

EASY TRIP NEWSLETTER

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Easy Trip - First Released in July 1994

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EASY TRIP

We would like to thank our customers and all of our future customers that attended the LCT Trade show in Las Vegas in January 2007. It is always a pleasure to see everyone at the trade show and to hear how truly happy our ET customers are.

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Who is BG Consulting?

BG Consulting is a software development company based in San Francisco, CA that has been in business since 1984. In addition to our Limousine software we have developed several programs for the medical industry, marketing, manufacturing, Army Corps of Engineers, real estate, job costing inventory control, and temporary agency placement.

Jan 1991	Software Consultant for the Limousine Industry
July 1994	Released "Easy Trip for Dos"
Sep 1996	Released "Easy Trip for Windows"
Sep 2002	Released "Early Response"
Jan 2006	Released "ET Web Application"

BG Consulting was the very first company in the Limousine Industry to release a software product designed especially for Windows.



Member Since 1995

ET Windows Update

All registered Easy Trip Customers are entitled to receive an update to the current version of our Easy Trip program. Updates to Easy Trip are included at no additional cost with your paid Annual License.

To find the exact version installed, start Easy Trip and click on **Help** and then select **About**. The value underneath the "Version 3.7" indicates the build number. Please contact BG Consulting if the build value is less than the time of "11:55 am" and you would like an update.

Have Easy Trip Your Way

Many of our customers have requested special features, enhancements, or modifications to our Easy Trip software and ET Web App. We are available to add or change any of the features in our software for any individual company.

Your company may request any software additions or modifications to our products. **Custom features** are only available to the company that requested them. All custom work is billed at \$65 per hour unless noted otherwise.

To begin the process of customization, please email or fax BG Consulting with the exact details of the modification you are requesting. We will review your information and then provide an estimated number of hours.

BG Consulting is also available to customize or modify your web site for online Reservations, Importing Reservations into Easy Trip, or setting up the ET Web Application.

Why Choose Easy Trip?

Extended Support Option

Some customers have asked for additional Easy Trip support on Saturday and Sunday. They would like a way to obtain emergency support after our regular business hours. In response to this request, we are adding a new **on demand weekend support** option.

Customers can call BG Consulting for support from 9 am to 3 pm PST on Saturday and Sunday. The fee for extended support is \$75 per incident. For pricing regarding unlimited weekend extended support please contact BG Consulting.

You can prepay for extended weekend support or leave a credit card on file with BG Consulting. If you have not signed up for extended weekend support you can still call and activate it on the spot.

Technical Staff

The staff at BG Consulting are all technically educated, which is exactly what your company should be looking for in a software vendor. Marketing people are nice but when you have a question about Easy Trip you want to know that you are talking to someone that can give you an answer.

Pricing

Easy Trip software is more than competitively priced. We have no hidden monthly fees and no additional fees per user or computer workstation with our multi-user module. We believe that limousine software should not be over priced. Our products provide a full business solution without the costly overhead.

ET Web App

Our ET Web App was released a year ago and our clients keep telling us how much they love it. This application gives your Dispatchers, Drivers and Customers the ability to access and print their own Reservation Trip Sheets, Manifest, Invoices, and Statements from any web browser on their computer.

With the ET Web App your data will remain in your office and the current installation of Easy Trip will not change. Users of the ET Web App are not given direct access to your Easy Trip data. They can only retrieve the information and reports available from our web application.

Reservations and Invoices will be displayed on the screen, in the same report format available in Easy Trip. All reports will be shown as a PDF, which can then be printed locally.

The Easy Trip Web App gives your Drivers and Clients the ability to access their Reservations, a Manifest, and Invoices from any web browser on the Internet.

Why do you need this program?

Drivers can log on from their computer or any computer connected to the internet. They can view or print Reservation Trip Sheets or a Manifest. Drivers will only be allowed to access runs which were assigned to them.

A **Dispatcher** can view any Reservation Trip Sheet, Manifest, Invoice, or Statement, no matter whom it was assigned to or who the Customer is.

Your **Clients** can use the ET Web App to access Easy Trip information and view or print their own Trip Sheets, Manifest, Invoices, and Statements. Clients will only be allowed to view runs for their Customer or Bill To Account numbers.

Easy Trip Modules

The following modules are optional components that can be purchased at any time.

Accounts Payable

The Accounts Payable module is used to track the money your company owes to other vendors. It includes a Check / Deposit registry, vendor list, a full chart of accounts, check printing, bank reconciliation, and a variety of AP Reports.

Archive

The Archive module can be used to back up your Easy Trip data files. The archive can be created on any fixed or network drive on your computer system. This includes a hard disk, zip drive, or memory stick device. In order for this to be a valuable backup you must save the archive zip file to a removable media and it should be moved off-site.

Auto Email

The Auto Email module has two different options. Either option can be turned on or off independently of the other and for each individual Customer.

