

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

SPRING 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.

Discover Belly

Looking for a loyalty program? Then [click here](#) for more information about Belly.

CHIP & PIN Is Coming to the USA

Please plan on upgrading your credit card reader from the type that reads the magnetic strip to one that reads a chip by October 1 of this year! More details will be in the next (summer) issue of *BARSTalk*.

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.

CALL TO CONFERENCE!

September 17-18, 2015

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.



This conference promises to be very informative on these timely topics:

- Chip & Pin Requirements for Credit Card Processing
- Car Sharing
- Mobile Apps
- Social Media

We start the conference at 11:00 am on Thursday, and end at 5:00 pm on Friday. Break-out sessions on Friday afternoon will cover a variety of popular topics from "online travel agencies for everyone" to "creating reports YOU want and need".

The current agenda is as follows:

Thursday

Opening Session
Lunch Buffet
What's New in Support
Speed Networking
Technology Tools (CyberQuery, RezPower)
Evening Outing: Billiards Tournament!

Friday

Vendor Partner Presentations
RentWorks Version 4.1
Development Calendar
Q & A Panel
Lunch Buffet
Break-Out Sessions

Cost: If confirmed by August 31: \$89 per person. If confirmed September 1-15: \$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, or by clicking on the image above. 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).



Letter from the President

One of the best things about attending the annual Car Rental Show is getting to see so many of you in person. This year was no exception, as we finally were able to meet so many of you who, until then, were just a voice over the phone.

Another benefit of us attending is, like you, to learn about new products! I was especially happy that Phil Jones, our VP of Support and Development, joined us this year. He is now exploring new interfaces with several vendors that he met at the show.

As you may know, we have several vendors with whom we have been working over the recent months, including BrightLot (see enclosed article on JumpDrive) and DealerTrack (a dealership management system).

And we're not done. Stay tuned!

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



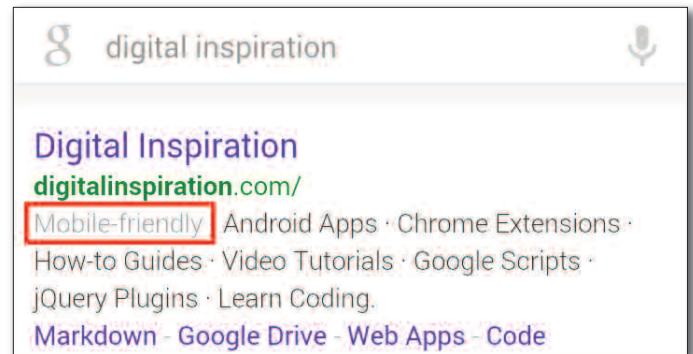
Social Media Minute

by Stefan Jagot, Bluebird Social Media Coordinator

On April 21, 2015, Google changed its algorithm in order to reward websites deemed “mobile-friendly” in mobile web searches.

Likewise, Google will be penalizing websites that are not responsive in mobile searches. That means possibly not appearing on the first page, and as we know, if you're not on the first page, you might as well not be there at all.

So what does that mean for you? Well, if your site appears as “mobile-friendly” in Google searches, you have nothing to worry about. If it doesn't, well, you see where I am going with this...



An example of a mobile-friendly search result in Google.

Welcome New Customers!

Since our last issue of *BARSTalk*, the following customers have joined us (1st Quarter 2015):

ACE Rent A Car – Jacksonville, FL
Aiona U-Rent-A Car – Hilo, HI
Andean Chevrolet – Cumming, GA
Bargain Car Group – New York, NY
Bryan Honda – Fayetteville, NC
Budget Glasgow/Newton Motors – Glasgow, MT
Cruzin Hawaii – Honolulu, HI
Exclusive Car & Truck Rental – Toronto, ON, Canada
Grover Auto Company – Zumbrota, MN
Instant Auto Rental – Traverse City, MI
Key West Jeep Adventures – Michigan City, IN
Legacy Car Service – Laurelton, NY
New Step Rental – Bayamon, Puerto Rico
Okefenokee Auto Rental – Waycross, GA
OROM Rent A Car – Jamaica, NY
Panarental.com – Panama City, Panama
Prime Car Rental – North York, ON, Canada
Rent-A-Wreck of Belair Road – Baltimore, MD
Swift Services – Houston, TX
Town & Country Honda – Gladstone, OR
Xecutive Auto Sales – Montgomery, AL

There are many tests to run to see if your website is mobile-friendly, but the sure way of knowing is if your website appears like the photo above.

If you're site is not responsive to mobile use, it isn't the end of the world, but it is something you should fix as soon as possible. The algorithm change will only matter in mobile searches; standard desktop searches will not be affected by this change.

Also, this will only have an impact on organic mobile searches. If you are paying for your site to have better results on Google, then it will not be penalized by this algorithm change.

Operators, if you want to keep your competitive edge, we can not emphasize enough that your site needs to be mobile-friendly. Most sites are built for mobile-use, and with Google's changes, it has become standard.

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

Also, follow us on Twitter (@BluebirdARS) and Facebook: www.Facebook.com/BluebirdARS.

The STARS of BARS and Orion

Please give a warm welcome to **Sandra Hahner**.

Sandra joined Bluebird in January of 2014 as a Sales Manager and Director of Strategic Alliances. She has been involved in the car rental industry for many years, starting with Dollar Rent A Car. Most recently she was at Payless Car Rental, where she served as Director of Operations.

Sandra resides most of the year in St. Petersburg, Florida with Matteo and their dog, Turbo. She frequently visits her two sons and their families in Seven Hills, Ohio.



Sandra (left) recently working the Bluebird booth at the Car Rental Show in Las Vegas.

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

JumpDrive by BrightLot

Reclaim Lost Fuel Revenue and More!

Bluebird Auto Rental Systems has partnered with BrightLot to bring you access to JumpDrive, the latest technology in rental vehicle monitoring. Fully integrated with your RentWorks system, JumpDrive will improve customer relations and save you money.

JumpDrive is a plug-in device that monitors driving behavior and collects vehicle diagnostic info, including the Odometer reading and Fuel Level. The device transmits this info directly to your RentWorks database when a vehicle arrives back on your lot for check-in. You can also generate a Trip Report for every rental that summarizes the information on one easy-to-read page.

JumpDrive helps you:

- Improve Customer Experience: Greet customers by name upon arrival and save them time by downloading fuel and mileage data
- Reduce Fuel Expenses: Measure accurately and charge accurately
- Protect Your Vehicles: Track abusive driving, lower maintenance costs and damage expenses

Contact your Bluebird sales rep today for more details.



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.

2. Online Tutorials at support.barsnet.com are great for brand new users. You can also access these on YouTube. Simply search for RentWorks.

3. 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.

4. 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

May 5-7

July 14-16

June 9-11

Aug. 11-13

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

June 22-25	Budget LAC Meeting – Cancun
Sept. 17-18	Bluebird Users Conference – Embassy Suites Hotel, Parsippany, NJ
Sept. 30 - Oct. 3	Avis Licensees – Mayflower Hotel, Washington, DC
Nov. 9-10	Auto Rental Summit – Hard Rock Hotel & Casino, Hollywood, FL



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