

Getting Started with Deem Car Service for Operators

A Step-by-Step Guide

Congratulations. Welcome to Deem Car Service!

We have a wealth of information to help you get the most out of your Deem partnership. The following is a step-by-step guide through the process to start and power your Car Service offering.

Signed Contract?

If you have not yet signed a contract for Deem Car Service, please go to the [sign-up page](#).

- [Step 1: Learn about Deem's technology strategy.](#)
- [Step 2: Announce your partnership with Deem.](#)
- [Step 3: Connect to your affiliate.](#)
- [Step 4: Manage your fleet, and dispatch and close out rides.](#)
- [Step 5: Make it Mobile.](#)

Step 1: Learn about Deem's technology strategy.

Deem offers end-to-end ground transportation technology solutions for our chauffeured ground transportation operators and is committed to your success. Learn more about Deem's ongoing commitment and strategy to help improve the success of your business:

[Deem's Go-To-Market Strategy for Car Service Operators](#)

Step 2: Announce your partnership with Deem.

Take advantage of our marketing kit with sample email templates, one-page fact sheets, logos and sample blog post and much more to help communicate your partnership:

[Marketing Kit for Car Service Operators](#)

Step 3: Connect to your affiliate.

Deem Affiliate Connect provides an automated "connection" between car service operators and their affiliates using a patented unique identifier called a Transponet number. Deem Affiliate Connect lays the foundation for the chauffeured transportation industry's single reservation exchange network, enabling operators to "farm-out" and "farm-in" rides to other operators using Deem's best in class technology. Get started with Affiliate Connect:

[Getting Started with Deem Affiliate Connect](#)

Step 4: Manage your fleet, and dispatch and close out rides.

Use one of the following to manage your fleet, and dispatch and close out rides:

- [Deem Saturn Reservation Management](#): Use any Internet browser to dispatch rides.
- [Deem Car Fleet Management](#): Use our robust car fleet management system to manage drivers and cars, farm-out, farm-in and close out rides, and manage accounting.
- [Deem Affiliate Connect](#): Use any back-office system to dispatch rides to affiliates in the Deem Car Service network.

Step 5: Make it Mobile.

Now that you have communicated your Deem partnership and have started working with affiliates on the network, it is time to make your business as mobile as your fleet! Deem provides operators with a co-branded mobile application for their customers to use to book rides via their mobile device.

Going Mobile with Deem Car Service

Deem's Go-To-Market Strategy for Car Service Operators



- Executive Summary: Why Deem?
- Bringing it All Together: Deem Car Service Booking Cycle
- Product Strategy
- Marketing Strategy
 - Marketing Webinars
 - 2016 Marketing Events and Activities
- Direct and Channel Strategies

Executive Summary: Why Deem?

Deem offers end-to-end ground transportation technology solutions for corporations, travel management companies, and chauffeured ground transportation operators.

Ground transportation operators benefit from our seamless reservation solutions, fleet management software, and preservation of their branding and differentiating services. Corporations benefit because their spending habits take into account preferred providers, corporate policy, and employee preferences.

All other car booking apps in existence today lack the underlying infrastructure to integrate into the corporate travel ecosystem. It is not just about a mobile app that allows users to reserve a ride or request rides in real-time. Operators and travel managers alike need a platform that provides the ease-of-use of ride-sharing applications while maintaining duty of care and compliance improvements with company policies and negotiated rates at the point of sale.

"Unfortunately for those companies at risk, they've been told that all they need is an 'app' to compete with Uber. This is not an app challenge; that's the easy part.

This requires a fundamentally different architecture that is designed from the outset to help coordinate complex activities across large numbers of independent participants in a dynamic ecosystem of sellers, business buyers and end-users. It requires a highly scalable and distributed cloud network with a policy and identity-based platform along with a consumer-grade mobile experience to be effective.

Given its decade-long investment in its one-of-a-kind platform, Deem is uniquely positioned to deliver this to the market."

John Seely Brown
DELOITTE CENTER FOR THE EDGE
AMAZON BOARD OF DIRECTORS

With the problems facing ground transportation operators clear, why is Deem Car Service the best solution to these problems?

