

Web 2.0 Services enable \$1/day Car Rental Business - Powered by Palomino

Palomino System Innovations Inc. today announces launch of the CityFlitz.com one-dollar-a-day car rental online booking application. Palomino uses its award-winning WebPal™ platform to bypass costly application development and tie together existing Web 2.0 applications to do the job - with better results.

Keywords: web application development, web 2.0, software-as-a-service, saas, car rental, advertising, billing, scheduling, business process management

Toronto, September 16, 2008 - Palomino System Innovations Inc. today announces launch of the CityFlitz one-dollar-a-day car rental online booking application, reachable at www.cityflitz.com. On this site, customers of CityFlitz rent branded compact cars such as Mini Coopers and Smart Cars for a rate of \$1 per day.

As technology provider for the online service, Palomino has developed an end-to-end car booking engine, including customer registration, online profiling, location maps, reservations, scheduling, automatic billing and real-time GPS integration.

However, different from the conventional approach of developing a self-contained system, Palomino chose to interface with several Software-as-a-Service (SaaS) providers to achieve better value for its client.



As such, the CityFlitz solution uses Toronto-based **Freshbooks.com** for billing and collections, **Yahoo! Maps** for location tracking and booking, **PayPal** for online payment services, and Palomino's own **WebPal™** platform to manage web content, car inventory and customer profiles. All components interface via Web Service APIs (application programming interfaces) to provide a seamless user experience for rental customers.

"This has been a fun project. We have proven that on-demand SaaS has now matured to a level where we can handle complex business processes by combining specialized, high-quality online services.", says Markus Latzel, CEO of Palomino Inc. "The times of one-system-tries-to-do-it-all are over".

Toronto-based Freshbooks.com sees a growing trend towards these types of integrations. "FreshBooks, like dollar-a-day car rentals, was designed to make people's lives easier and painless. We see this as a natural fit and are excited to be part of the CityFlitz service" says Michael McDerment, CEO of FreshBooks.

Prior to development, Palomino had researched a number of off-the-shelf rental car solutions and found that none of them could be customized to fit CityFlitz' unique business model.

Says Latzel, "There is a new trend of on-demand solutions that solve simple problems really, really well. Our product WebPal™ acts as the glue to tie these solutions together, to solve bigger problems." Andreas Kotal, founder and CEO of CityFlitz, is more than pleased with the results: "Our goal was to launch our '1 mini. 1 day. 1 buck.' public rental program with a web-based booking engine that is very intuitive and easy to use by the public. The innovative character of Palomino and Freshbooks was exactly what we were looking for to help us to achieve this goal."

For further information on Web Service integration and the WebPal™ application development platform, contact Palomino System Innovations Inc. at 1-866-360-0360.

About Palomino System Innovations Inc.

www.palominosys.com

Palomino System Innovations Inc. is a Software-as-a-Service Provider specializing in user-friendly, future-oriented Web Content Management Solutions, based on it's award-winning WebPal™ technology. With a track record of successful large-scale site projects and strong emphasis on collaborative R&D within Canadian research centres, Palomino is poised to position WebPal as a very strong contender in the growing market of semantic, next-generation web content management. With head quarters in Toronto, Canada, Palomino System Innovations Inc. has been serving Canadian and international clients since 2002.

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