A dark, high-contrast photograph of a car's front end, focusing on the headlight and grille area. The image is used as a background for the text.

HOW TO CHOOSE THE RIGHT TECHNOLOGY PARTNER TO COMPETE IN THE UBER ECONOMY

Daniel Shifrin
President

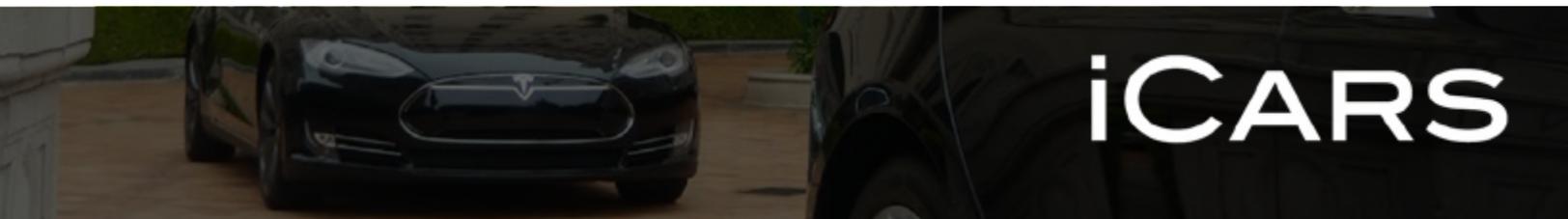
In this paper you will acquire the knowledge you need to properly vet potential technology vendors and ensure that their product includes the the features and flexibility that you will need in order to thrive in today's transportation marketplace.

iCARS

Rapid advances in booking technology

As the pace of transportation technology increases and travelers change the way they book ground transportation, it is imperative that business owners and independent operators perform a thorough due diligence on potential technology partners prior to making a decision on implementing new booking technology.

This upfront investigation will ultimately save you time, effort and money, as the process will weed out companies that do not meet your requirements and highlight those that provide the best product, service and experience for your organization.



Management Experience

Understand the people behind the product



Do they have technology experience and background to scale worldwide?



Can they create a network with a large enough pool of operators to execute on demand reservations?



Do they have experience in the ground transportation industry?



Have they been associated with previously successful ground transportation ventures that have created a company with more than a \$1 Billion valuation?



Networks

Find out if you can use the technology to create your own private networks with your own clients and affiliates and also benefit from open network business



Does the platform encourage your own independent growth?



Does that platform send you business to fill in the gaps in your schedule?



Does the platform exclude you from working with clients that are on different GDS's and use different Online Booking Tools?

Contracts

Beware of contracts that are exclusive and pigeonhole you into using one technology.



Does the service require you to sign an exclusive contract?



Does the service speak negatively of their competitors?



Does the service allow you the use of more than one mobile booking app?

Recap

Do your due diligence and make sure you do not enter into exclusive agreements

By asking the questions above, you should be able to discern which technology makes sense for your organization and help you to avoid potential litigation by doing business with companies that require that you use their technology exclusively.

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