

## **Maritimebus.com selects Betterez as single Motorcoach platform for eFreight and Passenger Ticketing**

*Betterez Inc., a Reservations & Ticketing Management (RTM) technology provider, announced today Coach Atlantic Group recently selected Betterez for a single motorcoach platform for both eFreight and Passenger ticketing as part of the company's efforts to improve sales growth and operational efficiency for their Maritimebus.com Line Run product.*

Toronto, Ontario and Charlottetown, Prince Edward Island ([PRWEB](#)) July 18, 2016 -- "Coach Atlantic Group's Maritimebus.com needed to have a more 'hands on' real time administration capability for managing capacity, pricing and other aspects of a motorcoach business that need to be dynamic in order to get the most out of your assets. We are very pleased they selected Betterez as a long term technology partner, engaging in a comprehensive multi-year agreement," said Tal Shalit, CEO of Betterez. "In addition, Maritimebus.com has a package/parcel business and will be deploying the Betterez eFreight solution, giving them a single, highly efficient platform for bus parcel and passenger sales, manifests, scanning, and other common components."

"As a Motorcoach business owner, I have to get the most out of my resources. This includes buses, people, and optimized pricing to name a few. In utilizing Betterez we get a flexible, scalable cloud system across all key facets of our business, from sales to operations to finance," said Adam Doiron, CEO & Co-owner of Coach Atlantic Group. "My entire team evaluated the Betterez Platform before making this decision. We wanted to ensure that the system we selected was powerful yet easy to use across agencies, back office staff, and in field users. What was also very exciting is the ability to use Betterez for our parcel business, as part of the same system. Finally the fact that we will be able to continuously roll out additional 'net new' bus products on the platform, such as 'First and Last Mile integration', along with automating interline solutions to other Operators was the icing on the cake."

About Betterez: Betterez, founded in 2011 is a next generation Reservations & Ticketing Management (RTM) technology company focused on helping Motorcoach Operators grow their businesses, and run operations and finance more efficiently. In Motorcoach Betterez supports Long-haul Line Runs, Regional Commuters, Airport Shuttles, College Shuttles, Corporate Contracts, Casino Runs, and Scheduled Tours <http://www.betterez.com>



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