



Advantech Ticketing and Reservations Systems

Vendor Profile

- Advantech founded in 1996
- Extensive project work with Auto/Passenger ferry organizations since 2002
- Diverse, Agile business, Personalized Approach
- Client list includes:
 - Cross Sound Ferry Services
 - Block Island Express
 - Fishers Island Ferry District
 - Potomac Riverboat Company
 - Mentor, The National Mentoring Partnership
 - University of Virginia
 - Best Buy
 - Bureau of National Affairs

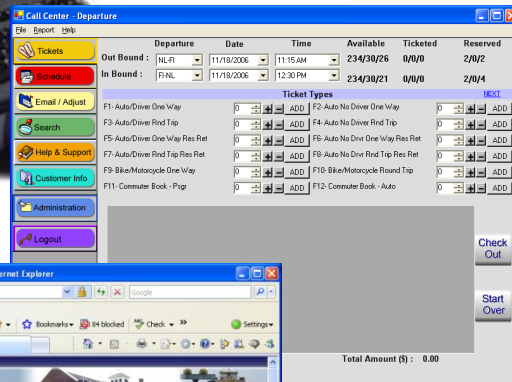
Reservation & Ticketing System Evolution

- In 2002 created Integrated Reservations and Web Sales System
 - Handles over 250,000 reservations annually with up to 40 Reservation stations
 - Currently 60% of reservations placed via Web Interface
- In 2004 upgraded to include an integrated POS Ticketing module
 - 2nd generation software built on initial success
 - Added complete POS functionality
- In 2005 and 2006 Deployed to additional Passenger Vessel Orgs
 - Many enhancements
 - Setup in multi-location environment
- In 2007 Added Charter Module
 - Added functionality to handle Charters and Group Tours
 - Integrated printable Contract
- In 2008 began major rewrite in 3rd generation, Released April 2010
 - Add enhanced web capabilities, changes and cancellations
 - Customer Loyalty Program
 - Gift/Debit Card Sales
 - Wireless bar-coded check-in using handheld scanner and mobile printer

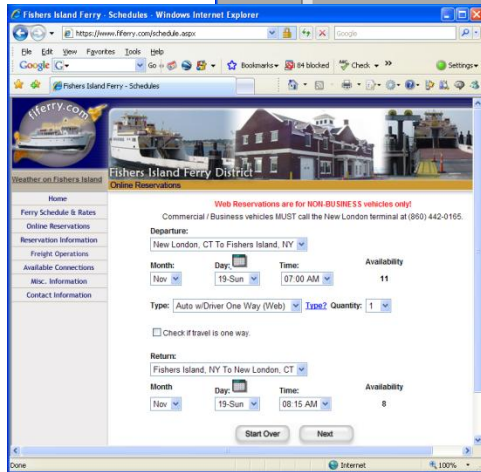
System Highlights



- POS Ticketing Module
- Reservations Module
- Web Sales Module



- Live Schedule at all locations
- Automatically tracks availability
- Payment types include Credit Card, Cash, Check, Commuter Books, Gift Certificates, Charge Account
- Extensive Search
- Adjustment / Refund capabilities
- Password protected logins for users with several security levels
- Admin Control Panel (password protected)
- Help & Support Links

