

Send us an E-mail:  
info@barsnet.com

**BLUEBIRD**<sup>®</sup>  
**AUTO RENTAL SYSTEMS**

Visit our Web site:  
www.barsnet.com

P R E S E N T S

# BARS Talk

WINTER 2007

A QUARTERLY NEWSLETTER FOR THE AUTO RENTAL INDUSTRY

## Users Conference

Mark your calendars for the 2007 Bluebird Users Conference:  
**September 26 & 27**

The event will be held at the Embassy Suites Hotel in Parsippany, New Jersey.

## Orion Info Bytes

### For Classic Plus Users

Ground Alert Dates and Mileage:  
In 7-1-25 you can enter grounding and alert dates, mileage, or both. You can then run a management report (7-3-6) to plan your turn backs and sales.

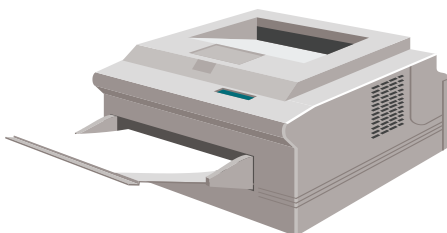
### For Classic Users

Ground Alert Dates and Mileage:  
In 14-1-4 you can enter grounding and alert dates, mileage, or both. You can then run a management report (14-3-6) to plan your turn backs and sales.

## Laser Printer Choices

What is the best Laser Printer for RentWorks (in particular, NetRent)?

We recommend these laser printers: HP Laser Jet 1100 through 1400 series, and 2100 through 2400 series. And of course, the good old Okidata 320 Turbo Dot Matrix printers still work as well.



## BARS Releases Budget Billing Bridge

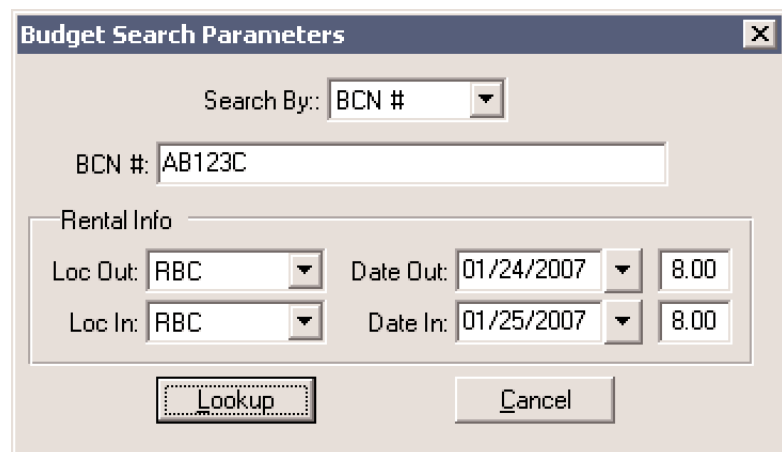


Bluebird Auto Rental Systems has released a "Data Bridge" with Budget Rent a Car, which is integrated with the **RentWorks** vehicle rental software.

The bridge essentially allows a real-time access to the Wizard system, yielding significant benefits. Budget licensees are able to look up corporate rates and customer profiles when making a reservation or opening a rental agreement. One way vehicles can be tracked to other locations participating in the Data Bridge (licensee locations using Bluebird or Orion software, or corporate locations using Wizard). Most importantly, rental agreements are transmitted to the Wizard information system and data warehouse. From there, numerous processes are performed on behalf of the licensee to improve the communication among all locations – licensees as well as corporate – with respect to vehicle movement, repeat customers and corporate accounts.

"The development of the Budget Data Bridge on Bluebird's RentWorks platform is of enormous benefit to our Budget Rent a Car licensees," stated Phil Jones, Vice President of Bluebird Auto Rental Systems. "One-way rentals are now seamlessly passed from system to system utilizing Orion Systems' data bridge to Budget Rent a Car, providing the licensee with real-time, accurate information while giving the renter a superior level of customer service."

The rollout of the Data Bridge has already begun. It is anticipated that all licensee locations throughout the world using Bluebird software will be live by the end of First Quarter 2007.



|             |        |           |            |      |
|-------------|--------|-----------|------------|------|
| Search By:  | BCN #  |           |            |      |
| BCN #:      | AB123C |           |            |      |
| Rental Info |        |           |            |      |
| Loc Out:    | RBC    | Date Out: | 01/24/2007 | 8.00 |
| Loc In:     | RBC    | Date In:  | 01/25/2007 | 8.00 |
| Lookup      |        | Cancel    |            |      |

## Letter From The President

My Goals for 2006 got a bit off track early last year when the Orion deal presented itself. But it was worth it. When opportunity knocks, you have to answer the door, right?!

