



# Operational benefits of rental

*Owning and managing a fleet takes time and resources: companies need to maintain and replace equipment, deal with suppliers and ensure that certifications are up-to-date. However, a rental company can take care of all of that, leaving companies free to focus on their core business.*



Other than the financial benefits for companies of outsourcing their equipment needs to rental companies, there are tremendous operational benefits as well.

The activities required to operate an equipment fleet are numerous, including maintenance, repairs, transportation, procurement, certifications, employing operators and more. Many companies are now turning to equipment rental companies to take over these day-to-day functions by outsourcing their entire equipment fleet. Others are using rental suppliers to provide these services for specific equipment types, such as power, aerial platforms or site accommodation.

For example, in the case of equipment maintenance, a company needs to run professional workshops with parts inventories and consumables. It needs to allocate professional and financial resources for these activities – resources that could be employed more profitably elsewhere in the business. Rental companies carry out preventive maintenance of equipment and ensure that their customers need only focus on their work. In the case of equipment failure in the field, the equipment is either repaired on-site by the rental company or replaced by another piece of equipment to minimise downtime.

### Peace of mind

Similarly, there are legal and ethical responsibilities in owning equipment. These range from ensuring that machines are properly insured to making sure that periodic tests and certifications are carried out and are up-to-date. These fleet management tasks require experienced, well trained staff, as well as management time. Delegating these functions to a rental company ensures that companies meet their regulatory obligations and have peace of mind. The end result for companies is, again, more time to focus on their core business.

Rental also means outsourcing risk. The rental company is responsible for providing safe equipment on-site and shoulders any risk connected to the transportation of equipment (when this is carried out by the rental company).

Procurement is also a time-consuming task – sourcing the right equipment, negotiating with suppliers, and ensuring that the most modern and productive equipment is operated. Rental companies invest vast sums each year in maintaining modern fleets, providing access to the latest, most productive and safest equipment on the market.



Rental companies give operational flexibility as well, with the option to rent equipment over the short, medium or long-term.

### **A wide and comprehensive product range**

There are further operational benefits derived from the wide range of products that rental companies offer. Many companies are diversifying their activities, finding themselves working in new industries or locations that may require different types and sizes of machine.

Using the resources of rental companies allows contractors to diversify without necessarily having to invest in new equipment. Rental companies are also increasingly able to offer rental agreements that cover a wide geographical area, whether regionally, nationally, or even internationally. International agreements are now common in certain specialist rental sectors, such as power or temporary accommodation.

In addition to the cost benefits, these agreements offer enormous logistical benefits, with rental companies able to provide equipment fleets and repair services close to all work sites. The savings in the transport of equipment alone can be significant. Many rental companies also offer services to track the location of the equipment that is being rented as well as providing operational and cost data.

**Put simply, renting allows a contractor or other company to concentrate on their core business without the costly and time-consuming responsibility of managing an equipment fleet.**

