



# GroundWidgets

## **GROUNDWIDGETS, DEEM ANNOUNCE AGREEMENT TO INTEGRATE “SANTACRUZ” BACK OFFICE WITH DEEM CAR SERVICE PLATFORM**

*Leading Technology Companies begin Integration to Benefit the Chauffeured and Ground Transportation Industry*

Paramus, NJ – May 3, 2016 - [GroundWidgets](#), a leading ground transportation software and technology development company, and [Deem](#), a leading mobile and cloud technology provider for ground transportation operators, announced that they have resolved all legal disputes between the companies and entered into an agreement for the integration of the SantaCruz platform with Deem’s Cloud and Mobile Network Platform. This integration, to be completed in 60 days, will allow reservations booked through the Deem platform to reach the SantaCruz back-office system and its fleets of chauffeured drivers.

“We’re pleased to have put our differences behind us and renew our business relationship with GroundWidgets. We look forward to integrating their technology with our own,” said John Rizzo, President and COO of Deem. “Deem and GroundWidgets have been at the forefront of getting chauffeured transportation operators deployed on next-generation technologies and our partnership moving forward will benefit the ground transportation industry as a whole.”

The SantaCruz platform was developed to integrate all facets of technology like mobile communications, GPS, telephony, corporate bookings and social media into a cohesive platform. The open architecture and work flow enable the system to be customized for each operator’s unique business requirements.

The Deem Car Service applications include a SaaS back-office, auto-dispatch capabilities for advanced-schedule and real-time reservations, mobile and online applications, and more. Operators on the Deem Car Service network are also able to offer their customers access to Deem’s full range of travel and expense management applications.

“We share Deem’s excitement that we can move forward together as industry collaborators to create a very bright future for the ground transportation industry,” said Apurva Patel, Chairman and CEO at GroundWidgets.

### **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



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are invited to visit our home at [www.groundwidgets.com](http://www.groundwidgets.com).

## **About Deem**

Deem provides cloud and mobile applications that help businesses to lower expenses, improve operational efficiencies, and increase employee productivity. Deem's applications for travel and expense management enable thousands of companies to save money on every purchase by combining an employee's preferences, the company's policies and negotiated rates with their preferred providers to execute the perfect transaction for all stakeholders. Deem's cloud and mobile applications for chauffeured car service operators help them to automate business processes, lower costs and increase revenue. Deem is backed by leading mutual fund and private equity investors. Deem's headquarters are located in San Francisco, CA.

## **Press Contact**

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