Anyway, this year we are again starting out with ambitious goals:

1. Convert the entire company to Voice Over IP. Our Bluebird Technologies division installed their new VoIP phones towards the end of last year.
2. Release the next version of RentWorks. Again, we started working on this early last year. This was a substantial investment, but we knew it was necessary to keep up with technology.
3. Continue to take over the world!

As always, if you have any problems, concerns or questions, please contact me directly.

Angela Margolit  
President

Tel: 973.989.2423

Email: [angela@barsnet.com](mailto:angela@barsnet.com)



## BARS Wins Prestigious Award

### **Progress Software names Bluebird Auto Rental Systems "North American Application Partner of the Year"**

At Progress Software's recent partner kickoff meeting in Dallas, TX, Bluebird Auto Rental Systems was awarded the prestigious 'Application Partner of the Year' for showing outstanding growth in the 'Software as a Service' market segment with their NetRent product, while engaged in an application transformation project that will future-proof their RentWorks application for years to come. As if that wasn't enough, Bluebird acquired one of their competitors during the year to further solidify their leadership role in the car rental software marketplace.

Progress Software Corporation (Nasdaq: PRGS) engages in the development, marketing and distribution of application infrastructure software for the development, deployment, integration and management of business applications software worldwide. It has four divisions: OpenEdge, Sonic, Real Time, and DataDirect. The OpenEdge division provides the Progress OpenEdge platform, a unified set of development and deployment technologies, including the OpenEdge RDBMS, an embedded database that is used to build business applications. The company serves customers in manufacturing, distribution, financial services, retail and health care markets through a direct sales force and international distributors.

## Bluebird Offers Fleet Liability And Health Savings Card For Customers

Bluebird has announced a strategic alliance with Pinnacle Companies to give greater value to its members.

Bluebird has traditionally been focused on improving the operational effectiveness through information systems and related services. We recognize that our clients could improve profits with lower cost, stable fleet insurance. This is the largest single cost for most operators.

"The market is limited in comparison to other industries, though insurers are competing hard for the better performing operators", said Chad Tyler Sorrell, President of Pinnacle Risk. "Insurers are looking for those operators that have good controls, experienced people that understand rental fleet risk management." Pinnacle has built its practice providing tools for its client operators to upgrade their controls and benefit from the lowest responsible pricing in the industry. "Pinnacle appreciates the opportunity provided by Bluebird to reach those rental agencies that are continually finding new ways to maximize profitability."

Protecting the health of experienced and reliable employees and their families has to be a top concern of all business owners. We have found that the rental industry is underserved with quality, affordable health alternatives for all of its workers. Pinnacle Choice can help, providing the CIGNA dental discount plan, health discount plans for doctors, prescriptions with all major chain retailers, vision, chiropractic, hearing and alternative medicine.

Pinnacle Choice products are available to protect all members of an employee's household and do not require social security numbers. "The discounts are, in many cases, substantial and when you factor in that the cost of membership is lower than insurance premiums, good health care becomes more affordable", states Francine Noce, a Pinnacle Choice member and rental agency owner. "We would entertain any U.S. rental agency affiliated with Bluebird and offer a wholesale price for Bluebird members."

For more information, contact Francine at (201) 482-5313 or email [PinnacleRiskAuto@aol.com](mailto:PinnacleRiskAuto@aol.com)



## Credit Card Processing

If you find yourself pulling your hair out over all those credit card transactions, take heart. Credit Card Processing and Draft Capture (CCPRO) is a breeze with Bluebird.

Fully integrated with Rent Works, CCPRO allows you to perform credit card authorizations and draft capture quickly and easily with just the swipe of any major credit card. Eliminating key strokes and giving your agents more time to upsell.

You can save money, too. By using CCPRO through RentWorks, you can normally qualify for lower fees and rates. And you can use the Internet to process CCPRO, eliminating all those phone lines required for bank supplied systems.

When a credit card is swiped, the cardholder's name, card number and expiration date are electronically captured and posted in the customer's file. If a card has been altered, CCPRO identifies the correct owner from the magnetic stripe. It also automatically checks the card against a database of known stolen credit cards.

So if you have yet to take advantage of the power of CCPRO, give us a call. Now through March 31st, special pricing is in effect – allowing you to “march” on to better profits and improved customer service...not to mention a fuller head of hair!

## When You Get An Error...

What do you do when you get an error message? No matter what system you use, **before** you report the error to the Help Desk:

1. If possible, print the screen so that the exact error can be read or faxed to the Help Desk if requested. This is very important and can be a great timesaver.
2. If unable to print the screen, write down the error message verbatim.
3. If the person who will call the Help Desk is not the person who received the error, find out what procedures were being done at the time the error occurred.
4. If the error was reported to you and you did not see the error on the screen, ask the person to repeat the actions being performing when the error was received. This process is necessary to determine whether the error is only on one particular record or a larger problem. If you are not able to recreate the error, it was most likely an entry error or an error reading the program. If you are able to recreate the error, do a screen print or write down exactly what the screen says. Also, since you saw how the error was created, you will have a better understanding of what may have caused the error and be able to relay important information to the Help Desk.

