



Right Price

Using Optimization To Capitalize on Complexity

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Cramo

tion 2014, "Internet as a Game Changer", Amsterdam 24-26 June

ERA Convention 2014

Yield Management

Cramo Group in Brief 2013



| | |
|-------------------------|--|
| What | <ul style="list-style-type: none">▪ Cramo is a rental solutions provider in machinery, equipment and modular space▪ Founded in 1953 and listed on the Helsinki Stock Exchange |
| For whom | <ul style="list-style-type: none">▪ Construction industry▪ Other industry▪ Public sector▪ Household, other |
| Key financials 2013 | <ul style="list-style-type: none">▪ Sales 657 MEUR (-4.5%)▪ EBITA 80 MEUR (+2.4%)▪ Listed on the Helsinki Stock Exchange since 1988, midcap |
| Depot network | <ul style="list-style-type: none">▪ 357 depots▪ 15 countries |
| Personnel | <ul style="list-style-type: none">▪ 2,463 (average 2013) |
| No. of rental equipment | <ul style="list-style-type: none">▪ More than 200,000 |

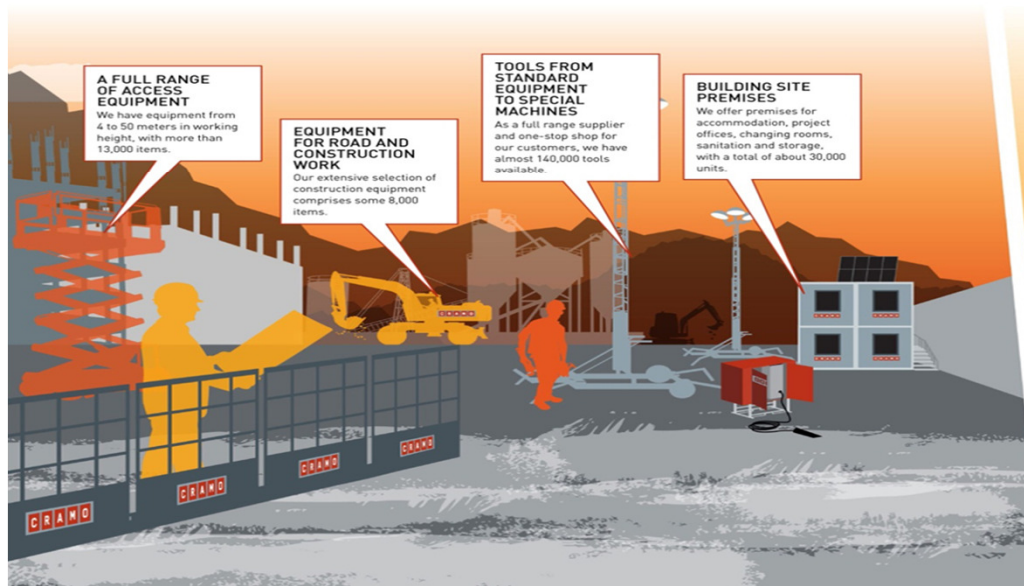
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Yield Management

a GREAT DAY AT WORK means

WE PROVIDE FOR ALL YOUR RENTAL NEEDS

Easy access to a full range of modern, high quality products and services makes the difference. We are a total rental solutions provider from start to finish. With one of the largest rental fleets in Europe, consisting of over 200,000 units, we have the capacity to supply everything from individual items to complete solutions for the largest projects.



WIDE RANGE OF SERVICES TO COMPLEMENT RENTAL

We are with you every step of the way, from planning to final clean-up. We ensure that your site or temporary premises are functioning and tidy throughout.

OUR CREATIVE SOLUTIONS

bring together our various services and products designed for specific needs and situations, such as security and access, safety, air quality management, heating and humidity control at construction sites, energy saving and total accommodation solutions.

QUICK ASSEMBLY AND FLEXIBLE SOLUTIONS

for offices, schools, daycare and accommodation. Our modular space solutions are an alternative to long-term investment and meet the standards for permanent constructions. We have a total of about 14,000 units.