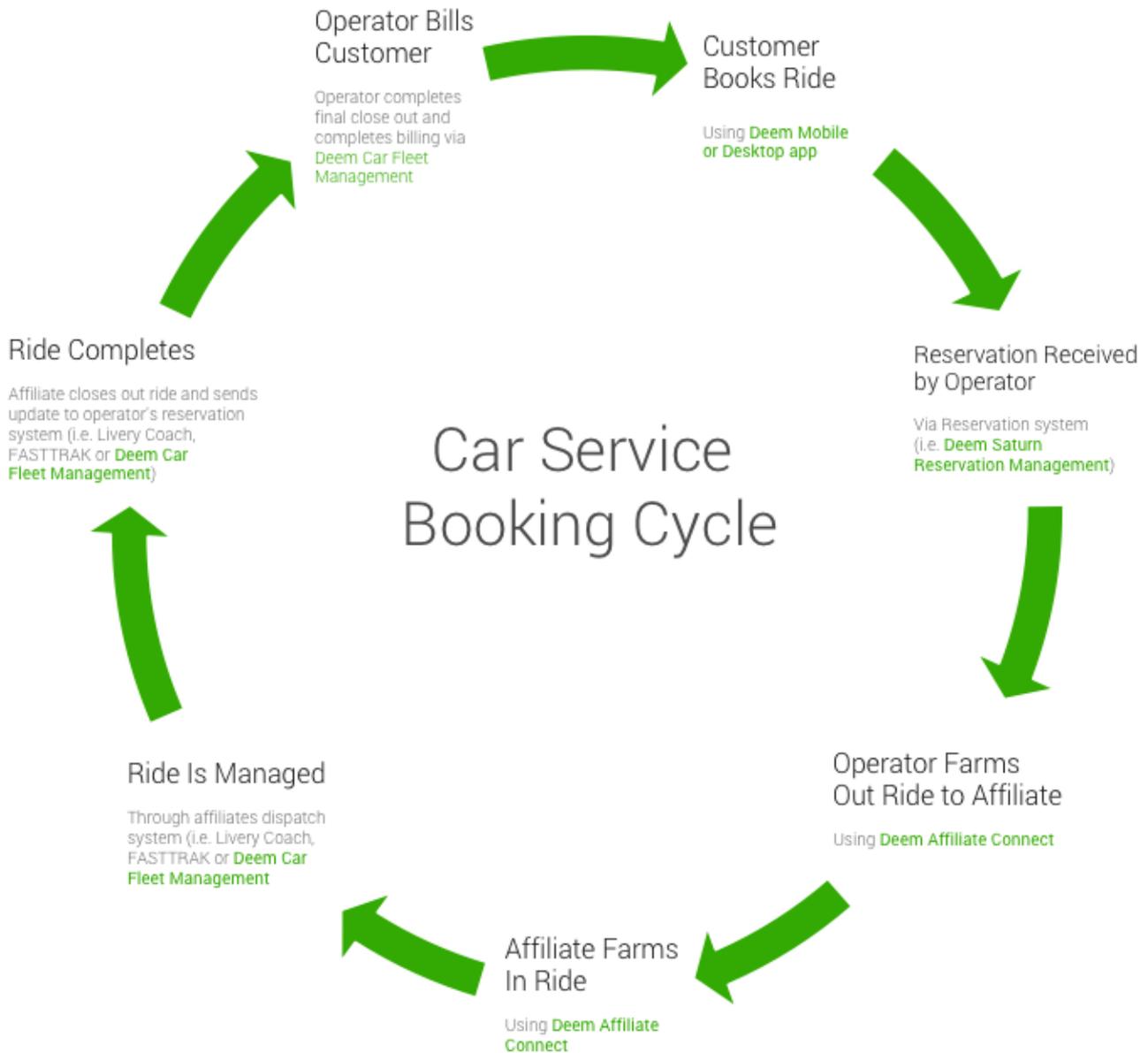
The answer is three-fold. Deem helps you:

- **Increase Operator Revenue**
 - Best in class, consumer-grade experience to increase adoption and reduce TNC leakage.
 - Fleet utilization will increase via real-time capabilities and expanded Deem Affiliate Connect network.
 - Share in Deem's non-Car Service revenue through referrals.
- **Reduce Operator Costs**
 - High-adoption of mobile bookings will dramatically reduce operating costs incurred when taking a reservation over the phone.
 - Deem Affiliate Connect automates otherwise manual affiliate processes.
 - Deem's Software-as-a-Service (SaaS) platform and cloud network radically reduce IT costs.
- **Deepen Customer Loyalty**
 - Full brand preservation with customers.
 - Proven personalization and merchandising.
 - Cross-sell Deem Travel services to customers.

