

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

BLUEBIRD®
AUTO RENTAL SYSTEMS

Visit our Web site:
www.barsnet.com

P R E S E N T S

BARSTalk

SUMMER 2015

A QUARTERLY NEWSLETTER FOR THE AUTO RENTAL INDUSTRY

Need Training?

Do you have new employees who need training? Have them sign up for our free weekly webinars at www.barsnet.com/training-signup.html.

Credit Card Digits

Please check with your local government requirements on how many credit card digits you can print on any customer-facing documents! To be safe, just print the last four, but your state or federal authority has the final word!

Capture Vehicle Damage

Want to capture vehicle damage electronically upon check-in and check-out? Please visit www.automobiletechnologies.com then call Michael Fischer at 562-234-5416, or send him an email at mfischer@automobiletechnologies.com.



Bluebird's Chip & Pin (EMV) Strategy

With the introduction of EMV or Chip & PIN credit cards coming in October 2015, Bluebird will be changing the way credit card processing is handled within RentWorks to better align with the PCI security standards, and to dramatically lower merchants' risk. To be precise, Bluebird will be adopting *both* Tokenization *and* Chip & Pin Devices.

For Bluebird customers with an Element merchant account:

We will begin rolling out Element's TriPOS system in October this year. Merchants will have to replace their current card readers with a Chip & PIN device, which must be sourced from Element so as to work with the software. The device will plug into a USB port on the counter terminal. We expect these devices to cost around \$300.

The initial rollout will require Web Clients, but TriPOS will eventually be SaaS-enabled (for Ericom users). RentWorks will call the device when an authorization or payment is processed. The card will be inserted into the device and read by Element's software. The data is immediately encrypted and sent to TriPOS. An authorization code is returned to RentWorks along with a token that points to the transaction. The authorization code and token will be stored in our database, but no other credit card details. Additional amounts can be charged (or refunded) using the token stored in RentWorks.

For Bluebird customers who use Elavon Payment Processing or Central Coast:

Elavon/Protobase has announced they will be discontinuing support for auto rental transactions on September 1, 2016. If you currently use their Protobase software, you will have two options after this date:

1. Transfer your credit card processing to Element Payment Systems if you are in a supported geographical area.
2. Contact your bank to source a local gateway you can use for processing credit card transactions.

Central Coast will no longer be supported and users will have to transfer to Element Payment Systems.

For Bluebird customers in Canada, South Africa, or the UK:

Bluebird plans to adopt a tokenized solution similar to Element's TriPOS for both interfaces used in these regions. Customers in these locations will use a modified version of their current interface.

Customers who do not use one of the supported credit card interfaces will contact their bank to source a payment gateway processor who can process credit cards for them with a tokenized solution. All credit card number fields and expiration date fields will be removed from RentWorks for PCI compliance purposes and replaced with a TOKEN field once a fully tokenized solution is rolled out.

Letter from the President

Hopefully you are having a busy season – and increasing your revenues!

If not, we are here to help! Our new Consulting Services division has created some wonderful new reports, which will be very revealing with respect to the ups and downs of your business. We can pull data from years past, and create forecasts based on future reservations. Such reports can be automatically emailed to you on a periodic basis, and they can be viewed graphically.

We also have been successful in helping our customers find other services – from insurance to fleet financing – by recommending companies with whom we have worked over the years.

See you at the Users Conference!

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



It's System Backup Time!

When's the last time you backed up your entire system? Have you ever done a trial restore? (We've actually had customers who thought they were backing up their data, but when they went to restore their tapes they were blank!) Remember to **replace** backup media 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.

Connect with Bluebird!

There are many ways to connect with us. Find us on your favorite social media site...