RP

Right Price™

Rätt Pris™

Riktig Pris™

Ret Pris™

Richtiger Preis™

Oikea Hintä™

- Pricing for the future

Why RP?

Definitions of yield management:

“the process of making frequent adjustments in the price of a product in response to certain market factors, such as demand or competition.”

What's RP?



TWO FACTORS DETERMINE THE PRICE - HISTORICAL SALES AND RENTAL PERIOD



LOYALTY

A key factor in the rental price is your rental revenue. The price is based on how much you rented the last 24 months. Collect your rents Cramo!



RENTAL PERIOD

We know that many customers find it difficult to interpret the current system with a price ladder. Therefore we switch to a simpler system:

Day, week and month. It's easier to see the final price and the invoice will be easier to follow up.



FIXED AND TRANSPARENT PRICE

The more you rent, the better price - we reward loyalty. The price you get is your company's unique rental price, however there are some exceptions, such as rental accessories shown with possible discount rate. Important to remember is that the rental price will include any discounts without being listed separately on the order lines

Why Cramo Needed RP?

- The rental business is very complex
- 150K+ customers
- 350+ branches
- Operations in over 10 countries
- Different price lists in each country
- Gross price lists with discounts used in many cases
- Local project prices used in too many projects
- Rental periods were getting shorter and shorter
- Pricing decisions based on gut feeling rather than science
- No tool supporting sales reps

What to achieve?

- "Right price to right Customer"
 - *Frequent adjustments in price of a product based on the markets and each customers behaviour*
 - *Better alignment of prices*
- Pricing control
- Scientifically define customer Segments making them easier to understand, use and maintain
- Increase confidence in prices and pricing structure by using consistent methodology
- Pricing tool
- Rent by "Price" versus "Discount"

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Pricing project



Change Management!!!

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Included our "Webdepot" – electronic orders

C R A M O

Maskinuthyrning Flyttbara lokaler Tjänster Kundservice Om Cramo In English

▼ Byggmaskiner

Betong och murbruksmaskiner

Borrmaskiner

Bergborrmaskiner

Borrhammare

Borrmaskiner, batteri

Borrmaskiner, el

Jordborrmaskiner

Kärnborrmaskiner

Fallskydd

Grönyte-maskiner

Kap- och svetsutrustning

Klipp- och Bockmaskiner

Lyftanordningar

Mejsel och Bilningshammare

Mät- och kontrollinstrument

Packningsmaskiner

Pumpar

Rengöringsutrustning

Skruv och spikverktyg

Slip- och fräsmaskiner

Tillfällig el

Transport och tankar

Värme och ventilation

> Anläggningsmaskiner

> Lift och ställning

> Bodar, toaletter och vagnar

> Registrera

> Våra depåer

> Hyresformer

> Cramo Hyrförsäkring – en extra trygghet när det händer

> Hyresvillkor

> Cramo Rätt Pris



Borrhammare el, -30 mm Hilti TE6S

> Till produkten finns 100 tillbehör

Lägg till i lista

◀ Tillbaka

Skriv ut

Visa pris

Per dag
Per vecka
Per månad

| | |
|--------------------------|---------|
| Pris/dag exkl moms | 69 |
| Artikelnummer | 8432130 |
| Längd (mm) | 320 mm |
| Bredd (mm) | 250 mm |
| Höjd (mm) | 75 mm |
| Vikt (kg) | 3,1 kg |
| Chucktyp | TE-C |
| Max borrar diameter (mm) | 24 mm |
| Märkeffekt (W) | 650 W |
| PSI | 3a |

Tillbehör

| Artikelnummer | Beskrivning | Pris/dag | Lägg till i lista |
|---------------|----------------------------|----------|-------------------|
| 01520120 | KABEL 1-FAS 25M SKARVKABEL | 19,00 | |
| 01520600 | KABEL 1-FAS 10A / M | 0,80 | |

Min lista

Listan är tom

Skicka lista

Cramoit

> Logga ut

> Gå till Business Support

212025

Värten