Why Deem is the Best Choice

- Deem has eight years of experience in the ground transportation space, 15 years in the corporate travel space.
- Deem Car Service (formerly Saturn) is in use by 1,900 major corporations and 365 travel management companies, in 85 countries and more than 500 cities.
- Deem is a proven Silicon Valley cloud and mobile leader.
- You can future-proof your business with our cloud-based solution vs. the on-premise solutions of the past.
- The Deem network allows you to scale your business on a much broader stage.

Bringing it All Together: Deem Car Service Booking Cycle



Product Strategy

The goal of Deem Car Service is to give customers an on-demand ride matching and application while helping ground transportation operators grow and more efficiently run their businesses. In order for on-demand reservations to be successful, there must be sufficient vehicle density within the Deem network to provide your existing and potential future customers with a great booking experience.

As we're aggregating this vehicle density by enlisting more and more ground transportation operators and their affiliates, our cloud, network, mobile service roadmap, and business model are designed to begin to immediately protect the current \$3 billion U.S. chauffeured transportation advanced reservation market against travel management company (TMC) spend leakage.

Meeting the needs of ground transportation operators, corporations, and their employees requires much more than just a mobile app. It requires an underlying technology stack that is capable of interpreting complex corporate policies, preferred vendor networks, and individual employee identities/preferences while simultaneously allowing providers to differentiate themselves. In addition, it must be elegant in presentation with

easy-to-use desktop and mobile applications. Only Deem has the experience and infrastructure to provide the technology stack and make this possible.

The features in our initial release focus on giving your existing customers an easy and reliable way to book transportation without having to contact your call centers. Each subsequent release milestone aims to grow the size of the network while increasing your revenue and reducing your operating costs. Deem is working with a National Limousine Association (NLA) Advisory Board to ensure that the project milestones meet the needs of all ground transportation operators.

Marketing Strategy

Deem markets Deem Car Service through coordinated sales and marketing activities designed for specific channels. For existing Deem Car Service customers, Deem utilizes our existing communication channels including newsletters, webinars, and email nurture campaigns to drive awareness and create leads. For new business and existing customers, Deem executes an integrated marketing campaign that utilizes thought leadership and research-based content across multiple platforms including the Deem blog, paid search, organic search, and search-engine optimization (SEO), as well as paid social promotion on Twitter and LinkedIn. We also use targeted digital and print advertising across publications consumed by our target audience such as the travel-trade press.

Deem also provides marketing toolkits to our channel partners and operators to enable them to effectively market, position, and sell Deem Car Service. Deem has a wealth of experience in this area and a highly engaged and effective channel-marketing program for Deem Travel that we leverage to enable the success of the channel.

Deem also works with the National Limousine Association (NLA) and ground transportation operators to develop channel-marketing programs that enable the operators to effectively market and distribute Deem Car Service. We work closely with the NLA and its membership to design marketing programs, communication plans, and toolkits to drive awareness in the broader corporate market about the partnership and our technology.

Marketing Webinars

September 2, 2015: NLA Webinar #1

This webinar covered:

- Who is Deem?
- What are the goals of this partnership?
- What does this global technology solution look like?
- What are the next steps?

October 6, 2015: NLA Webinar #2

This webinar covered:

- Deem Car Service Pricing
- Detailed Roadmap
- Deep-dive of Next Mobile App Release
- Go-to-Market Strategy

October 28, 2015: NLA Webinar #3

This webinar covered:

- Go-to-Market Plan for Operators
- Operator Enablement Kit
- Using Deem Affiliate Connect
- On-boarding Customers for the Deem Mobile App

2016 Marketing Events and Activities

Visit us at these upcoming events!

February 29 - March 2, 2016: LCT National Limousine Association West Show

April 17 - April 19, 2016: ACTE Global

July 16 - July 20, 2016: Global Business Travel Association (GBTA)

November 13 - Nov 15, 2016: LCT National Limousine Association East Show

Direct and Channel Strategies

The direct sales strategy to get customers to utilize Deem Car Service is twofold:

1. Deem has a large customer base for its current version of Deem Car Service. Deem is aggressively up selling the new car service offerings to this established base.
2. Deem also has thousands of corporate customers that use our web and mobile travel applications for booking airline, car rental, hotel, and rail reservations. This ground transportation offering is a natural extension for these customers, and Deem is aggressively marketing and cross selling the service to our existing Deem Travel customer base.