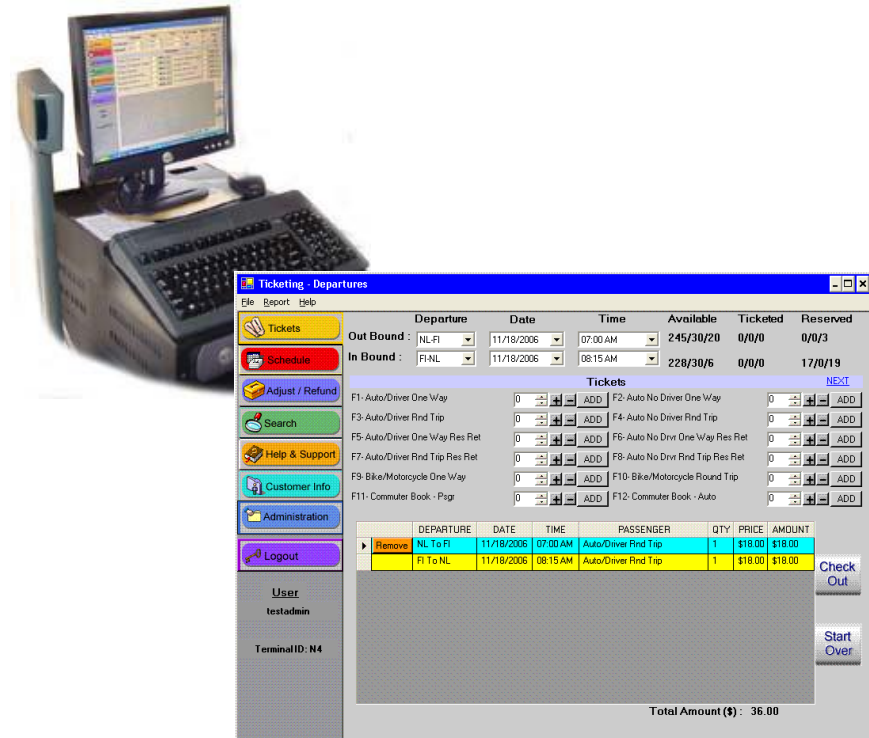


Base Processing System

- Required for all system configurations
 - Database schema w/ sample data
 - Documentation for installation and operation
 - Centralized database connected via network infrastructure
- Alternate/Backup Database Setup
 - Local Database at each location
 - Aggregate Data at scheduled intervals

Point-of-Sale Workstation Module

- Ability to sell Tickets and other Items
- Print Tickets sold via Reservations and Web Modules
- Process refunds for Ticketed Transactions
- Maintain system level tables
- Reporting



POS Ticketing Module Sample

Reservations Module

The screenshot shows a software interface for managing reservations. It features a sidebar with navigation buttons: Tickets, Schedule, Email / Adjust, Search, Help & Support, Customer Info, Administration, and Logout. The main area displays reservation details for an 'Out Bound' and 'In Bound' trip, including departure and arrival times, available seats, and ticketed counts. A 'Ticket Types' table lists various options like 'Auto/Driver One Way' and 'Bike/Motorcycle Round Trip' with quantity input fields and 'ADD' buttons. At the bottom, there are 'Check Out' and 'Start Over' buttons, and a 'Total Amount (\$): 0.00' display.

Departure	Date	Time	Available	Ticketed	Reserved
Out Bound : NL-FI	11/18/2006	11:15 AM	234/30/26	0/0/0	2/0/2
In Bound : FI-NL	11/18/2006	12:30 PM	234/30/21	0/0/0	2/0/4

Ticket Types		NEXT	
F1- Auto/Driver One Way	0	F2- Auto No Driver One Way	0
F3- Auto/Driver Rnd Trip	0	F4- Auto No Driver Rnd Trip	0
F5- Auto/Driver One Way Res Ret	0	F6- Auto No Drvr One Way Res Ret	0
F7- Auto/Driver Rnd Trip Res Ret	0	F8- Auto No Drvr Rnd Trip Res Ret	0
F9- Bike/Motorcycle One Way	0	F10- Bike/Motorcycle Round Trip	0
F11- Commuter Book - Pgr	0	F12- Commuter Book - Auto	0

