



Northfield Lines Goes Live with Betterez Ticketing

Northfield Lines goes live with Betterez as its next generation sales and operations platform to enhance the Northfield Metro Express product.

TORONTO, ONTARIO, CANADA, August 1, 2016 /EINPresswire.com/ -- Toronto, Ontario and Eagan, MN: Betterez Inc., a Reservations & Ticketing Management (RTM) technology provider, announced today [Northfield Lines](#), has [gone live](#) with the Betterez Motorcoach technology product suite as part of the company's growth and operational efficiency efforts for the Metro Express line run.

"Northfield is an award winning, family owned transportation company with a 25+ year track record of success, and we're excited to be their software partner going forward for scheduled products," said Tal Shalit, CEO of Betterez. "Northfield was able to convert from an existing legacy system to Betterez in less than two weeks by adopting our Out of the Box 'Vanilla' software. The Vanilla product allows for fast onboarding, ongoing ease of use, and the best 'Price to Value' in the market for line run ticketing technology. In addition, as more Operators join the 'Betterez ecosystem' using the standard software we can add more and more features at a lower cost, and continue to innovate to better compete as a Bus Industry with other transportation options."

"After hearing the Betterez approach to building standardized software and helping Bus companies grow and continue to compete, I felt like they were a technology partner that wanted to be involved in an ongoing, partnership way with our business," said John Benjamin, President of Northfield Lines. Anna Lee Andert, Northfield Sales & Marketing noted: "Betterez provides us more selling opportunities with their microsites technology for colleges and other 3rd parties, as well as operational and finance efficiencies with bus side scanning, ticket agent shift reports, and many other features they've built into their standard product. I was extremely impressed with the self-service capabilities and ease of use of the product and am very excited about working with Betterez collaboratively as we both look to continue to serve our customers better."

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 www.betterez.com

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