



EUROPEAN
RENTAL
ASSOCIATION

*“Sustainability boosts
Profitability and drives
your business the next
10 Years”*



A personal introduction



- Hans Odink
- Director Business Development
- Email: hodink@dynamicsoftware.com
- In Microsoft Rental Solutions since 2007

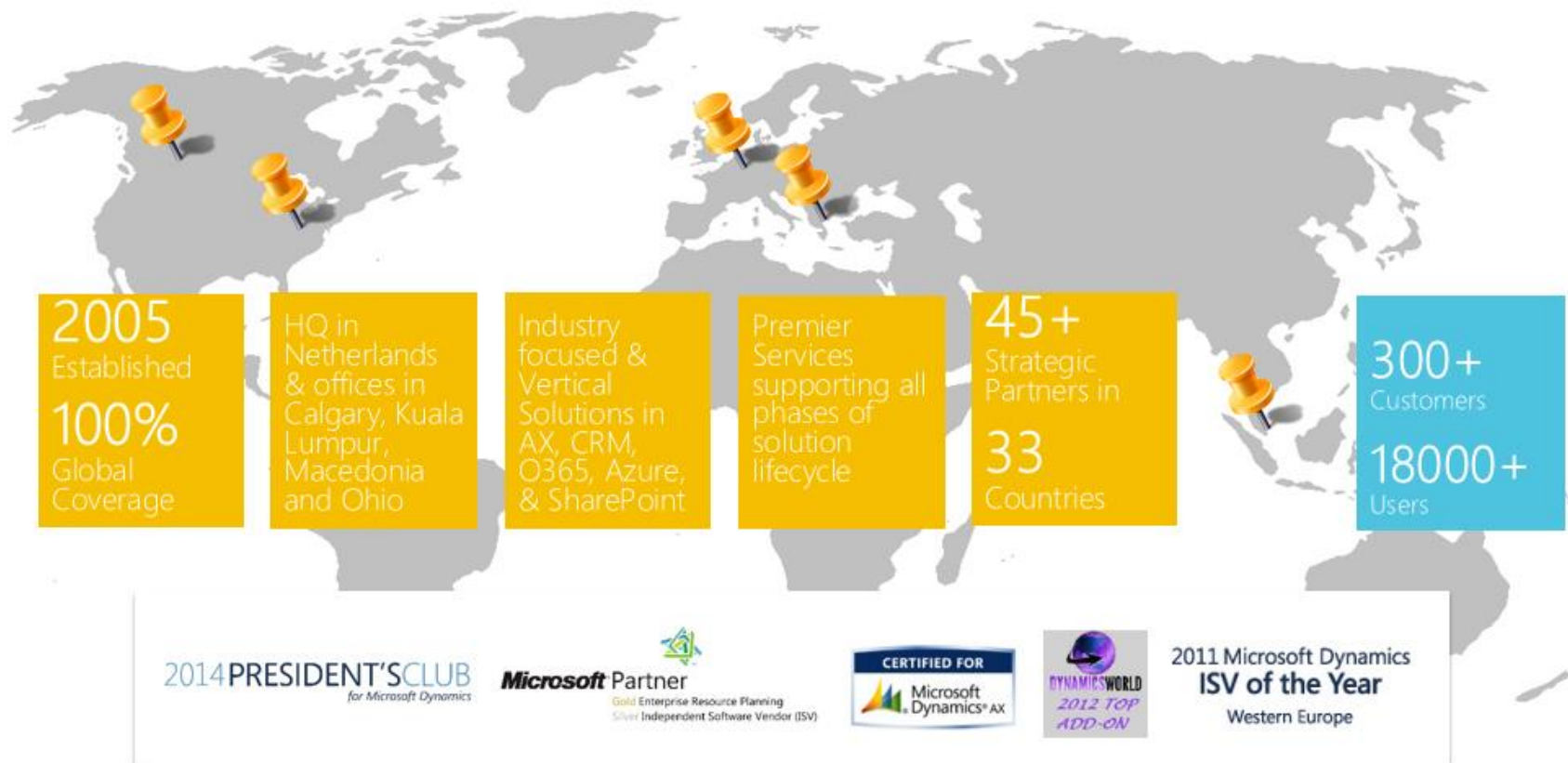


Agenda of today:

- Brief Introduction of Dynamics Software
- Sustainability and Profitability for the Next 10 Years
- How IT can drive your business !
- Industry 4.0 !
- Added value of IT for Sustainable Asset Management
- Interview with Margien Storm van Leeuwen - Bredenoord