Deem also aggressively pursues two additional strong channels:

1. Deem has a mature and robust network of travel management company (TMC) partners that resell Deem Car Service and Deem Travel to their customers. The network includes the huge TMCs such as American Express GBT, BCD, and Carlson Wagonlit (CWT), as well as most of the large TMCs in the United States. Our research indicates that our current TMC channel partners are very excited about our robust ground transportation offering that fully meets the needs of their corporate customers, and are adding Deem Car Service to their existing reseller activities.
2. Lastly, ground transportation operators are key to the distribution strategy. Established ground transportation operators hold strategic and often long-standing relationships with their existing customers. These operators are uniquely positioned to deliver the platform and mobile application to their customers as part of their service agreements.

Note: To return to the Getting Started process, click [Getting Started with Deem Car Service for Operators](#).

Marketing Kit for Car Service Operators

Tell Your Friends, Partners, and Customers!

Use this marketing kit to communicate with affiliates, and with your corporate and leisure customers.

- [Affiliate On-Boarding](#)
- [Communication](#)
- [Social Media Posts](#)
- [Webinars](#)
- [Press Releases](#)
- [Product Information](#)
- [Corporate Customer Email Template](#)
- [Complete the Getting Started Process](#)

Affiliate On-Boarding

| Marketing Tool | Description and Use |
|--|---|
| • Sign-up page | Visit and share the sign-up page to sign up your affiliates for Deem Car Service. |
| • Affiliate Email Template | Download the Affiliate Email Template to send out emails for notifying your affiliates. |
| • Frequently Asked Questions | View and share Deem Affiliate Connect Frequently Asked Questions (FAQs). |

Communication

| Communication Tool | Description and Use |
|----------------------------------|---|
| • Branding | Click Download Brand Assets on Branding Guidelines page to use Deem's logo and brand assets. |
| • Twitter: @deem | Connect with Deem on Twitter. |
| • Deem Blog | Share the Deem blog. |

Social Media Posts

| Social Media | Sample Posts |
|----------------------------|--|
| • Facebook | Use ready-to-post messages to announce your Deem partnership. Click to expand the samples, and copy/paste the text into your social media accounts: ▼ Sample Facebook Posts... <i>Learn more about Deem here: deem.com/company/news/announcements/2015/nla-deem-announce-partnership</i> <i>Revolutionizing chauffeured ground transportation: blog.deem.com/revolutionizing-ground-transportation/</i> |

| | |
|--|---|
| <ul style="list-style-type: none"> • Twitter | <p>Use ready-to-post messages to announce your Deem partnership. Click to expand the samples, and copy/paste the text into your social media accounts:</p> <p>▼ Sample Tweets...</p> <p><i>Announcing our partnership: We've partnered with @Deem on our new mobile app. Making reservations with us has never been easier. Learn more: t.co/m8o3w03LRB</i></p> <p><i>Revolutionizing chauffeured ground transportation: @DeemCEO Patrick Grady talks about the ground transportation industry and how it will compete with the TNCs: blog.deem.com/revolutionizing-ground-transportation/</i></p> |
|--|---|

Webinars

| Webinar | Description |
|--|--|
| <ul style="list-style-type: none"> • NLA-Deem Webinar #1 | NLA President Gary Buffo and Deem CEO Patrick Grady cover the details of the partnership, the technology, and what they mean for NLA members. |
| <ul style="list-style-type: none"> • NLA-Deem Webinar #2 | A deeper dive into the value and cost of the NLA-Deem partnership and Deem Car Service, including a detailed roadmap. |
| <ul style="list-style-type: none"> • NLA-Deem Webinar #3 | An overview of the turnkey go-to-market plan, the operator enablement kit, using Deem Affiliate Connect, and on-boarding customers for the mobile app. |

