

TECH TIPS ...AND OTHER USEFUL INFORMATION

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Hoping you can find time to sit in the sand and build a sand castle...

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.

Boosting Online Reservations...

...With Certified Site Security

By Mike Kaliczak

The rules are changing and web site security can now make or break you. Good security, independently certified through a reputable service, will make you money by increasing the use of your web site to book rides. Conversely, poor security can cost you dearly and may even put you out of business.

Here's what's new: To combat the continued success of hackers, Visa and MasterCard have created a mandatory program for all entities that collect, process or store credit card data. It's called the Payment Card Industry (PCI) Data Security Standard, and you are sure to be hearing more about it, both in the media and from your credit card processor. To be certified to the Payment Card Industry (PCI) Data Security Standard, you need to:

1. Complete an annual Self Assessment Questionnaire designed to improve credit card data handling processes
2. Pass a quarterly vulnerability scan conducted by a

Qualified PCI scanning vendor (only required if you do more than 20,000 Visa ecommerce transactions annually)



Should you suffer a breach at a time when you are not PCI certified, your financial penalties can include fines starting at \$50,000, as well as reimbursing banks for reissuing cards associated with the data compromise. Have three violations in a rolling 12-month period, and your ability to process cards will be terminated.

If PCI compliance is a stick, ScanAlert's HACKER SAFE certification is the carrot and a proven way to build the trust that will build your online business. ScanAlert conducts comprehensive daily

ecommerce infrastructure audits and then certifies the security of it in real-time based on the highest published government and industry standards. ScanAlert certifies the ongoing application of patches, and as long as the site meets these standards, continually serves a HACKER SAFE certification mark directly to it from ScanAlert's network.

ScanAlert certifies more than 65,000 sites in 30 countries, with the certification mark seen daily by tens of millions of online consumers. In scientific A/B testing by more than 160 web sites, including national brands and chain stores, HACKER SAFE certification increased sales conversions an average of 14% compared to the control.

ScanAlert™

TESTED DAILY 01-JAN

The testing that has been conducted, by an actual Hudson client using Scan-



- HWeb Reservations
- HWeb Agent
- HWeb Dispatcher
- HWeb Admin
- HWeb Utilities
- HWeb Bridge
- HWeb Exchange
- HWeb SafetyNet
- HWeb Bugzilla
- HWeb InfoView
- HWeb Quick
- HWeb KB

...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.

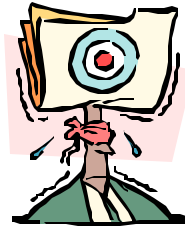


(Continued from page 1)

nAlert, strongly supports ScanAlert's claim that you will close more online reservations on a HACKER SAFE certified site than on a non-certified site. Every HACKER SAFE account also includes, at no additional cost, ScanAlert's Certified PCI Compliance service to guide you easily through the PCI process.

ScanAlert is offering full featured HACKER SAFE service to Hudson Group customers at a special deep discount. Your HACKER

SAFE account includes daily testing of two web sites and three additional IP addresses, HACKER SAFE certification of your entire site (including home and reservation pages), unlimited customer support and everything you need for PCI certification. (Note: We used all of the PCI tools in our own HACKER SAFE account to obtain PCI certification for the Hudson Group).



Regular HACKER SAFE service is \$1,790 annually, plus a \$100 one-time set up fee. Your special pricing, exclusive to Hudson Group customers, waives the set up fee and reduces the annual service

fee to just \$1,358. You save a total of 28%.

Our recommendation is that if you need PCI and want more online reservations, HACKER SAFE is the way to go. Please contact ScanAlert's Cresta Wakeley (877-302-9965 X120 or crestaw@scanalert.com) for more information or to signup. Make sure you mention that you are a Hudson client, so that you get the special pricing.

If you have questions about ScanAlert, PCI Compliance, or the use of the HACKER SAFE seal of approval, and want to learn a bit more before you call them, feel free to call me at 978-531-1115 x 180.

CODES, CODES— EVERYWHERE!