If "Reservation Trip Sheets" is enabled for the Customer, ET will automatically email a Reservation Trip Sheet when a **new** Reservation is added. The specific Trip Sheet is selected in the Global Settings.

If the "Full Page Invoice" box is checked, an Invoice is automatically emailed when a Reservation is Posted and the Invoice is generated. All emailed reports are sent as a PDF.

Credit Card Processing

The ET Credit Card module uses software to process your transactions. This module is used instead of a swipe machine. The charged amount, customer address, and security code, are entered from Easy Trip and transferred to the Credit Card Software automatically.

When a Deposit or Payment is entered the information is stored in a log file in ET. From Accounts Receivable click on the "Process" button and Easy Trip will process all pending transactions. Each transaction will be marked as approved or declined as appropriate.

Batch Posting (New)

Batch Posting is a newer module for Easy Trip that allows users to select multiple Reservations for a date range and then close them out as a batch. The process of **Posting** a Reservation in Easy Trip generates the Invoice.

In the standard Easy Trip Posting process the Driver's pay type, pay, gratuity, and reimbursements are calculated and can be adjusted as needed. In the Batch Posting module the pay type, pay, and gratuity are selected automatically for the specified Driver from the Driver module.

If reimbursements need to be added or the pay needs to be adjusted, then the Reservation must be Posted individually. The price for this module is \$400.

Farm In / Farm Out

This module is used to track runs that are Farmed In or Farmed Out to another transportation company. Easy Trip has additional accounting in this module to track exactly how much work your company is doing with other transportation services. Several reports are available specifically for Farm In / Farm Out reconciliation.

Internet Reservations (Import)

In order for your customers to book Reservations on-line, you must add a reservation form on your web site. The reservation information can be imported into Easy Trip in two different ways with our Import Module.

(1) The information from your web site form is emailed to your company when the user clicks "submit". Easy Trip reads the saved email and imports the information as a new Reservation.

(2) If you have purchased our ET Web App then once your client clicks the "submit" button on your on-line reservation form, the information will import directly into a special section in Easy Trip. You can then accept or deny the new on-line Reservation.

Multi-User / Networking

The multi-user module allows your company to access Easy Trip from more than one computer at the same time. Our multi-user version is a "Company Wide License". This means you can have an unlimited number of users and access ET from any number of computers in your office, for one single price. There are no additional fees per user or per computer.

To access Easy Trip from offsite please read the article on page 6, "Remote Access to Easy Trip".

Vehicle

The Vehicle Module is used to keep track of the specific vehicles in your fleet, vehicle earnings, and vehicle maintenance.

A field is available to enter the "License Expiration Date" and a check box to indicate if ET should give a 30-day warning. If checked this warning will be displayed each time Easy Trip is started and the permit expiration date is within the 30-day period. This warning can be turned on or off for each vehicle.

The Vehicle module has a selection to track **Vehicle Repairs**. When a repair or maintenance entry is scheduled and the car is assigned to a Reservation, Easy Trip will display a warning message if the repair date is before today's date. The current vehicle mileage will also be checked for maintenance.

When a Reservation is saved, ET will check for Vehicle conflicts with other runs on the same run date and with overlapping times. If a conflict exists a warning message will be displayed.

Driver

The Driver Module is used to keep track of the specific drivers in your company. Some of the fields available in this module are the driver name, phone numbers, birth date, next drug test date, license # and license expiration date, pay type, and pay rates.

For each Driver there is a Driver's Schedule. The purpose of the **Driver's Schedule** is to detail the recurring times on a specific day of the week a driver is unavailable, or a specific date that the Driver is unavailable.

When a Reservation is saved, the Driver's Schedule will be checked to ensure availability on the Reservation Date and during the Pick Up and Drop Off times.

When a Reservation is saved, ET will check for Driver conflicts with other runs on the same run date and overlapping times. If a conflict exists a warning message will be displayed.

Auto Text Messaging

Easy Trip has full built-in functionality to send **Email**. Since cell phones are capable of receiving **Text Messages** via email, you can use our email or text messaging options to send a message to any cell phone.

For a Text Message the "To" part of the message is entered as follows:

cell_number@Cell_Phone_Provider.com

The "Auto Text Messaging" module allows you to predefine what text will be included in the body of the message. Easy Trip will use the reservation fields your company has specified to create the body of the message. To conserve space each piece of data is separated by a semicolon. Routing Information will increase the length of the message. Longer messages may be split up by your cell phone provider.

Easy Trip will automatically look up the cell phone number of the Driver assigned to the run, generate the text message, and send it.

The cost of this semi-custom module is \$250. If major modifications are requested the price may be adjusted. You will be informed before any custom work has been started.

Built In Components

Faxing

Prior to faxing from Easy Trip, the service must be configured on each computer. Faxing is set up from the Control Panel in Windows. To ensure faxing is working, send a test fax from the Fax Service.

For more information refer to **Fax Service Management** in Windows Help.