Press Releases

View, share and post Deem [press releases](#) covering ground transportation technology and Deem Car Service:

| Press Release | Description |
|---|---|
| <ul style="list-style-type: none"> • 10/12/15: Deem Partners with Limo Anywhere; Plans Full Integration | Deem Announces Expansion Of Cloud And Mobile Network Through Partnership With Leading Ground Reservation Management Provider Limo Anywhere. |
| <ul style="list-style-type: none"> • 10/02/15: Deem Partners with Carey International | Deem Announces New Wave Of Major Operators Led By Carey International, Continued Growth Of Next-Generation Cloud And Mobile Network. |
| <ul style="list-style-type: none"> • 09/28/15: Car Service Distribution Partnership with BCD Travel | Deem Announces Strategic Car Service Distribution Partnership With BCD Travel. |
| <ul style="list-style-type: none"> • 09/28/15: Deem Partners with More Major Ground Operators | Deem Announces New Operators, Continued Growth Of Next-Generation Cloud Network And Mobile Application For Chauffeured Transportation. |
| <ul style="list-style-type: none"> • 07/28/15: NLA-Deem Partnership | National Limousine Association and Deem Announce Collaboration To Deploy Groundbreaking Cloud and Mobile Technology Solution. |
| <ul style="list-style-type: none"> • 07/28/15: Deem Partners with Major Ground Operators | Deem Partners With Leading Chauffeured Transportation Companies To Deliver Next-Generation Cloud Network And Mobile Application To Business Travelers And Premium Consumers Globally. |

Product Information

View and share [product information](#) about Deem Car Service offerings:

| Product | Description |
|--|--|
| <ul style="list-style-type: none"> • Deem Car Service for Corporations | Deem Car Service gives companies access to preferred ground transportation merchants in designated regions and service types. Maintain your company's negotiated rates, seamlessly onboard new providers and link directly to the GDS systems and booking tools used by top travel agencies. |

| | |
|---|---|
| <ul style="list-style-type: none"> • Deem Car Service for Operators | Deem Car Service offers end-to-end ground transportation technology solutions for corporations, travel management companies and chauffeured ground transportation merchants. |
| <ul style="list-style-type: none"> • Deem Affiliate Connect | Deem Affiliate Connect is a reservation exchange network with an interactive, real-time reservation processing system specifically designed for the ground transportation industry. |
| <ul style="list-style-type: none"> • Deem Car Fleet Management | Deem Car Fleet Management is a robust reservation dispatch and accounting back office system for ground transportation merchants. |

Corporate Customer Email Template

| | |
|--|--|
| Corporate Customer Email Template | Download the template to send emails informing your existing corporate and leisure customers about using the Deem mobile app for all of their ground transportation needs. |
|--|--|

Complete the Getting Started Process

Please complete the remaining steps of [Getting Started with Deem Car Service for Operators](#).

Getting Started with Deem Affiliate Connect

A Step-by-Step Guide

Congratulations. Welcome to Deem Affiliate Connect!

Deem Affiliate Connect provides an automated “connection” between car service operators and their affiliates using a patented unique identifier called a Transponet number. Deem Affiliate Connect lays foundation for the chauffeured transportation industry’s single reservation exchange network, enabling operators to “farm-out” and “farm-in” rides to other operators using Deem’s best in class technology.

We have a wealth of information to help you get started. The following is a step-by-step guide through the process of setting up your connection to affiliate operators in the Deem network.

Signed Contract?