Introduction of Dynamics Software



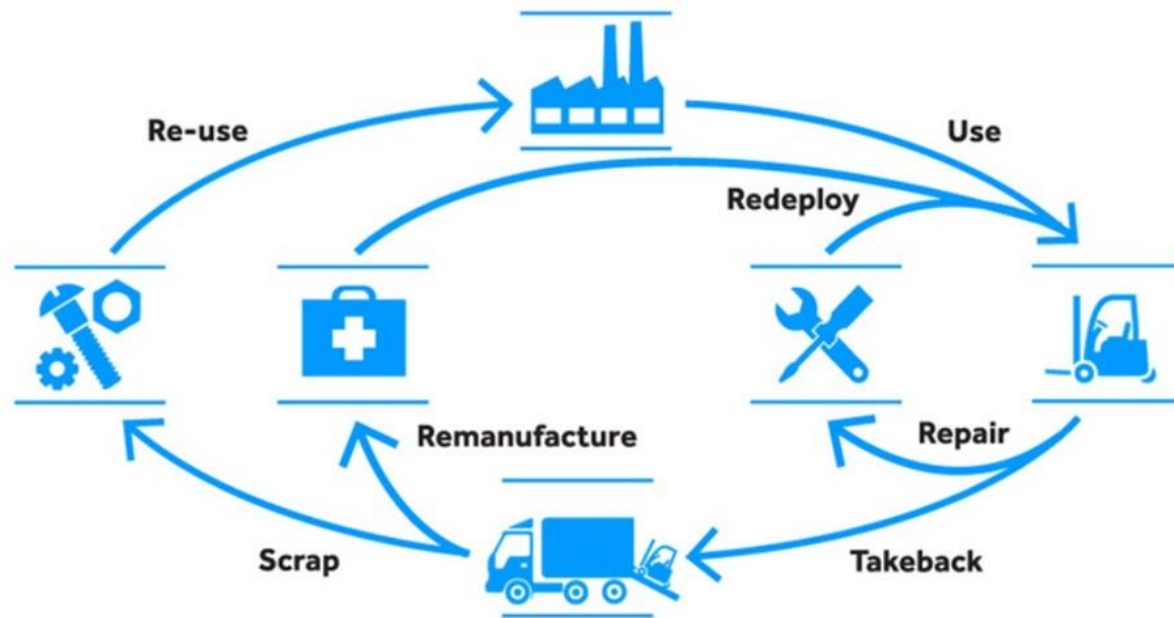


Source World Economic Forum

<https://www.youtube.com/watch?v=SCGV1tNBoeU>

Sustainability Equipment Life Cycle: Trends Circular business model

- Its not about the ownership of an equipment its about the usage
- The right equipment, in the right place and at the right time



" Our customers today want to buy a sophisticated service rather than own an asset. **This is driving a revolutionary shift to a more service-based economy.** "



A personal introduction



- Tim Hermans
- Pre-Sales Consultant
- Email: thermans@dynamicsoftware.com
- Working with Microsoft Dynamics since 2008

