



EUROPEAN
RENTAL
ASSOCIATION

New ERA project: Impact of digitalisation on rental

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Table of contents

The challenge and context

Project objectives

Project methodology

Proposed analysis framework

Deliverable

Convention Workshop

The challenge and context

The current state of digital transformation in the rental industry can be defined as heterogeneous.

Most of rental companies are still at the digitization stage

Project objectives

The chief aim of this ERA project will be to raise awareness among rental companies in Europe, large and small, about the challenges of digital transformation and provide elements of best practice on the journey to successful digital transformation.

Project methodology

To gain awareness of where we stand as an industry, gathering qualitative information will be the first step.

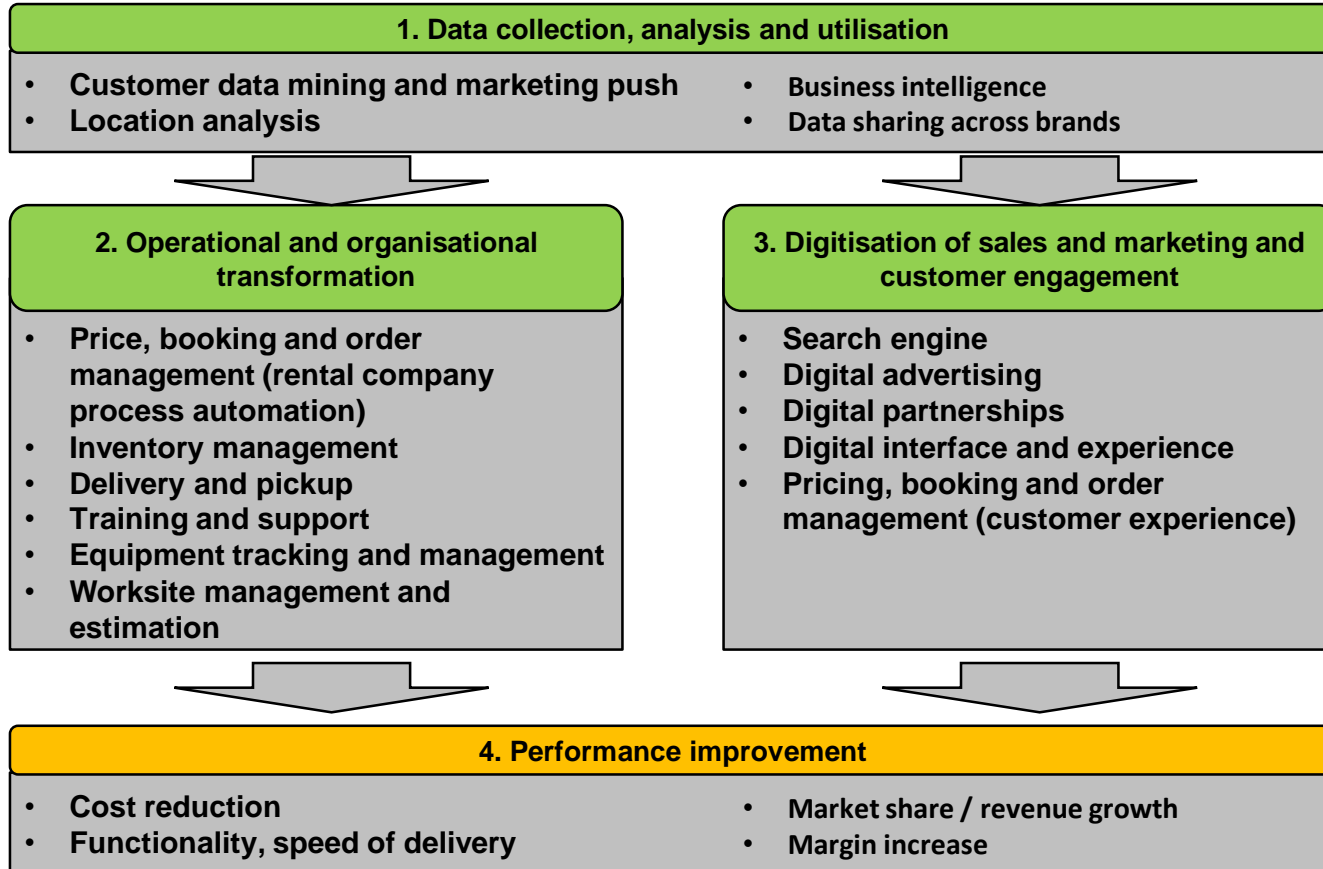
It will include researching the latest reports that have been conducted in the area of digital transformation within and outside of Europe

Project methodology

The research will then be continued by interviewing rental companies, clients and OEMs and by looking at digital transformation case studies in other industries.

The case studies and interviews will not only focus on the best practices or successes but also take into consideration the reasons for difficulties and failures.

Proposed analysis framework



Deliverable: The report should cover

- **Definition of what digital transformation means for the rental industry**
- **Description of the current situation in the rental industry**
- **Collection of successful practices and blueprints for digitalisation applicable in the rental sector**
- **Exploring the road ahead
summary of options and scenarios for a digital journey
in the context of a small, medium and large rental company**

Convention Workshop

Tomorrow, the workshop of the future group will be dedicated to this project

The consultants working on the project with ERA will attend this Future group workshop to collect more input to kick-off the project.