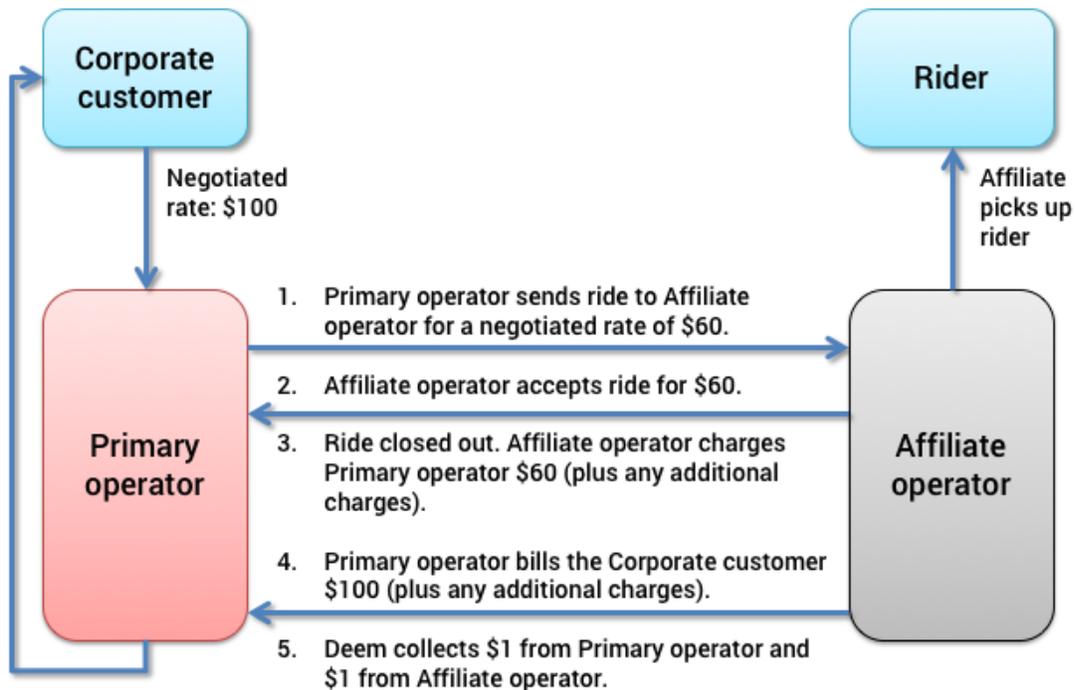
If you have not yet signed a contract for Deem Car Service, please go to the [sign-up page](#).

- [Step 1: Learn How Affiliate Connect Works](#)
- [Step 2: Log Into Affiliate Connect or Use Your Back-Office System](#)
- [Step 3: Enter Your Company Information](#)
- [Step 4: Load Your Rates](#)
- [Step 5: Learn How to Farm-Out Rides and Accept Farmed-In Rides](#)
- [Step 6: Complete the Getting Started Process](#)
- [Assistance](#)

Step 1: Learn How Affiliate Connect Works

Affiliate Connect enables operators to farm-out ride reservations to affiliate operators and share the revenue from these transactions. The following steps illustrate the "life" of a sample ride reservation "farmed out" by a primary operator to an affiliate operator (using arbitrary rates for illustrative purposes):

1. The primary operator sends a ride reservation to an affiliate operator for a negotiated rate of \$60.
2. The affiliate operator accepts the ride reservation for \$60.
3. The ride is completed and closed out. The affiliate operator charges the primary operator \$60 (plus any additional charges, such as parking, airport fees, and tolls).
4. The primary operator bills the corporate customer \$100 (plus the additional charges).
5. Deem collects \$1 from the primary operator and \$1 from the affiliate operator.



Affiliate Connect uses Deem's network to automate the transfer of reservations between operators. For operators using integrated back-office systems, transferred reservations appear automatically in the operator's back-office system.

Step 2: Log Into Affiliate Connect or Use Your Back-Office System

Operators without a back-office system or using systems not listed below can use an Internet browser to receive reservations and send status updates as well as final pricing. Log into Affiliate Connect with your Internet browser using the link provided in your setup confirmation email.

- **Watch:** [Video - Deem Affiliate Connect Using a Browser](#)
- **Browse:** [Deem Affiliate Connect Browser Guide](#)

Note: We support the newest versions of the following Internet browsers: Internet Explorer on Windows, Chrome and FireFox on Windows or Mac OS X, and Safari on Mac OS X. See [Browser Settings for Affiliate Connect](#) for details.

Affiliate Connect connects directly to the Deem Car Fleet Management back-office system:

- Deem Car Fleet Management (formerly known as Voyageur)
Watch: [Video - Deem Affiliate Connect Using Deem Car Fleet Management](#)
Browse: [Using Affiliate Connect with Deem Car Fleet Management](#)

Affiliate Connect also connects directly to the following back-office systems to send and receive rides (bi-directional):

- Trip Tracker
- Livery Coach
- FASTTRAK
- Flyte Tyme Network

In addition, Affiliate Connect connects directly to the following back-office systems to receive ride reservations (receive-only; these systems can't send ride reservations at this time):

- Paragon
- Aleph
- Hudson Group
- Limo Anywhere

Step 3: Enter Your Company Information

If you are using one of the connected back-office systems, you can enter and edit your company and billing information, service availability (such as vehicle types and areas serviced), policies, and contact information in your back-office system. Consult the documentation for your back-office system for instructions.

