

Tech Tip Tuesday— May 5, 2015

by David Hirsch

Google Maps

Livery Coach is pleased to announce that we are adding Google Enterprise Maps licensing to our suite of products and services.

WHY DO I WANT GOOGLE MAPS?

If you are using the Livery Coach Mobile integration package with iChauffeur for your chauffeurs, Google Maps allows you to track those chauffeurs on a web control panel, and when you get upgraded to LiveryCoach.net, from within a trip. In addition, your customers using the web and/or iLivery will be able to track their chauffeur as he/she is on the way, including real-time ETA.

WHAT DOES IT COST?

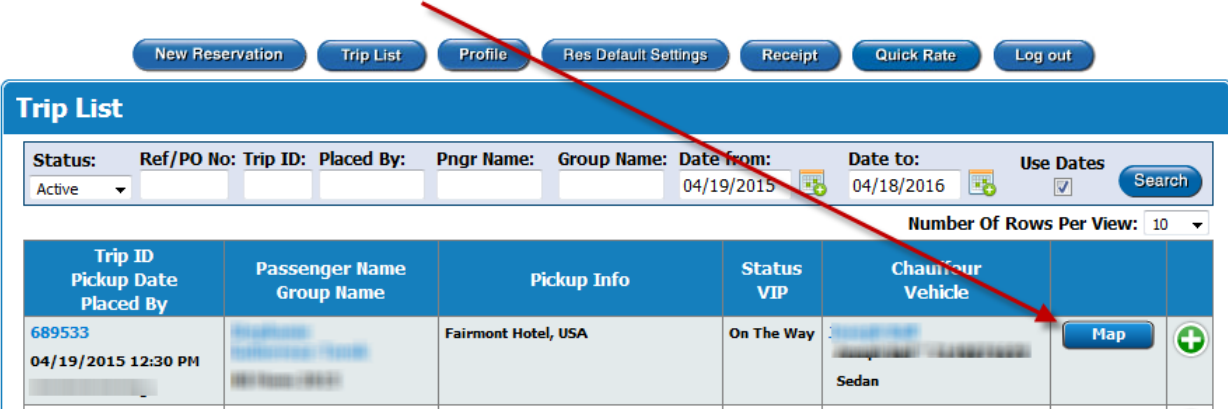
Google Maps licensing costs \$4/month per iChauffeur license.

WHY DO I HAVE TO PAY FOR GOOGLE MAPS?

Despite many people's belief that everything with Google is free, Google didn't gross over \$62 billion last year just with search. While Google Maps are free for non-commercial public use, when they are used behind the scenes (such as reporting back the location of iChauffeur and showing it on a map), they require a commercial license. They enforce this by tracking the domain name of the sites that hit the map, and they also limit the number of "free" hits to 2,500/day.

OK, I GUESS NOTHING IS FREE. BUT WHAT WAS THAT ABOUT MY CUSTOMERS TRACKING TRIPS ON THE WEB AGAIN?