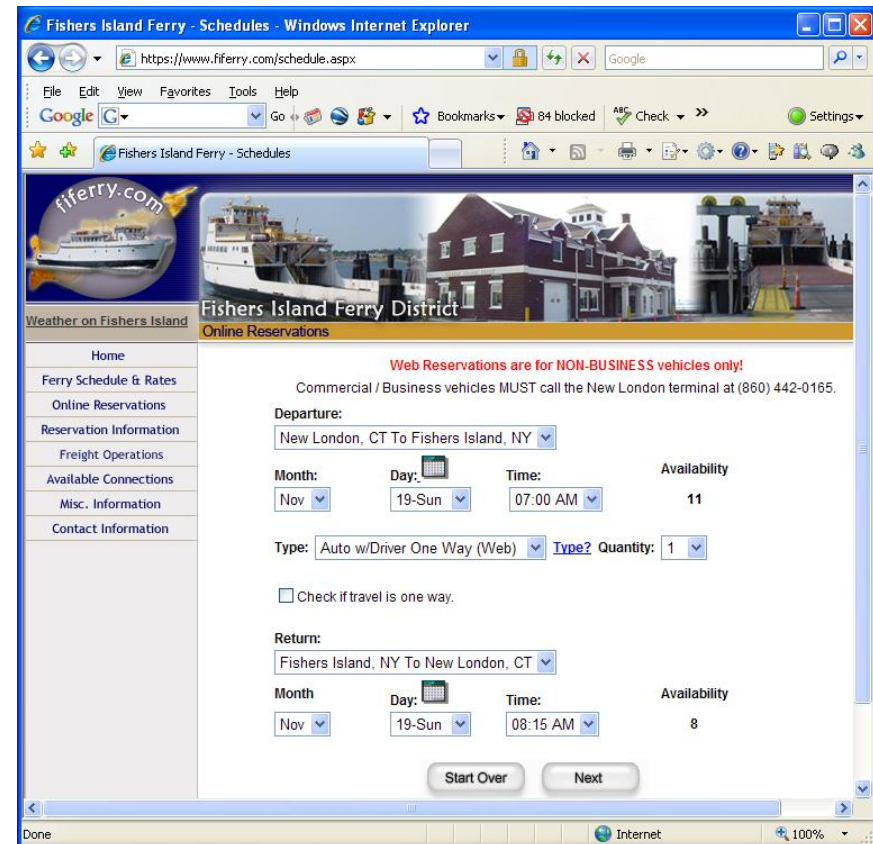
Total Amount (\$) : 0.00

- Staff accepts phone-in and walk-up reservations
- Capture customer name, contact, and travel info
- Customizable read back of Terms and Conditions
- Email / Print confirmation to be presented upon arrival

Reservations Module Sample

Web Integrated Sales

- 24x7 Unattended Internet Sales
- Intuitive Web Interface
 - View Schedules
 - Select Departures
 - Display Availability
 - Secure Credit Card Process
- Customer provided with:
 - Detailed printable itinerary
 - Email transaction confirmation
- Changes / Cancellations online
- Loyalty/Rewards processing



Web Module Sample

Wireless Check-in

- Scan Confirmation and Print Tickets/Boarding Passes for pre-paid sales
- Bypass Ticket Office
- Rugged Intermec Equipment
- Supports Scanning off mobile device screen
- Available 1st Quarter 2010