To enter and edit this information using Deem Car Fleet Management, see [Using Affiliate Connect with Deem Car Fleet Management](#).

If you don't use a connected back-office system, use your browser and follow the instructions in [Editing the Provider Company Information](#). The Company Code and Company Name fields are already filled in by Deem.

Step 4: Load Your Rates

If you are already using Deem Car Service (formerly known as Saturn), your rates are already loaded. As a new operator, you can load your ground transportation rates using the [Deem Car Service Bulk Rate Loader](#), which provides easy access to upload new rates into the Deem Car Service system.

Step 5: Learn How to Farm-Out Rides and Accept Farmed-In Rides

Operators without a back-office system can log in and follow these instructions:

- **Watch:** [Video - Deem Affiliate Connect Using a Browser](#)
- **Read:** [Deem Affiliate Connect Browser Guide](#)

Operators using the Deem Car Fleet Management back-office system can log in and follow these instructions:

- **Watch:** [Video - Deem Affiliate Connect Using Deem Car Fleet Management](#)
- **Read:** [Using Affiliate Connect with Deem Car Fleet Management](#)

Step 6: Complete the Getting Started Process

Please complete **Steps 4 and 5** of the [Getting Started with Deem Car Service for Operators](#).

Assistance

If you need any assistance, contact Deem at tech.support@deem.com.

Going Mobile with Deem Car Service

A Step-by-Step Guide

Congratulations. Welcome to Deem Car Service on the Mobile App!

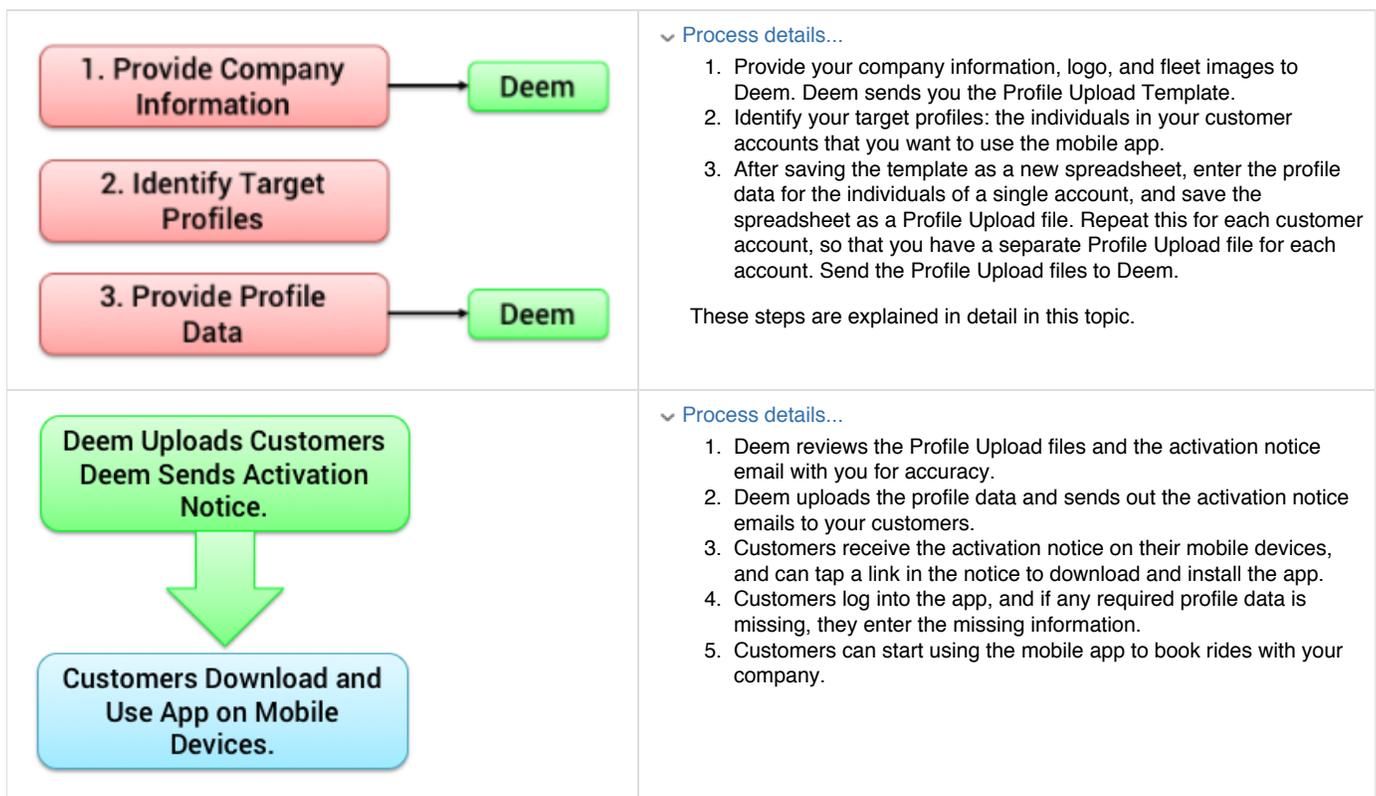
As an operator, Deem provides you with a co-branded mobile application for your customers to use to book rides via their mobile devices. The following is a step-by-step guide to taking your business mobile.

