

ERA Convention 2019

Workshop Promotion

Question 1: How is rental part of sharing economy?

Rental is the inventor of sharing economy:

- Optimization of use,
- Availability, accessibility of tools and machines for the customers,
- Limitation of the overuse and overproduction of the equipment (limitation of contamination),
- People to people – not only B2B,
- Rental is agility.

Sharing the equipment of our customers with others would be an opportunity to improve this circular economy, but liability is an important question and the technology must be there (sharing platform).

Question 2: How will the industry 4.0 change the rental industry?

STRATEGY:

Provide more quality information for customers (real time updates, alerts, rentals management, etc...)

Turning data into value: cost reduction, efficiency, balance risk and safety, predictions for both rental companies and customers. Allows adjusting the fleet and the TCO and extending the offer to other utilities

Supporting safety: automation of alarms, controls, automatic safety check for machines, predictive maintenance.

Improve the transportation efficiency (incentives by drivers on rental companies towards circular economy, uberization instead of one transportation company, better localization of the equipment on site)

Sustainability: will be a result of operational efficiency.

TECHNOLOGY:

New technologies can attract younger customers and employees. Use of QR codes and VR, mobile devices, will improve our mechanics efficiency.

Use of tracking devices on equipment to locate them precisely and to know the real time of use.

Utilization of drones?

Need to keep a human contact with the customer or humanize the digital experience.

TALENT:

New technologies will attract new staff, younger and with more skills. Need to create new positions (data scientists). The nature of work will change (less intensive). The training offer will have to be enlarged.

SOCIAL / ENVIRONMENT:

To be a responsible company = to act as a citizen, commit to society. Living the sustainability brand: avoiding disposable mugs at conference, choose recycled materials daily in offices, etc...

Rental companies must be responsible of refurbishing the equipment and recycling the parts (dismantle and re-use).

Environmental impact must be minimized, energy monitored and feedback given to the customers on the carbon footprint/rent.