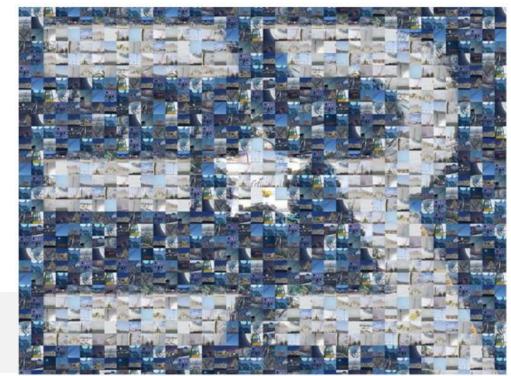# ERA Convention 2011

"Growth Again"

IT / Software Integration

Speaker: Derek Robson
Result Group

How New Technologies impact processes in the rental industry?

WWW.ERARENTAL.ORG

How do new technologies impact processes in the Equipment rental industry

Google Search   I'm Feeling Lucky

Advanced search
Language tools

Over 1,000,000 results in under 1 second

WWW delivers enormous buying power to your customers

How New Technologies impact processes in the rental industry?

New business tools…

There was a time when the basics were all you needed:

- ➢ Single point of contact
- ➢ On-time delivery and pick up
- ➢ Billing accuracy etc

Based on the idea "if it isn't broken don't fix it"

This "head in the sand" approach does not deliver!

Today you have to think outside the box and make technology work for your business…

How New Technologies impact processes in the rental industry?

New business tools…

RFID Tags   - A-Plant Tool Rental Trailers

Telematics   - Godwin Pumps increased revenue
           by 20% in the recession

Smart Devices - Sat Nav, iPhone, iPad etc
           to improve customer service

How New Technologies impact processes in the rental industry?

New business tools…

Cloud
Computing...

with built in
customization

Cloud Computing

➢ Offers lower start-up costs, faster implementation and a reduction in the total cost of ownership

➢ Use specialists who guarantee 99.9% system availability for example, from Amazon Elastic Compute Cloud (EC2) with secure fail-safe guarantees

➢ Many SaaS offerings are available for as little as €100 per month per user including support and annual upgrades

Your business, your rules, your results.

How New Technologies impact processes in the rental industry?

New business tools…

Rules Engine – Product Configurator

- ➢ Save up to 50% on payroll costs!!

- ➢ Use the product configurator to select the correct product for any task, based on a logical question flow

- ➢ Lets you simplify the order taker's role, reduce errors, record all client's answers and print them as part of the contract

- ➢ It also acts as an internal Systems Analyst, providing valuable information on where you need to improve your pricing, product and training

Re-write
the rules...

RULES
1. you can....
2. you can't...
3. you can....
4. you can't

Using the rental *result*
rules engine

Your business, your rules, your results.

How New Technologies impact processes in the rental industry?

New business tools…

Integrated
e-commerce...

iPad

working on all your
mobile devices

e-commerce

➢ The argument for not using e-commerce is that customers are not sure what to order and will forget the accessories and safety kit

➢ We believe integrated e-commerce with the rules engine solves this problem by directing the customer through the site, to ensure they make the right choice

➢ We are launching a range of Apps that any of your customers with a Smart Phone (Apple, Android etc) can use to work in real-time with rental*result*

Your business, your rules, your results.

How New Technologies impact processes in the rental industry?

New business tools…

Open Options...

Can you take full advantage of new opportunities?

yes you can...

2000   2009   2015

Can deliver everything you want

Open Options lets you choose what you want …

➢ **Licenses** - Rent to Buy, SaaS, Annual, Named User, Concurrent or Site

➢ **Implementation Formats** - Fast Track Express, Classic or Custom

➢ **Total Flexibility** – to develop your business processes and link to the Rules Engine, and e-commerce

➢ Establish the lowest cost, simplest to use, fastest to implement package to suit your future plans

Your business, your rules, your results.

If it's time to look at how new technology can improve your business processes…

Talk to all the software providers @ ire 2011 7-9 JUNE

Result Group   rentalresult — RENTAL, SALES & SERVICE SOFTWARE

Dagico Software   DAGICO

ERP PRO SIA   ERPPRO CONNECTING IDEAS

InspHire   inspHire rental software experts

Lawson Software   LAWSON

MCS Ltd   MCS Innovative Rental Solutions

Sycor GmbH   sycor We give IT a face

Wynne Systems Inc   wynne systems

NEW BUSINESS IDEAS

rentalresult rules engine

your business, your rules, your results

Thank you