Whether you are an advanced user, or are new to Hudson applications, you may benefit from being able to set your own labels and codes in the HWeb system. To adjust codes, open Agent or Dispatcher, and go to

Tools-Configuration-Codes Tables. Select the table you wish to customize. ex: Driver Rating. Press the tab key and then review the existing ratings. The default settings are: OK, Good, Best, etc. Select an existing

code and then alter the description to something more appropriate for your operation: Probationary, Level 1, Expert, etc. The process may be repeated for many other codes tables as well: Reservation Cancel Reasons, Profile Types, Reservation Confirmation Types, and more. This is a simple and easy customization!

CALL VOICE CENTER! (?)

PAYMENT RESOURCES INTL. LLC

When processing a credit card, you may get the message: "Call Voice Center." This is a response that is issued at the sole discretion of the financial institution that issued the card involved in the transaction. Generally, this means that the card issuer requires additional information on the transaction before they will issue

an authorization. A number of scenarios could cause this message: a sudden increase in card activity; unusually high purchase amount; returned mail to the card holder; an inactive card with a sudden or unexpected use; transaction type is not permitted by the bank for this card; and the list goes on. Remember, it is at the issu-

ing financial institution's discretion when to issue this response, not the processor (such as Payment Resources Intl.). The processor is only the messenger in this situation. Call the authorization number provided and follow the instructions. This message does not indicate an automatic decline!

For more information contact Bruce Remick, Payment Resources Intl., LLC by e-mail: Brucer@e-f-s.com.

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:

Max PAX Warning ~ HWeb Agent will warn/restrict against the over-routing of passengers. This is controlled per SERVICE and uses MAX PAX of vehicle assigned (ver. 1.86h)

Max Stops Warning ~ HWeb Agent will warn/

restrict against the over-routing of stops. This is controlled per SERVICE.

One-Stop routing: All location types other than P (City) are considered as ONE STOP when routed together with the same name. In the past, if there were three pickups at a Hilton Hotel (ex) the Dispatcher showed: Stops=3, when in actuality the vehicle is only stopping once to pickup 3 passengers from the one location. With the



new enhancement, 3 passengers from the same location will display as a single stop.

Flight Verification ~ HWebAgent v. 1.87 now permits agents to do real time flight time verification via the F1 screen at the time a reservation is entered. This feature does require a FlightView account with the 30 day advance lookup feature enabled.

If any of the above are features you need, but are not included in your current software version, send an email to: support@hudsonltd.com and request a software and database upgrade.

The Lighter Side

After buying a PC from a dealer of questionable character, an unlucky customer unpacked his new toy and plugged it in to find it Dead On Arrival.

Naturally, after checking the usual things, the customer called the dealer and explained his problem.

Shady Dealer: "Did you check to see whether the power was on?"

Customer: "Of course."

Shady Dealer: "Did you open the cover and check whether any of the boards had shaken loose in shipping?"

Customer: "Of course."

Shady Dealer: "Then why are you calling me?"

Customer: "Well, you sold it to me and there has to be some kind of warranty," pleaded the frustrated purchaser.

Shady Dealer: "Of course there is, but you voided the warranty when you opened the cover!"

Adapted from

www.kissmyfloppy.com

CUSTOMIZE YOUR SEARCH RESULTS

Available in version 1.87, HWeb users can now customize the information displayed when using the reservation search tool in the HWeb Agent. You can change what information is displayed and how it is displayed (including colors and fonts).

To use the custom search results system, first build a grid* (GDF) in the HWebDispatcher, then you must modify your F3 (and/or shift+F3) hot key. To modify your hot key, select TOOLS/CONFIGURATION/HOTKEYS-FASTINFO. Build a NEW hot key by pressing FILE/NEW. The hot key **System profile** should be set to <ANY>, unless otherwise advised by your Hudson Administrator. The hot key **Record type** should be set to **Agent menu hot keys**. Next is the caption, for now leave it empty. Set your **shift/control**

type to None for your normal F3 and **Shift** for your shift+F3 key. The **Function Key** should be set to F3 (using any other hot key could result in undesired effects). Set the **Function parameters** to **Open reservation simple (grid)**, **Open reservation extended (grid)**, or **Open reservation extended, modeless (grid)**:

- Open reservation simple (grid) is the standard F3 search in HWeb, allowing users to quickly search the most popular search items. This search box closes once a search result is chosen.
- Open reservation extended, modeless (grid) is the standard Shift+F3 search in HWeb, allowing users to search using more search options, including searching BETWEEN dif-



ferent dates. This search box closes when search results are selected with the FIND box found in your taskbar.

