GroundWidgets Launches SantaCruz
An Enterprise Office Software Platform for the Ground Transportation Marketplace

February 5, 2013 – GroundWidgets (GW), an innovative software and technology development company is excited to announce the launch of SantaCruz – an Enterprise Office Software Platform for the Ground Transportation Marketplace. SantaCruz is a powerful, flexible, and customizable platform designed for the most demanding ground transportation operators worldwide.

SantaCruz is a brand new platform developed from the ground up to help organize and manage multiple facets of a ground transportation company including but not limited to reservations, dispatch, fleet management and accounting. It is designed to integrate different technologies into a cohesive platform enabling a company to consolidate their technology into a single easy to use unified system.

"The SantaCruz platform is first of its kind for the chauffeured transportation industry. It is a convergence of technologies that integrates Office Software, Web, Telephony, GPS, Mobile Apps, Safety, Cloud Computing and Social Media; all coming together and supported by a powerful Data Analytics engine to help transact business in 'real-time' and not after the fact " says Apurva Patel, CEO and Founder of GroundWidgets.

Ground Transportation Providers are looking for innovative and cost-effective solutions to manage their business from cradle to grave. When companies seamlessly run their Operations, Financials, CRM, Front and Back Office Tasks, they create a competitive advantage through lower overhead costs, fewer customer complaints, and increased customer satisfaction.

"The SantaCruz platform leverages the latest technologies like Mobile Apps, Asset Tracking and Touch User Interface (Windows 8 / Apple / Android) to streamline data entry, improve accuracy and speed up transaction flow in the office as well as from customers and chauffeurs. There is no other system on the marketplace today that is as comprehensive" says Patel.

Leveraging SantaCruz, Chauffeured Transportation Providers can dramatically reduce their order entry costs, automate dispatching tasks, reduce customer calls to locate drivers, provide real time driver location information, streamline and automate billing and invoicing processes to improve cash flow and overall profitability.

A preview of the SantaCruz platform will be on display at booth 75 at the LCT Show in Las Vegas from February 5th to 7th, 2013. To schedule a demo of SantaCruz, please email sales.info@groundwidgets.com

About GroundWidgets:
GroundWidgets is an entrepreneurial technology company driven and managed by founding developers and technologists. GroundWidgets is exclusively focused on consulting and development of applications for the ground transportation industry harnessing the collective institutional knowledge of its founders and their experience of over 25 years in the ground transportation industry. For further information: you are invited to visit our home at www.groundwidgets.com