## RentWorks Helpful Hints

If you need to change any “codes” in your system, please let us do it for you. This is because we must use a “Field Value Conversion” utility to change that code throughout the system (see screen shot below).

When a vehicle is moved or a contract is opened, numerous fields are written to the record for the transaction. If you change any of the codes that are captured therein, you will see an error when viewing the transaction. The error will mention that the value is no longer valid.

Which codes do we need to change for you? The list is as follows:

- Local Companies
- Countries
- Employees
- Inventory Classes
- Locations
- Miscellaneous Charges (including Fees & Taxes)
- Payment Types
- Products (although you should only have one of “Vehicles”)
- Vehicles (to change the Product or Class of one specific Vehicle)

Field Value Conversion

Table to change: Company, Country, Employee, Inv Class, Location, **Misc Charges**, Payment Type, Product, Vehicles

Field to change: Current Value: BS, New Value: BabySeat

Buttons: Add new line, Remove selected line

| Table      | Current Value | New Value  |
|------------|---------------|------------|
| Location   | Downtown      | CenterCity |
| Misc Charg | BS            | BabySeat   |
|            |               |            |
|            |               |            |
|            |               |            |

Buttons: OK, Cancel

# The STARS of BARS

Please extend a warm "Hello" to **Carol Grossman**, one of our star programmers with Orion Systems.

Carol was born in Lemmon, South Dakota, where she attended high school and met her husband of 28 years, Rich. After high school Carol went to work for an electronics company, while Rich went to college and studied computer programming.

Upon graduation, Rich was offered a position with Fiserv, a banking software company based in Omaha. Carol first worked with a label company in her new home city and later for People's Express Airlines. She became interested in computers and took classes.

In 1994, Carol landed a job with Orion Systems as a Product Support Analyst and later moved into programming, where she shines today.

Carol and Rich are both distance runners, having participated in a number of Marathons. Carol is also a Power Yoga instructor and teaches at a number of facilities in Omaha. She also enjoys reading, especially books related to running or Yoga, and occasionally conquers a jigsaw puzzle or two.



## It's System Back-Up Time!

Have you backed up your **entire** system recently? Please remember to **replace** your tapes about every six months. And have you changed your passwords lately? If not, please do it as soon as possible! Call us if you need assistance.

## Welcome New Customers!

Since our last issue of *BARSTalk*, the following customers have joined us (4th Quarter 2006):

A Car Leasing Inc. – Stroudsburg, PA

Beau Monde Group – Conshohocken, PA

C&C Economy Car & Truck Rental – St. Kitt's, British Virgin Islands

Cabrera Car Rental – Fajardo, Puerto Rico

Executive Rentals – Christ Church, Barbados, West Indies

Herb Chambers Toyota – Auburn, MA

Masters of Beckenham Ltd. – Beckenham, England, UK

National Car Rental – Burlington, ON, Canada

National Car Rental – Guelph, ON, Canada

Payless Car Rental – Metuchen, NJ

Rent-A-Wreck – Laurel, MD

Rent-A-Wreck – Oneonta, NY

Rent-A-Wreck – Sacramento, CA

Sacramento Vans – Sacramento, CA

Shelbourne Motors – Portadown, England, UK

Situk Leasing – Yakutat, Alaska

Thrifty Car Rental – Dafer & Sault Ste. Marie, MI

Watertown Ford – Watertown, MA

## Need A Website Makeover?

If you would like to upgrade your website, you may want to give this company a call: **CS Publications**. They offer the creative talent to design and the technical expertise to maintain a site that will showcase your company. From small, two-page webs to complete database-driven shopping systems, they can help you establish an internet presence. Please visit [www.cspublications.com](http://www.cspublications.com)





## 2007 RENTWORKS TRAINING CLASSES

February 6-8

May 8-10

March 6-8

June 12-14

April 17-19

July 10-12

Classes are held in Dover, NJ, USA and run from 8:30AM to 5:00PM, on the dates indicated. (Class may be dismissed early on the last day, depending on the needs of attendees.) The cost per person per class is \$500. If a class is granted to a customer at no charge, the customer must submit a \$250 deposit two weeks prior to the beginning of class. If the customer cancels within two weeks of the class the \$250 deposit will not be returned. Attendees are responsible for their own expenses including airfare, ground transportation, hotel accommodations and meals. **ALL CLASSES ARE SUBJECT TO CANCELLATION IF THERE ARE NOT AT LEAST FOUR CONFIRMED ATTENDEES TWO WEEKS PRIOR TO CLASS DATE.** We will contact customers two weeks prior if class will be cancelled.

**BLUEBIRD<sup>®</sup>**  
**AUTO RENTAL SYSTEMS**

200 Mineral Springs Drive, Dover, NJ 07801  
Tel 973.989.2423 Fax 973.989.8536