

Colleagues,

I'm very pleased to announce the appointment of Jim Bridge as Chief Executive Officer of Thermeon Worldwide Ltd.

Jim has an illustrious background in senior board director, CEO and CIO/CTO positions for a range of substantial public and private companies, including time spent living and working in California.

During his career he has managed global business and technology teams to develop reliable and innovative services for their customers.

He brings a great track record of leveraging commercial objectives through strategic leadership across technology, transformation and leading innovation to ensure that technology provides true business value.

I'm sure you'll all join me in welcoming Jim aboard!

Russell

[Russell Lindfield](#)

Maximising your revenue with cars+ & WeYield Russell Lindfield, Thermeon Worldwide.

Today we look at a different way to manage those all-important rates.

Over the years I've spent a lot of time with Yield and Rate Managers and I've yet to find a single one who has got it right all of the time. The very nature of their role requires them to take so many factors into account, whilst pitching that rate for that one day, as best as they can. A day that will never be repeated, a day that they will only ever get one shot at. So doesn't it make sense to have systems in place that gives your team all of the information they need to make the right decisions?

In cars+ we go a long way in helping you make those decisions. A client recently said to me, that the thing they love most about cars+ is its strength in accurate, meaningful reporting. With a plethora of historical utilisation and revenue analysis reports, or forward forecasting with the Res Yield Report and fleet planning tools, cars+ has those bases covered.

But what else can you do to make better, more informed decisions?

For some time now we've have had an integration partnership with [WeYield](#) who specialise in tools that help you get the best out of that one-off rental day, every day. WeYield offer a suite of next generation web applications that analyse the all-important data from cars+. [WeYield](#) then uses that data to forecast future demand trends and suggests appropriate fleet mix to maximise revenue per unit. It combines that with so many other factors like rate shopping information and event optimisation, etc.

To find out more about how WeYield can help your business maximise revenue opportunities contact [Emmanuel Scuto](#) at WeYield.

Or even better, meet him at WTM.

I'll see you there too!

Russell

Interface now to:



Going to WTM?



Get cars+iR



WTM is here again!

WTM London

This years World Travel Market – London take place in a couple of weeks from 7th-9th November. This year the event is slightly later than last year and goes from a 4-day format to 3 days.

This year Thermeon are located in exactly the same place as last year, stand TT406 which is at the entrance to the Travel Technology (TT) section of WTM at the N1 gate.

We are on the left hand side as you enter through that gate and we'll have people from our Business Dev teams Customer Management and Support teams there ready to welcome you and talk to you about your plans and opportunities at WTM and beyond.

Training

Find out more about how we can tailor training sessions just for you. Check out our regular webinars [here](#)

Regular Webinars offered include:

- Pointers and tips for new users
- In-depth analysis and various uses for certain reports
- Showcase of new features

[Register Online](#)

Webinar
Web-based educational pre-live online educational presentations can submit questions via slides while the speaker interacts with the audience.