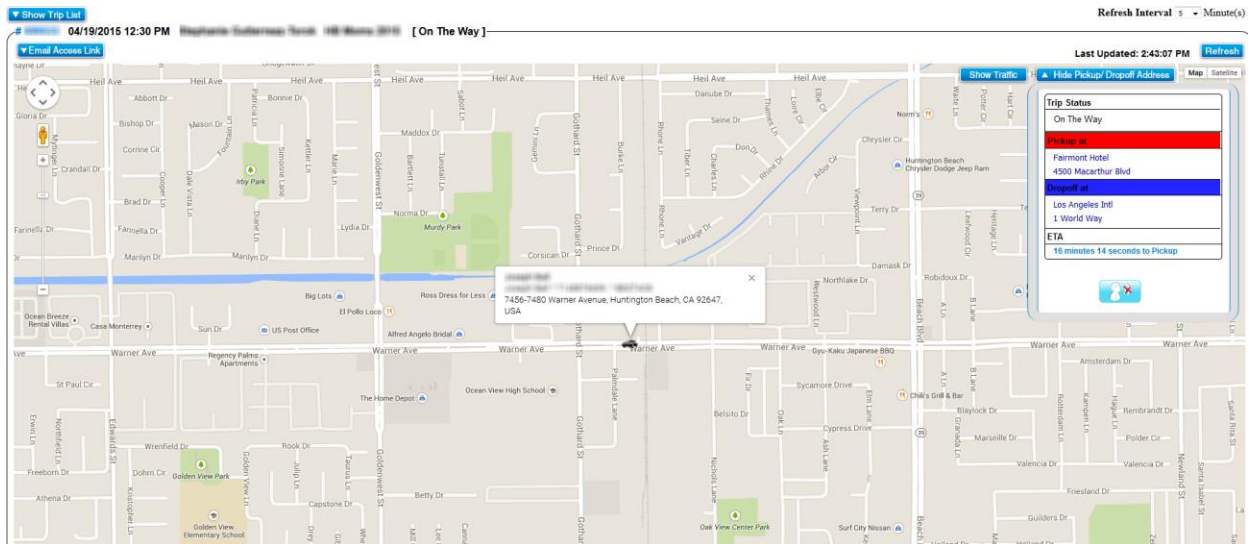
If your chauffeurs are running iChauffeur, and you have the Livery Coach Web Reservations module, adding the Google Map option will allow us to enable the MAP button in online reservations.



The screenshot shows the Livery Coach web interface. At the top, there are navigation buttons: New Reservation, Trip List, Profile, Res Default Settings, Receipt, Quick Rate, and Log out. Below these is a blue header for the 'Trip List' section. Under the header is a search and filter area with fields for Status (Active), Ref/PO No, Trip ID, Placed By, Pngr Name, Group Name, Date from (04/19/2015), Date to (04/18/2016), and Use Dates (checked). There is also a 'Search' button and a 'Number Of Rows Per View' dropdown set to 10. Below this is a table with the following columns: Trip ID, Pickup Date, Placed By, Passenger Name, Group Name, Pickup Info, Status, VIP, Chauffeur, Vehicle, and a 'Map' button. A red arrow points to the 'Map' button in the first row of the table. The first row contains the following data: Trip ID: 689533, Pickup Date: 04/19/2015 12:30 PM, Placed By: [blurred], Passenger Name: [blurred], Group Name: [blurred], Pickup Info: Fairmont Hotel, USA, Status: On The Way, VIP: [blurred], Chauffeur: [blurred], Vehicle: Sedan.

Trip ID	Pickup Date	Placed By	Passenger Name	Group Name	Pickup Info	Status	VIP	Chauffeur	Vehicle	Map
689533	04/19/2015 12:30 PM	[blurred]	[blurred]	[blurred]	Fairmont Hotel, USA	On The Way	[blurred]	[blurred]	Sedan	[Map]

When your customer logs into the web to see her trips, and she clicks on the MAP button for a trip, a Map will open up that shows where the vehicle is, along with chauffeur information for that trip (it is blurred out in the screen shot to protect the privacy of the chauffeur).



Notice that the map view also shows the Estimated Time of Arrival for the pickup location.

Trip Status
On The Way
Pickup at
Fairmont Hotel 4500 Macarthur Blvd
Dropoff at
Los Angeles Intl 1 World Way
ETA
16 minutes 14 seconds to Pickup



Note that with the Google Maps enabled, this same functionality will be enabled on the mobile app (iLivery) or your branded mobile app (if you have one).

OK, I WANT IT. NOW WHAT?

Simply send a note to info@liverycoach.com indicating that you want to enable Google Maps. We will send you an invoice and credit card authorization form. The invoice will be calculated at the rate of \$4/mo/iChauffeur and will include the time frame from when we turn it on until the end of your current support year. Renewals will be added to your support invoice.