



# *Advantech Ticketing and Reservations System*

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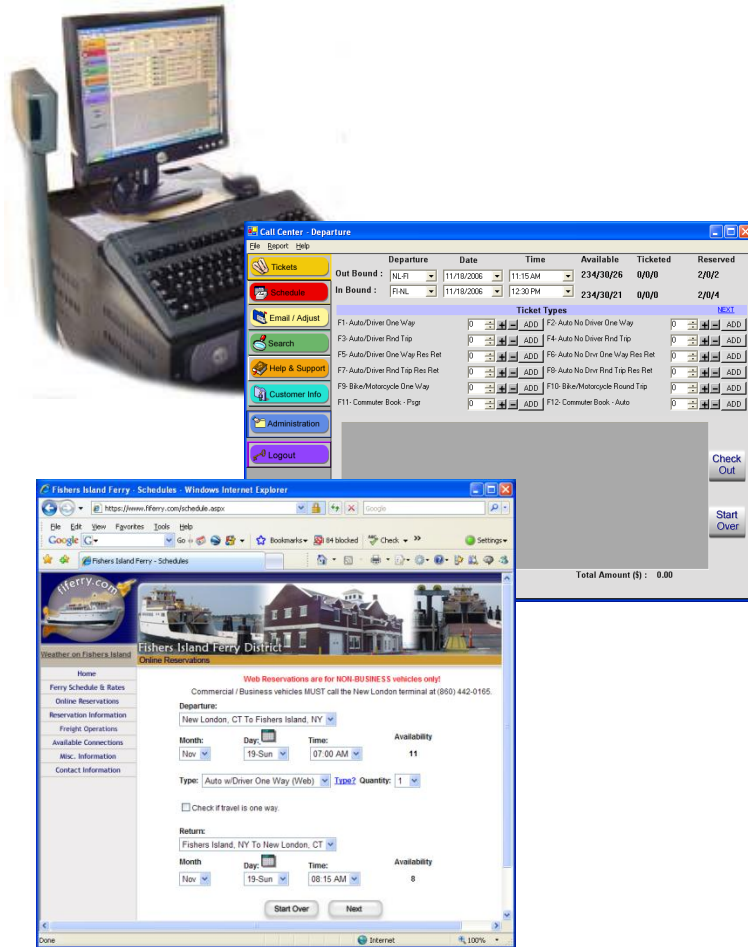
# Advantech Profile

- 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

- 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
  
- 2004 upgraded to include an integrated POS Ticketing module
  - 2nd generation software built on initial success
  - Added complete POS functionality
  
- 2005 and 2006 Deployed to additional Passenger Vessel Orgs
  - Many enhancements
  - Setup in multi-location environment
  
- 2007 Added Charter Module
  - Added functionality to handle Charters and Group Tours
  - Integrated printable Contract
  
- 2008 began major rewrite in 3<sup>rd</sup> 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



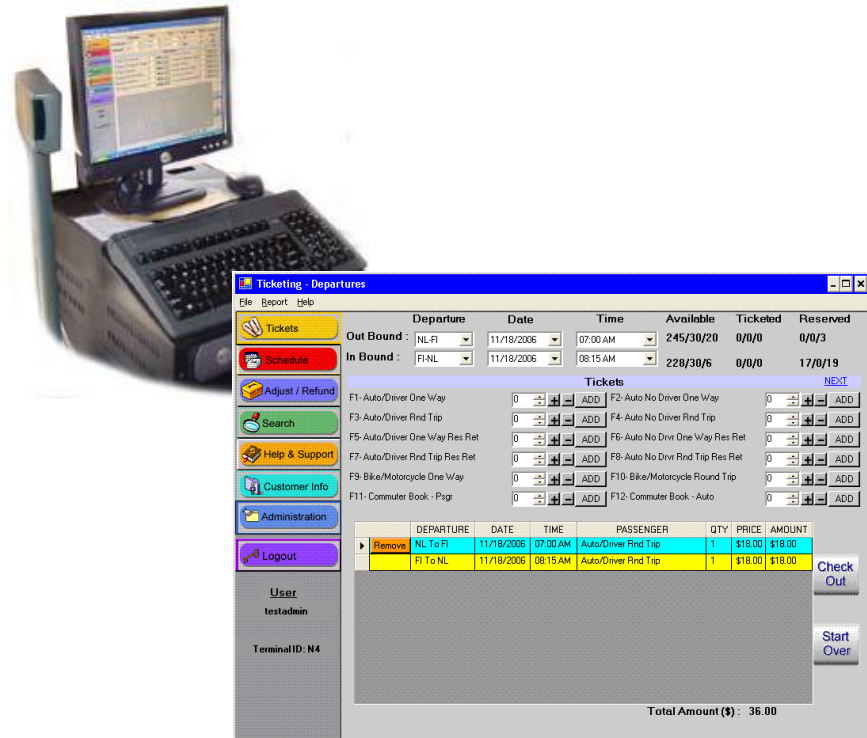
- POS Ticketing Module
- Reservations Module
- Web Sales Module
- Wireless Scanning Module
- Administration Module
- Live Schedule at all locations
- Automatically tracks availability
- Payment types include Credit Card, Gift Card, Cash, Check, Commuter Books, Gift Certificates, Charge Account
- Extensive Search
- Adjustment / Refund capabilities
- Password protected logins for users with several security levels
- Admin Control Panel (password protected)