Email

Easy Trip can send and receive Emails without the need for other software such as Outlook or Netscape Email. From Easy Trip an email can be sent with a message and an optional attachment. When a Trip Sheet or an Invoice is emailed, they are sent as a PDF attachment.

To send or receive an Email you must have an existing email account and access to the Internet.

Configuration

To set up email in ET you will need to know your POP3 (Incoming Email) and SMTP (Outgoing Email) values. These values are provided by your ISP.

Only enter the Authentication information if your ISP requires it. Easy Trip User Accounts must have an Email Address, User Name and Password that correspond to the same account information established by your Internet provider. Test both sending and receiving an email to make sure the SMTP and POP3 values are correct.

Each email user account in Easy Trip has its own individual email address book.

Remote Access to Easy Trip

Many companies have a need for a second office in another city or access to Easy Trip from their home, without affecting their main office. So how do you share the data between locations? How can security risks be minimized? Protecting your passenger's personal data and credit card information from a smart thief, hacker, or just prying eyes is something seriously to consider.

The best way to allow "Remote Access" to Easy Trip is by using **Terminal Services**. Simply put, Terminal Services is a technology that lets users remotely run software. It is available on computers running Windows Server, XP, or Vista. It is not available on the Home versions of XP or Vista.

Terminal Services is installed and must be configured before remote access is possible. To access Easy Trip in your office, use "Remote Desktop" from Microsoft. The Remote Desktop software uses the Internet to allow you to run ET offsite. For added security a VPN should be used, unless you are using the new Terminal Services Gateway in Windows Longhorn.

There are other ways to remotely access ET on your office computer from web sites which offer similar type services. However, they require you to install special software on your computers and are usually more costly.

Terminal Services provides two simultaneous users at no additional cost, except for the fees to your technician for the set up. Average pricing for web sites, like GoToMyPc, cost about \$150 per year.

Remote access to Easy Trip gives you **full access** to the entire program, just like a user in your office would have.

Reliable and Proven Software that Works

Easy Trip Professional Version \$975

Customers • Reservations • Invoicing • Accounts Receivable
Vehicle Scheduler • Reservation Calendar • Faxing • Email
Dispatch • Manifest • Driver Availability • Vehicle Availability

- ✧ Create your own Account Types, Run Types, Rates, Vehicle Types, **Landmarks**, and more!
- ✧ **Duplicate** a Reservation for Round Trip, multiple car Runs, or specific days in a Date Range.
- ✧ Enter unlimited Directions, **Routing**, and Instructions for the Driver.
- ✧ Print from a variety of styles for Reservation Trip Sheets, Invoices, and Statements.
- ✧ Reservation History, Special Instructions, Faxing, Text Messaging, and **Email**.
- ✧ Over **300** built-in Reports!

Easy Trip Professional Version	\$ 975
Easy Trip Personal Version	\$ 575
Annual License & Technical Support Fee (Includes All Updates, License, and ET Technical Support)	\$ 300
Personal Version Technical Support Fee	\$ 200

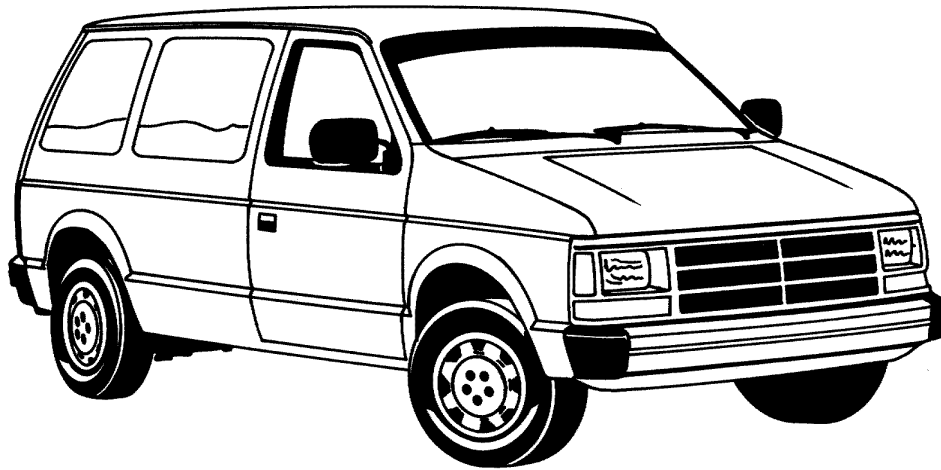
◇ ET Web Application	\$ 500
◆ Accounts Payable	\$ 300
◆ Archive	\$ 50
◆ Auto Email Invoices	\$ 150
◆ Credit Card Processing	\$ 400
◆ Farm In & Farm Out	\$ 150
◆ Internet Reservations (Import)	\$ 150
◆ Multi-User / Network (Includes Security)	\$ 650
◆ Security	\$ 150
◆ Vehicle	\$ 150
◆ Worker / Driver	\$ 150

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