Twitter: twitter.com/BluebirdARS

Facebook: www.facebook.com/BluebirdARS

Google Plus: plus.google.com/115186765438731036841/posts

YouTube: www.youtube.com/user/BluebirdARS

LinkedIn: www.linkedin.com/company/bluebird-auto-rental-systems

Blog: www.barsnet.com/blog

Social Media Minute

by Stefan Jagot, Bluebird Social Media Coordinator

Five Summer Online Marketing Tips

1. Shoot some video!

Not only does summer provide for some great scenery, but video has become key in social media – especially on Facebook. Mark Zuckerberg and friends have put plenty of emphasis on video, and the stats prove it. Facebook now has as many viewers of video content as YouTube! So brainstorm ideas, grab a camera, and go produce!

www.onlinevideo.net/2015/02/facebook-ramps-premier-video-marketing-platform/

2. Join Instagram!

Joining Instagram is a must, especially if your car rental operation is based in a vacation location. Show off your fleet in the sun, and use some proper hashtags. You will be pleasantly surprised with the results!

www.barsnet.com/blog/automotive-social-media-marketing-time-consider-instagram/

3. Network!

Start following companies on their outlets and observe what they are doing. Learn from what others are doing right and avoid what they are doing wrong. Also, join LinkedIn for professional conversation about the industry.

4. Make sure you're mobile!

In April, Google started punishing sites not made-for-mobile. If your site is not responsive, then your operation is likely feeling the effects already. However, there's nothing to it but to do it. Make sure your site is responsive as soon as possible!

www.barsnet.com/blog/car-rental-marketing-time-to-get-mobile-friendly/

5. Run Promotions!

Give-aways on your social media outlet are a great way to get your operation's name out. There are a multitude of viable promotional ideas, but make sure you are following the proper protocol for contests on social media.

www.socialmediaexaminer.com/new-facebook-contest-and-promotion-rules/

For more social media discussion follow our blog at: www.barsnet.com/blog.

Also, follow us on Twitter ([@BluebirdARS](https://twitter.com/BluebirdARS)) and Facebook (www.facebook.com/BluebirdARS).

2015 BLUEBIRD USERS CONFERENCE AGENDA

September 17-18

You, our valued customers, are all invited to our biennial Users Conference! This time we are returning to our home turf: the conference will be held at the Embassy Suites Hotel in Parsippany, NJ, which is only nine miles east of our headquarters. We start the conference at 11:00 am on Thursday and finish at 5:00 pm on Friday.

Here is the agenda as of press time:

Thursday, September 17

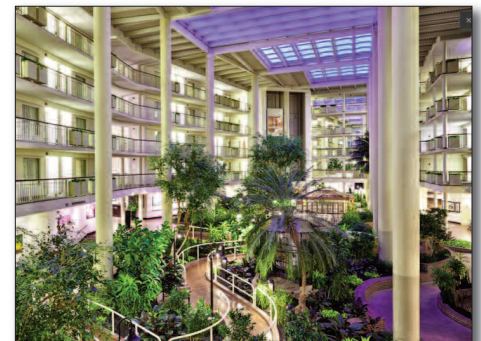
- 10:00 am Registration
- 11:00 am Opening Session
- Introductions
- State of the Union Address by Angela Margolit, President of Bluebird
- 12:00 pm Lunch Buffet
- 1:00 pm Speed Networking (to get to know each other)
- 1:30 pm Sales
- 2:00 pm Support
- 2:30 pm RezPower by Jason Enyeart and Kevin Stutz, ACE
- 3:15 pm Coffee Break
- 3:30 pm Chip & Pin Requirements for Credit Card Processing by Element Payment Services
- Social Media by Pam Aungst of Pam Ann Marketing (www.pamannmarketing.com)
- Report Writing with Cyberquery by Jeff Willson, Cyberscience
- 6:00-9:00 pm Dinner and Billiards Tournament

Friday, September 18

- 9:00 am Development: Recent and Future Releases
Major Enhancements
- 10:15 am Coffee Break
- 10:30 am Mobile Apps
- 11:00 am Development Calendar/Open Forum
- 12:00 pm Lunch Buffet
- 1:30 pm Breakout Sessions (45 minutes each)
- Topics:
 - Back Office Procedures
 - Claims Manager
 - Cyberquery
 - Erez
 - Ericom
 - Dealership Module/LoanerTrack
 - By Appointment: Consulting Services, Office Tour
 - Evaluations and Farewells
 - Incremental Sales Scripts
 - Mobile Technology
 - Online Travel Agencies
 - Rates/Reservations
 - Social Media
 - Wizard Licensee Bridge
- 4:45 pm

Cost: If confirmed by August 31: \$89 per person. If confirmed September 1-17: \$105 per person. To sign up, go to www.tinyurl.com/BluebirdUC2015.