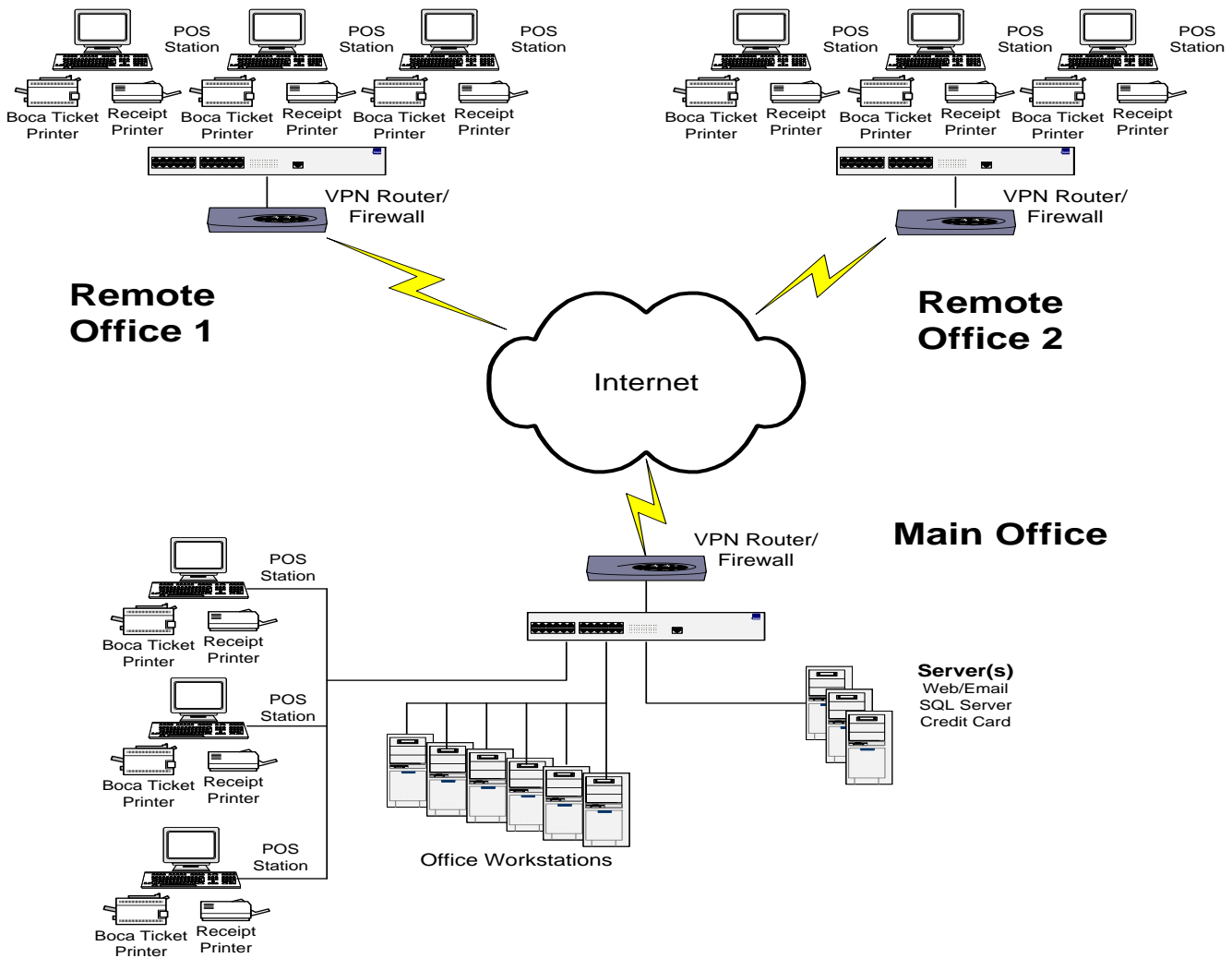


Credit Card Processing

- Process credit cards with 3rd party Transcend Credit Card server software by Intrix Systems with full PCI compliance
- Authorize.net and LinkPoint also supported
- Ability to store/encrypt credit card information
- Customizable, able to interface to any credit card processor that provides a .Net or Web Svc interface

Ticketing & Reservations

Sample Organization
Network Infrastructure



Optional Hosted Environment

- Database and Web sales hosted by Advantech
- 24x7 Support and Monitoring
- POS Ticketing and/or Reservations at customer site

System Development Platform

- Microsoft Technologies

- Written in Microsoft Visual Studio .Net
- Microsoft SQL Server Database
- Easy to Customize and Enhance
- Able to exploit wide range of capabilities provided by Microsoft tools
- Crystal Reports & ActiveReports
- Works on Microsoft XP, Vista, Windows 7

Summary

- Comprehensive system including Reservations, Web Sales, and POS Ticketing Modules
- Written in Microsoft .Net technologies
- All Data stored in Microsoft SQL Server providing Security, Reliability, and Accessibility
- Highly Scalable and Customizable
- Runs on standard PC/Server equipment

References

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Thank you