

Colleagues,

Roland's article highlights how quickly things change in this exciting industry of ours. Ten years ago, any number of the thousands of reservations processed everyday by webXML would have been phoned, emailed or even faxed in and then manually processed.

We may have helped change all of that whilst delivering hiring customers instant confirmation and saving millions of "man" hours, but any automated system needs to be managed and maintained if its going to be successful.

On another note, thank you to everyone who met up with us at WTM Latin America Brazil and the Arabian Travel Market in the UAE

Until next time!

Terry

Terry Pearson, CEO

**XML News**

Interface **now** to:



**"Harness direct channels for your rental business"**  
**Roland Keogh, Chief Sales Officer**

It is ten years since **Thermeon** devised and introduced cars+ webXML to our customers around the world. Over that time "webXML" has continually evolved from a Reservation Delivery application to a major interactive process for many cars+ users across the markets.



We now work with over 70 aggregators and brokers making webXML a major part of key channels of business for rental companies.

For some it's *the* channel for all their reservations.

If you're not an airport operation or not dealing with brokers, webXML may still be an important part of your channel offering. Customers can integrate their own custom designed website and booking process into their live cars+ using webXML. B2B reservations can also be attracted by including this dynamic link. These three channels provide a comprehensive offering for any rental business, independent or franchised.

Users of webXML can often benefit from reviewing the set-up for their partners in cars+. Faster, better, stronger, as the movie quote goes!



Make sure you are using the latest and best methodologies for organising fleet classes, rental rates and payment options.

This can be as simple as looking at what classes are reserved over the last peak period and culling classes out of the offering that simply aren't booked. cars+, as discussed here many times, offers an incredible range of rate pricing options. Sometimes simple is best - this doesn't mean having one rate for everyone but you can look at the structures that work and eliminate the ones that are not getting you reservations.

Similarly, rate methodologies for webXML do not have to be the same as retail rates. The computer doesn't care what the rate looks like, whereas in retail rate set-up we're always looking at what the counter agent sees as they sell that rate directly.

Roland

Meet us at:



3 - 6 November 2014 • London  
 Visit Thermeon at Stand TT548

[Meet Us](#)

**cars+ Tips & Hints** Do you know...

How End Pickup (Terminate) Date works on Rental Rates?

[Learn more](#)

**New in cars+...**

All Release Notices can be found at the online [cars+ Manual](#)

**New Features**

- [Selling Packages of Options for a reduced price](#)
- [Webres/WebXML Rates can differ by booking date](#)
- [New alternate Pre-Paid Fuel logic](#)
- [Credit Card fee can now be a flat fee or percentage](#)

**Staff Pick**

Our favourite change to cars+ this month is...



Quantity Discount on Options - the more options sold, the higher the discount

[Read more](#)

**Training**

Find the complete list of webinars on our website: [www.thermeon.com](http://www.thermeon.com)

Webinars offered each month include:

- Pointers and tips for new users
- In-depth analysis and various uses for certain reports
- Showcase of new features

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