How Industry 4.0 is changing the Rental Industry

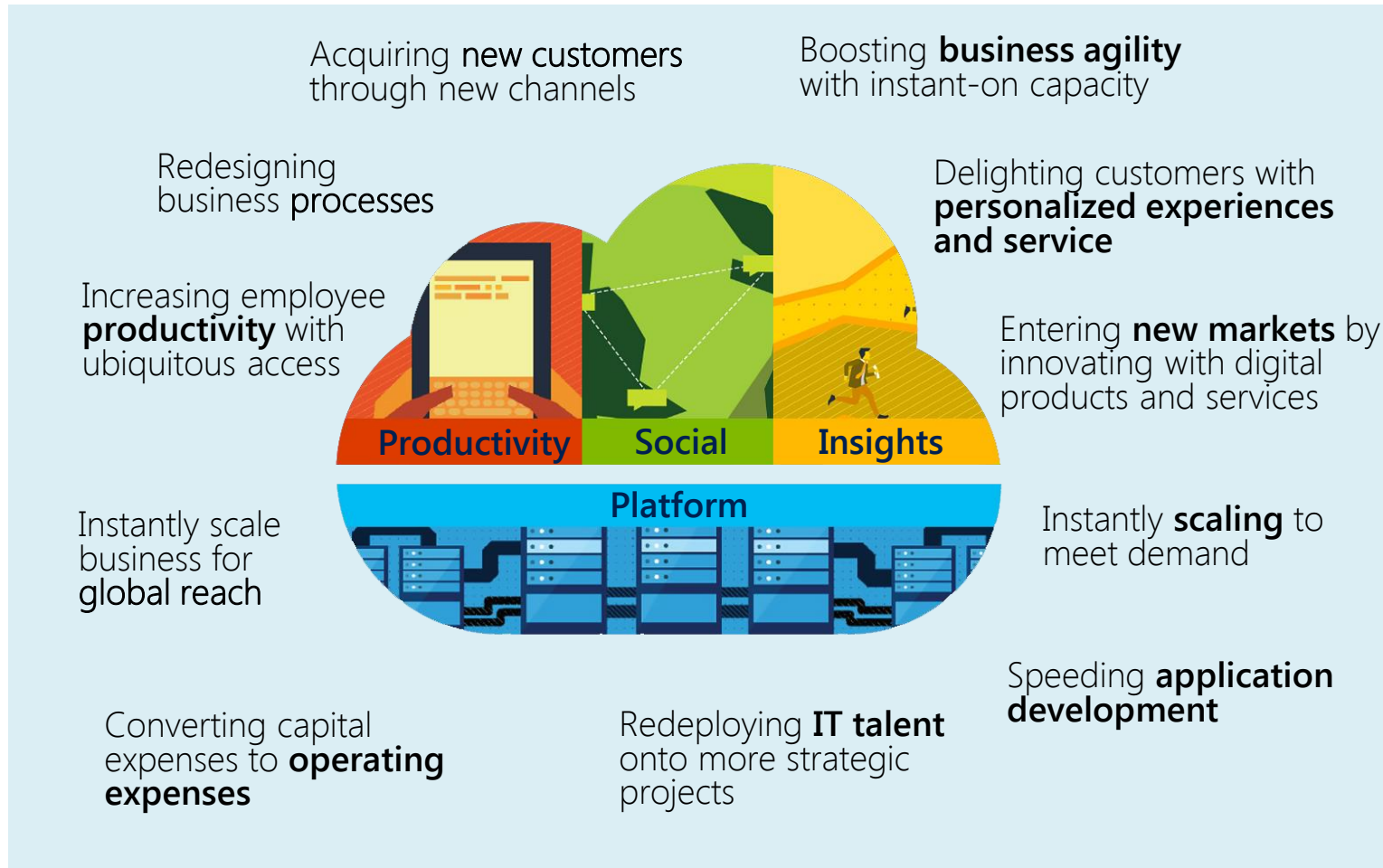
- **Sustainability**
 - Reduce carbon footprint
 - Insight Equipment life cycle
- **Profitability**
 - Increase utilization
 - Business Insights
 - Operational excellence
 - Creating new opportunities



What is Internet of Things / Industry 4.0 / Machine Learning



Cloud is key enabler of digital transformation



IoT will result in Business transformation



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Philips and Federal Agencies Shine Light on Energy Savings With First Washington, D.C. Based Gateway Demonstration Project

Department of Energy retrofits Department of Labor Headquarters parking structure with Philips sustainable LED lighting solution

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WASHINGTON, June 29 PRNewswire-FirstCall – A federal government parking deck will have a brighter and more energy-efficient future, thanks to efforts by Philips Lighting and two federal agencies to implement the Department of Energy (DOE) first Washington, D.C.-based GATEWAY demonstration project. GATEWAY projects evaluate and highlight real-world examples of high-performance LED lighting in order to improve illumination and reduce energy consumption. The DOE, Department of Labor (DOL), and Philips have partnered to install Philips' VizorLED fixture – an innovative parking, lowbay and under canopy lighting solution – in a parking structure below the DOL's Frances Perkins building, an ENERGY STAR® facility located at 200 Constitution Avenue.

Replacing existing 100 watt high-pressure sodium (HPS) lamps, the VizorLED units have a rated life of nearly seven years, with a potential life of nearly 18 years thanks to its proprietary thermal management(1). The VizorLED units are also expected to consume half of the energy of the system they replace. Using VizorLED, the total watts of the parking structure's test area decreased by 50 percent, from 2585W with a Lighting Power Density (LPD) of 0.154 (100HPS) to 1292W with a LPD of 0.077.

In addition, the VizorLED units incorporate Proximo occupancy detectors which dim the luminaires when the space is unoccupied for additional energy savings. Preliminary measurements by DOE have shown an additional 25 percent in energy savings with the use of Proximo for a total reduction in energy usage of 75 percent (please see today's DOE announcement on Federal Efforts to Save Energy with Solid State Lighting.)

"At Philips we enhance life with light by delivering LED solutions like VizorLED that address the demand for energy efficiency and attractive lighting," said John Campsmith, General Manager, Philips Wide-Lite. "We are honored that this inter-agency partnership showcases our innovative solid-state lighting solutions and the significant impact they have on sustainability."