Rooms can be reserved directly by calling Embassy Suites by August 27 at 973-334-1440. Be sure to mention that you are with the Bluebird Conference in order to obtain the special group rate of \$179 per night (King bed).



The STARS of BARS and Orion

Say hello to Product Support Analyst, **Yasmin Delgado**.

Yasmin grew up in Venezuela and came to the United States when she was 17. She attended Stevens Institute of Technology in Hoboken, NJ and graduated with a BS in Engineering Management. That is where she met her husband, Omar. After college, she worked for Ericsson Venezuela for two years and then worked for Estee Lauder for one year.

After enjoying being a stay-at-home Mom for several years, last year Yasmin decided it was time to get back to work. She was in a volleyball league where she met Angela Margolit, who told her about Bluebird, and she became very interested. Now she works for Bluebird, where she has learned a great deal about the car rental industry. She hopes to keep learning all aspects of the business and aims to provide great service to all of our customers.

Yasmin and Omar have two children: Alex, 12 and Victor, 5. She still plays volleyball and also coaches her daughter's team. The whole family goes camping every summer. The kids love it and they get to travel from the Jersey Shore to several amusement parks in the area.



Welcome New Customers!

Since our last issue of *BARSTalk*, the following customers have joined us (2nd Quarter 2015):

- Airspeed Auto Rental – Dallas, TX
- Ari Rent A Car – Brooklyn, NY
- Bush Collision Center/Nissan Rent a Car – West Chester, PA
- Easy Car Leasing – Delray Beach, FL
- Fairfield Chevrolet – Fairfield, CA
- Fast Track Leasing – Long Island City, NY
- Findlay Nissan – Post Falls, ID
- In and Out Car Rental – Inglewood, CA
- iTCarz – Hollywood, CA
- Lucky Owl Car Rental – Honolulu, HI
- Nations Car Rental – Stafford, TX
- Prime Car Rental – North York, ON, Canada
- Pro Rent A Car – Alcoa, TN
- Raceway Ford – Riverside, CA
- Rent-A-Wreck – Emerson, NJ
- Retal Group Inc. – San Diego, CA
- Sarann Auto Rental/Molle Chevrolet – Blue Springs, MO
- Seventh Wing LLC – Beverly Hills, CA
- Southside Sales and Rental – Valdosta, GA
- Sterling Ford – Opelousas, LA
- Sun Diego Car Rental – San Diego, CA
- Triple N Car and Truck Rental – Bayamon, Puerto Rico

What's Available to Assist You

1. **NEW! Weekly Webinars:**

Tuesday: Counter (check-in, check-out, contract modify)

Wednesday: Fleet (setup, depreciation, maintenance)

Thursday: Accounting (General Ledger Setup, DBR Posting)

All are held at 1:00 pm EST. Reserve your spot by sending an email to support@barsnet.com.

- Online Tutorials at support.barsnet.com are great for brand new users. You can also access these on YouTube. Simply search for RentWorks.
- Monthly Classes: a three-day class is scheduled every month at our home office in Dover, NJ. See the schedule at www.barsnet.com/class-schedule.html. The agenda, a list of area hotels, and directions to our office are also on this page.
- Regional and/or Advanced Classes based on demand, as long as there are at least five attendees. Locations will be announced as the classes are scheduled. Topics include System Management and Cyberquery.

RENTWORKS TRAINING CLASS SCHEDULE

Aug. 11-13

Oct. 13-15

Sept. 8-10

Nov. 10-12

Classes are held in Dover, NJ, USA (unless otherwise noted) and run from 9:00AM to 5:00PM on the dates indicated. The cost is \$500 per person per class. 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.

UPCOMING INDUSTRY EVENTS

- | | |
|-------------------|--|
| Sept. 17-18 | Bluebird Users Conference – Embassy Suites Hotel, Parsippany, NJ |
| Sept. 30 - Oct. 3 | Avis Licensees – Mayflower Hotel, Washington, DC |
| Oct. 4-6 | Rent-A-Wreck/Priceless Convention – Las Vegas, NV |
| Nov. 9-10 | Auto Rental Summit – Hard Rock Hotel & Casino, Hollywood, FL |
| Nov. 18-22 | NYSADA Convention – Grand Floridian Resort, Orlando, FL |



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