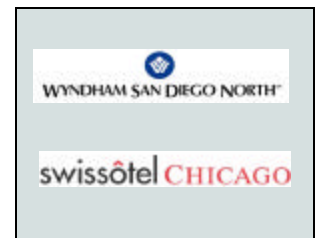
putting their logo on the page and features their corporate (or group) colors.

Putting in just a little extra effort to accommodate your customers in this way has already lead some Hudson clients to experience more im-

mediate acceptance of the reservation portal concept. The premise is actually quite simple: people are more inclined to "show off" a page which reflects positively on them and their organization than one which just promotes your company.

Dressing up your web reservation portals to take on the attributes of your clients is something

that you can do yourself, in as little as 10 to 15 minutes, after



Hotels are perfect candidates!

you have received the free training offered by Hudson's web marketing specialist.

For more info, or to set up a training session, contact Mike Kaliczak at 530-343-1887 or at mikek@hudsonltd.com.