More by this Source

 Jonny Gomes Takes The World's First Laser Guided BeardTrimmer To Bat Against His Championship Beard
Feb 10, 2014, 11:30 ET

 Washington Metro Goes Green & Saves Green with Philips Performance Lighting Contract, Delivering on Sustainability Goals with 15 Million kWh Saved Annually

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Westchester Medical Center announces \$500 M. deal with Philips



Philips. (AP Photo/Peter Dejong)



By Dan Goldberg 5:52 a.m. | Jun. 16, 2015

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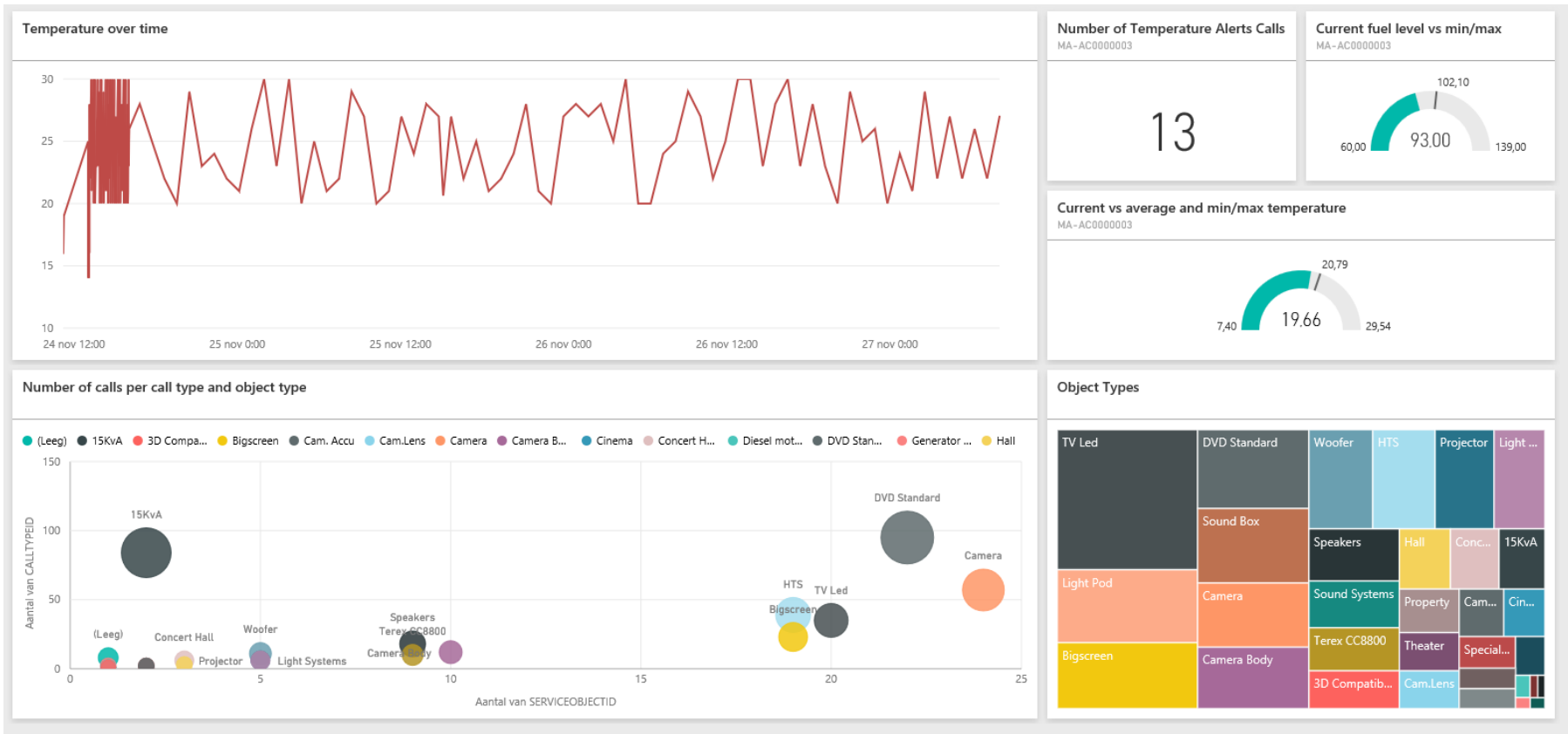
Westchester Medical Center will announce a \$500 million partnership today with Philips, the Dutch electronic and technology giant.

The 15-year agreement, which furthers WMC's plans to compete and grow in Westchester County and the lower Hudson Valley, will provide the medical center with technologies such as imaging systems, patient monitoring, telehealth and clinical information.

Internet of Things and Machine learning example



IoT data enable advanced Business Intelligence



Interview with



Margien Storm van Leeuwen





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