# Base Processing System

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

# Point-of-Sale Module

- Walk up sales, change, and cancellations of tickets and other Items
- Print tickets sold via Reservations and Web Modules
- Process refunds for ticketed transactions
- Sell, load, and check balance of Gift Cards



POS 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 'Out Bound' and 'In Bound' trips, including departure dates, times, and counts. A 'Ticket Types' table lists various options like 'Auto/Driver One Way' and 'Bike/Motorcycle Round Trip'. At the bottom, there are 'Check Out' and 'Start Over' buttons, and a 'Total Amount (\$)' field showing 0.00.

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

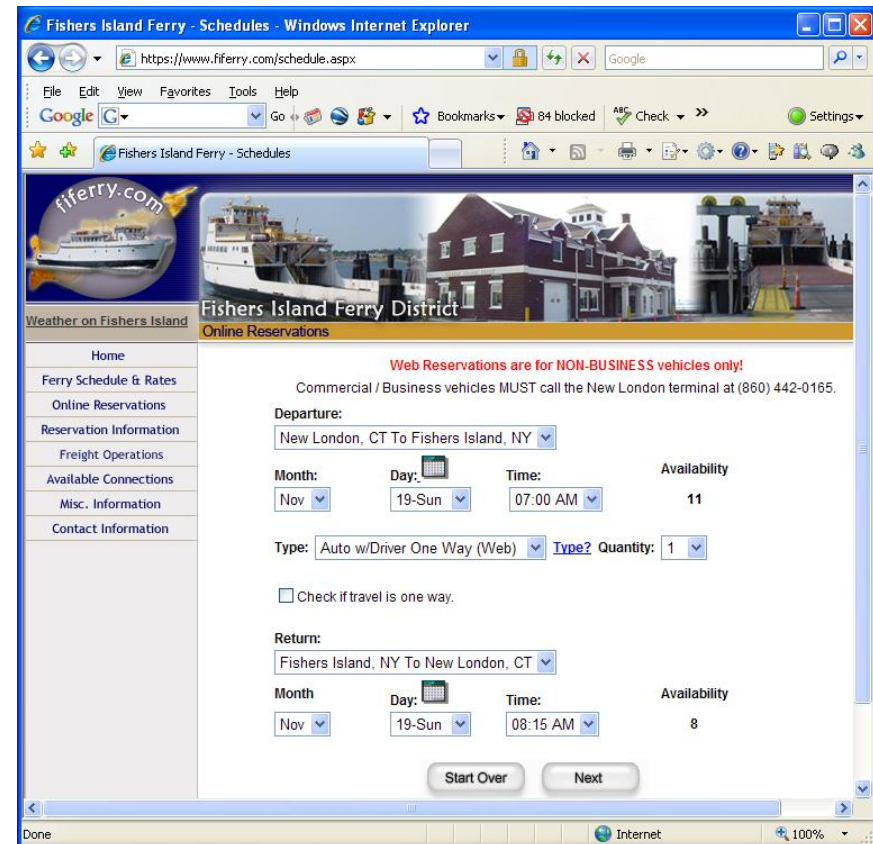
Total Amount (\$) : 0.00

- Processes 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 Scanning Module

