

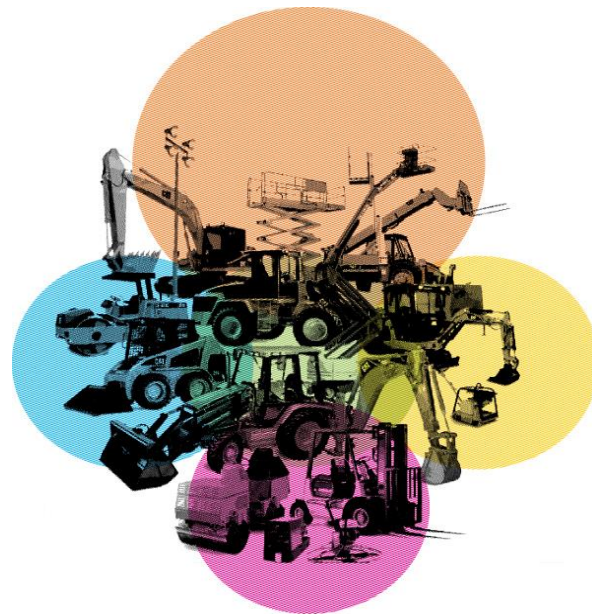


EUROPEAN  
RENTAL  
ASSOCIATION

# AI Case Studies

Speaker: Glyn Matthews

Organisation:  **SUNBELT**  
RENTALS



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ERA Convention 2025

“Navigating Transitions In Rental”, Dublin, June 4-5

# AI Use Cases at **SUNBELT** RENTALS

- PIM Product Descriptions
- Bids and Tender Management
- Meeting Notes & Actions

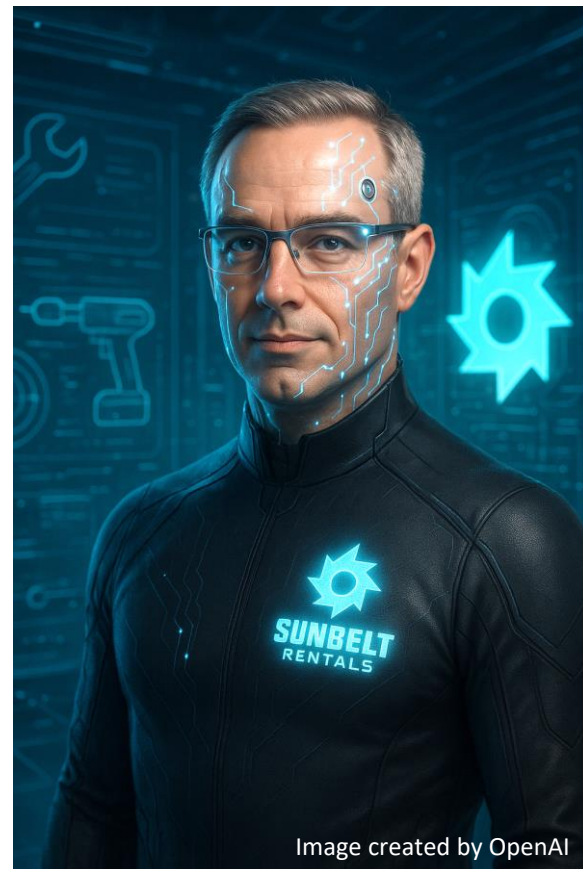


Image created by OpenAI

# PIM Product Descriptions



Written in the same professional tone

Adjustable word count

B2B Factual and not Emotional

Image created by OpenAI

# JCB S1930E 19' Electric Scissor Lift



The S1930E fits easily through standard doorways for productivity. With high quality paint finish and many unique features, our Access Platforms have higher levels of safety, ease of use, reliability and serviceability. Industry standard components across the range allow seamless integration into existing rental fleets.

The S1930E comes with a Control Cradle design which allows for use on all sides of the basket and enables easy operation from both in the basket and on the ground.

Waterproof cover on the power to platform outlet protects the socket, ensuring it is ready to use. Easy to use spring clips allow the platform rails to fold down for manoeuvring in confined spaces. Easy to view charge level indicator keeps you informed of battery status.

Platform Height 5.8m, Platform Capacity 230kg, Outdoor Rated. Machine Length 17.8m, Machine Weight 1526kg, Machine Width 0.76m.

# Bids & Tender Management

- Helps with the heavy lifting to search our bid library
- Keeping responses consistent
- Helping with Trends and Insights



# Meeting Notes and Actions

- Teams meetings are recorded
- Discussion points summarized by AI
- AI Action List created

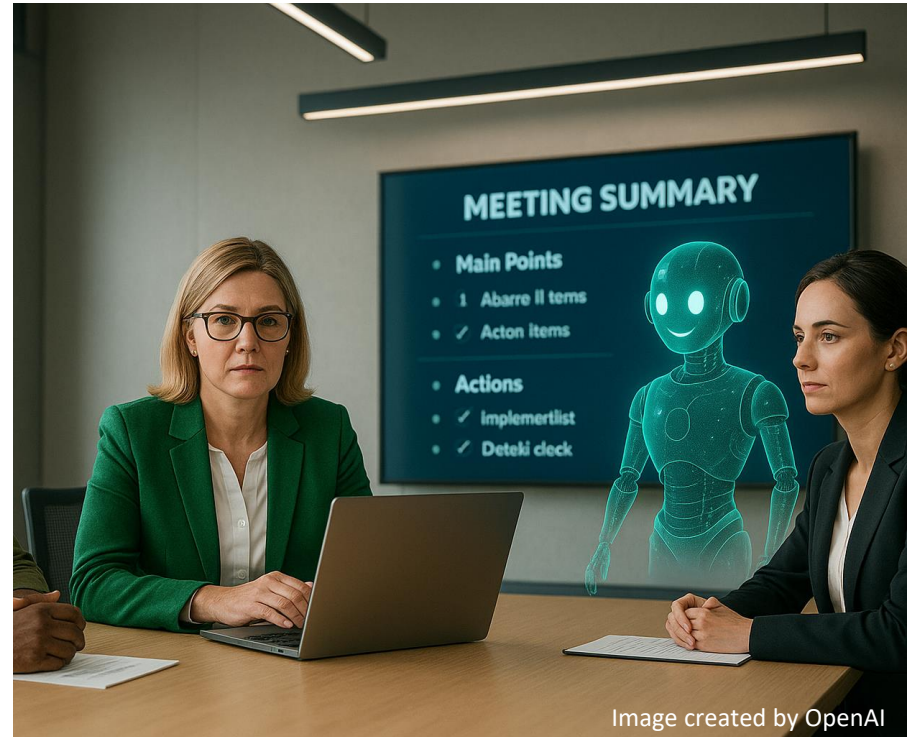


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# Thank you

Let's continue the conversation:  
[glynmatthews@sunbeltrentals.co.uk](mailto:glynmatthews@sunbeltrentals.co.uk)