- Open reservation extended (grid) is similar to the standard Shift+F3 search in HWeb, allowing users to search using more search options, including searching BETWEEN different dates. However, this search box closes once a search result is chosen.

The most common reasons to replace the standard F3 search results with a custom set, is because you want to change the order of the infor-

mation displayed OR you would like to use your standard color coding schemes from the HWebDispatcher in your HWebAgent.

Since most Hudson customers like the overall display results of the current F3 search results and only want to make minor changes, we have created a grid file available at ftp://hudsonltd.com/ResSearchGDF.gdf. By downloading this file you will have the same functionality as the standard search, however now you can make minor changes to it if you wish.

* For grid building assistance, please contact tech support for a training or refresher session.

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(of course) at:
www.TheHudsonGroup.com



QUESTION & ANSWER

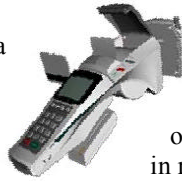
Q: How do I add a custom graphic to an online custom portal?

A: Hudson will add the logo to the site for you. Send an email to: graphics@hudsonltd.com. Include in the body of the email the name of the online group, the source URL (webaddress) where the logo is found, an attached copy of the logo if possible, and the desired delivery date.

TechTips is edited by:
R. Lyndon Burnham, Jr.
Product Development,
Documentation & Mktg

Announcing: HWeb Mobile Ticketing

One of the newest devices available to Hudson clients is a handheld or vehicle mounted unit that contains your fare files and allows your staff to take reservations, issue tickets, au-



thorize credit cards and print receipts all in the field. Additionally, reservation information may be uploaded to office dispatching system in real-time! Hudson and Exadigm have partnered to produce an affordable and easy to use mo-

bile ticketing device. Login to the Hudson online Knowledge Base and enter **mobile ticketing** in the Search bar. From here you will be able to download and view an informational brochure.

For questions and pricing call Cliff at 978.531.1115 x190.

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, or by phone: **978.531.1115 ext. 1**.

FAQ's are addressed at our online Knowledge Base: www.hudsonltd2.com/kb1

If you need to talk with one of our department heads, their contact information is:

Tech Support & Systems Engineering: **Rich Sorrentino** ~ richards@hudsonltd.com T: **978.531.1115 x120**

Manager of Software Engineering: **Derek Skawinski** ~ dskawinski@hudsonltd.com T: **978.531.1115 x150**

Internet Marketing & Development: **Mike Kaliczak** ~ mikek@hudsonltd.com T: **978.531.1115 x180**

President/CEO, Administration/Acctg: **Mark Ustik**: ~ mustik@hudsonltd.com T: **978.531.1115 x110**

If your Hudson Application is to work at peak efficiency, it is important to ensure that all PC's are utilizing the same version HWeb software. Using different versions may cause errors. There is a very quick and easy tool you can use to check what version of HWeb product is running on every workstation in your office. Open the HWeb Dis-

ARE WE ALL ON THE SAME PAGE HERE?

patcher program and select Tools-Display Versions by System. You will be presented with a table showing the name of your computer and the Application name, software version, and build number running on it. Also displayed are the versions and build numbers of Hudson

software running on other workstations on the network. Identify the workstations with older software and update them as soon as possible. More info on updating is available online in the HWeb Knowledge Base: enter updating software in the search field and press Enter key.

THE PRESIDENT'S VIEW

MARK USTIK, CEO

Limousine and Chauffeured Transportation (LCT) Magazine (www.lctmag.com) is a monthly trade journal produced by Bobit Business Media out of California. It services and reports on the shared ride, black car and limousine industries and sponsors annual trade shows for industry operators. The July issue of

LCT (circulation about 20,000) profiles the "Top 75 Largest Fleets in the US." Included in that ranking, as well as other articles in the same issue, are an impressive number of clients who are using Hudson products and services to manage their business. It was wonderful for me to be able to report back to the staff of The



Hudson Group that their efforts to develop and support our products has contributed to many of our clients receiving recognition for being among the top operators in their industries! My congratulations to you all on your successes, on your being recognized for your hard work, and my thanks for continuing to entrust The Hudson Group for your application management needs.