Digital transformation in the rental world

Gerdrik PONGERS, ZTR

Please react on Twitter, @era_rental, #eraconvention2019

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Gerdrik Pongers
ZTR Control Systems
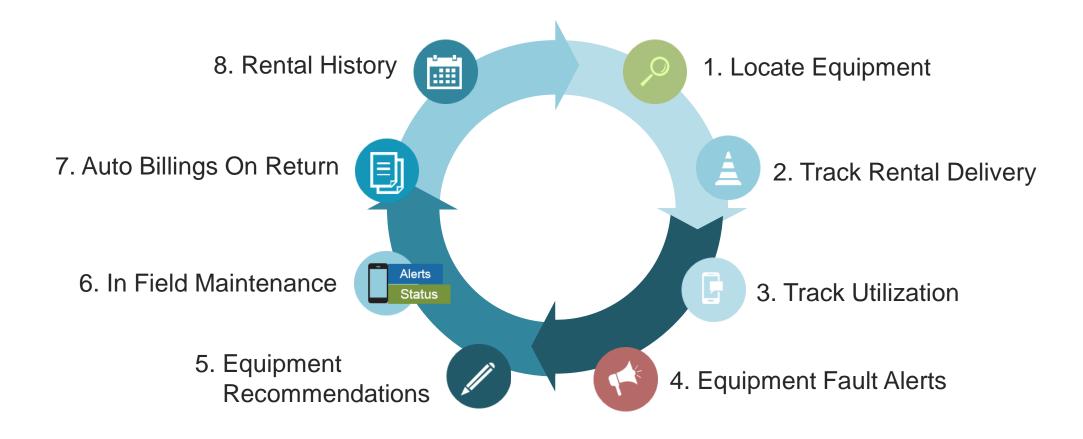*Industrial IOT Division*

Digital Journey Types

- **Digitization:** conversion into digital form – e.g. from Paper to "Tablet"

- **Digitalization:** build better processes on existing digitized systems to create a digital process-based environment

- **Digital transformation:** the process of using digital technologies to modify or create new business processes, culture, and customer experiences to meet changing business and market requirements[*]

EUROPEAN RENTAL ASSOCIATION

Rental Transformation Opportunities

8. Rental History

7. Auto Billings On Return

6. In Field Maintenance
- Alerts
- Status

5. Equipment Recommendations

1. Locate Equipment

2. Track Rental Delivery

3. Track Utilization

4. Equipment Fault Alerts

Digital Transformation Outcomes

Preventative Maintenance

1. **5% increase** in equipment **availability** for rent (performance)

2. **3% decrease** in maintenance **costs** (resource efficiency)

3. **4 hour/week** reduction per technician in **paperwork**

4. **20 hour/week** reduction in rental administrator **paperwork**

5. **17% decrease** in service dispatches & return trips **costs**

Digital Transformation Outcomes

Customer Experience

1. **4% increase revenue** via Remote Contract Management (**extended contracts**)

2. **8% increase** in **repeat business** (insights on utilization, unnecessary rentals)

3. **13% increase** in volume of **support contracts**

4. **5% increase** in **gross margin** on support contracts (resource efficiency)

5. **Increased repeat sales** due to differentiated **customer support and uptime**

6. **Reduced** employee **stress** and customer **disputes**

What Digital Transformation and Telematics will Enable Tomorrow

- Increased efficiency, improved productivity

- Increased turnover, higher profits

- Environmental sustainability and noise reduction

- Energy efficiency

- Workload reduction

- Increased on-site safety

The Future is Insight.