- Scan confirmation and print tickets / boarding passes for pre-paid sales
- Scan tickets and mark boarded
- Bypass ticket office
- Rugged Intermec equipment
- Supports scanning off mobile device screen

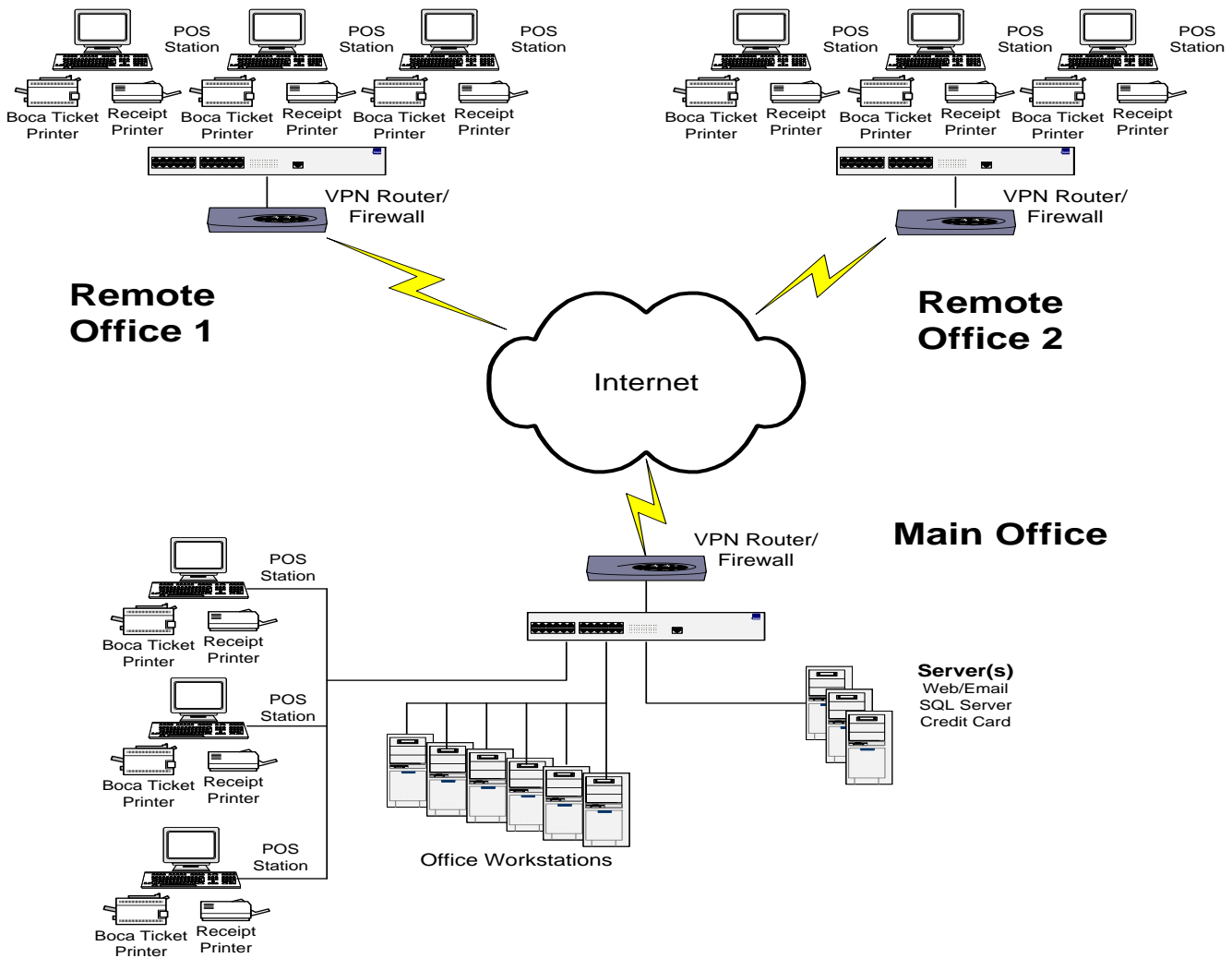


# Credit Card Processing

- Process credit cards with 3<sup>rd</sup> party Transcend Credit Card server software by Intrix Systems with full PCI compliance
- Authorize.net and LinkPoint also supported
- 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

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# 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, POS, and Wireless Scanning 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

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# References

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Thank you