

Conclusion - customer

Feature

Advantage

Benefit

Client can view live
schedules

On device / instantly
accessible

Improve planning

Client can subscribe
to push notifications

Instantly made aware
of changes

Personalised results

Conclusion - ferry company

Feature	Advantage	Benefit
Client can view live schedules	Reduce repetitive calls to business	Staff focus on key objectives
Live schedule data when it matters	Communication needs to improve when off schedule	Better client communications = better planning / less calls
White label - box ready	Deliver branded app 15 working days	Very low cost to roll out
Link with telematics providers	Start to engage with geo-location software	Ferry company vehicle visibility
Push notification marketing	Direct to user	Low cost, immediately to users device