- Review the Process for "Mobilizing" Your Customers
- Step 1: Provide Deem with Company Point of Contact for Mobile Project
- Step 2: Provide Company Information and Images to Deem
- Step 3: Identify Target Profiles
- Step 4: Provide Profile Data
- What happens next...?

Review the Process for "Mobilizing" Your Customers

Get familiar with the process for on-boarding and activating your customers to use the mobile app.

- **Watch: NLA-Deem Webinar #3** (October 28, 2015), which addresses our onboarding and activations process.



Step 1: Provide Deem with Company Point of Contact for Mobile Project

In order to help enable the co-branded mobile app for your customers, Deem needs a technical contact in your company who has an understanding of your back-office system, including profiles, rates, and account setup. Please provide the primary point of contact for this technical information.

Step 2: Provide Company Information and Images to Deem

Please send the following information to create your mobile site and upload profiles:

Company Name and Customer Service Information

- Company Full Name (your legal name)
- Company Short Name (if different than above)
- Company URL
- Customer Service Phone#
- Customer Service email
- Your Corporate Address

Note: We use this information to co-brand your mobile site, and to display information to your customers during their mobile app experience. Please supply us this information as soon as possible, before proceeding to Step 3.

Company Logo Image

Please send us two different sizes of your company logo image based on the following requirements, so that we can create the best presentation of your branded logo on a mobile device home screen and search results screen:

- Please provide a high quality logo image.
- Must be in the JPG (JPEG) file format.
- Solid background – white, black, any appropriate solid color (not transparent).
- Dimension requirement home screen (in pixels): 280 wide x 60 high.
- Dimension requirement for search results screen (in pixels): 75 wide x 45 high.

Fleet Images

Please supply us your fleet images based on the following requirements in order for them to appear on the mobile app search results screen:

- Please provide high quality images.
- Must be in the JPG (JPEG) file format.
- Solid background – i.e., white, black, any appropriate solid color (not transparent).
- Dimension requirement (in pixels): 135 wide x 135 high (the height may vary slightly above or below 135).

Step 3: Identify Target Profiles

Identify your target profiles: Customer accounts that you want to offer a mobile app. We suggest the following:

- Customers who require a mobile app solution
- Corporate customers that use your company as the sole operator providing ground transportation
- Leisure and provide customers that use your company as the sole operator providing ground transportation
- Large enterprise customers not already using an integrated travel solution (such as Deem Travel)

Note: We suggest that you also supply Deem user profile information for users within your own organization. You and your peers can then see the exact user experience that your customers will see.

Step 4: Provide Profile Data

Once you've identified your target profiles, please extract their profile information from your reservation or profile management system.

In order to provide profile data to Deem, follow these instructions:

Preparing the Car Service Mobile Profile Upload File

What happens next...?

Deem completes your co-branded site and prepares your customer profiles for the Mobile App

After receiving the profile, upload file(s) from Step 3 above, Deem reviews the file(s) for accuracy, and uploads the profiles to your co-branded mobile site(s).

Next, a Deem representative reviews with you the activation email notice users will receive. Upon verification and approval, Deem sends the activation email notice to your customers.

Customers receive the activation email notice on their mobile devices with instructions to tap a link in the notice to download and install the app. After installing the app, customers are prompted to log in and complete any required missing profile data. Customers can immediately start using the mobile app to book rides with your company.

Note: Please let us know if you have any questions. Email us at tech.support@deem.com.