



for



From Digitalization to AI

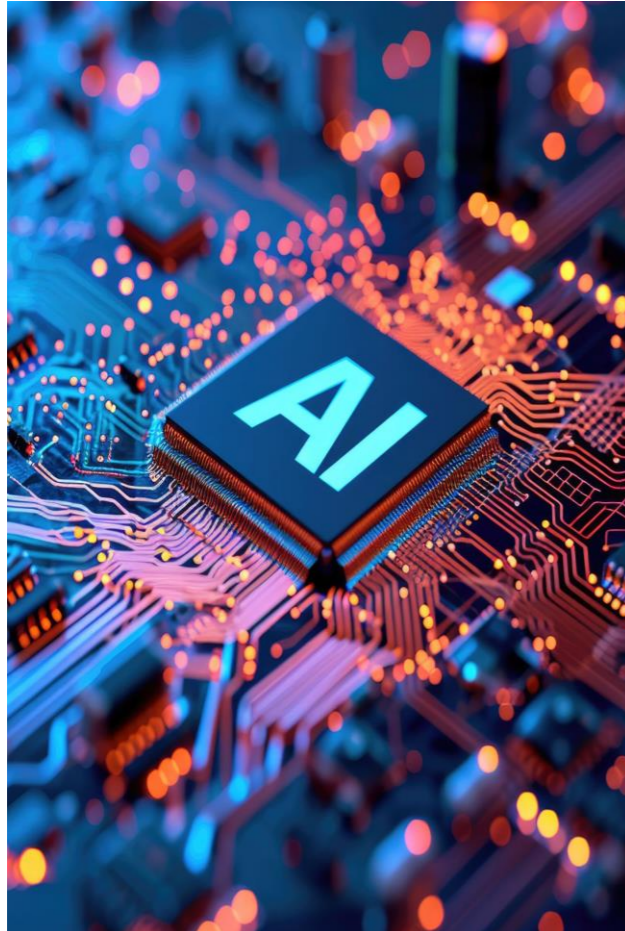


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From Digitalization to AI



Stakes



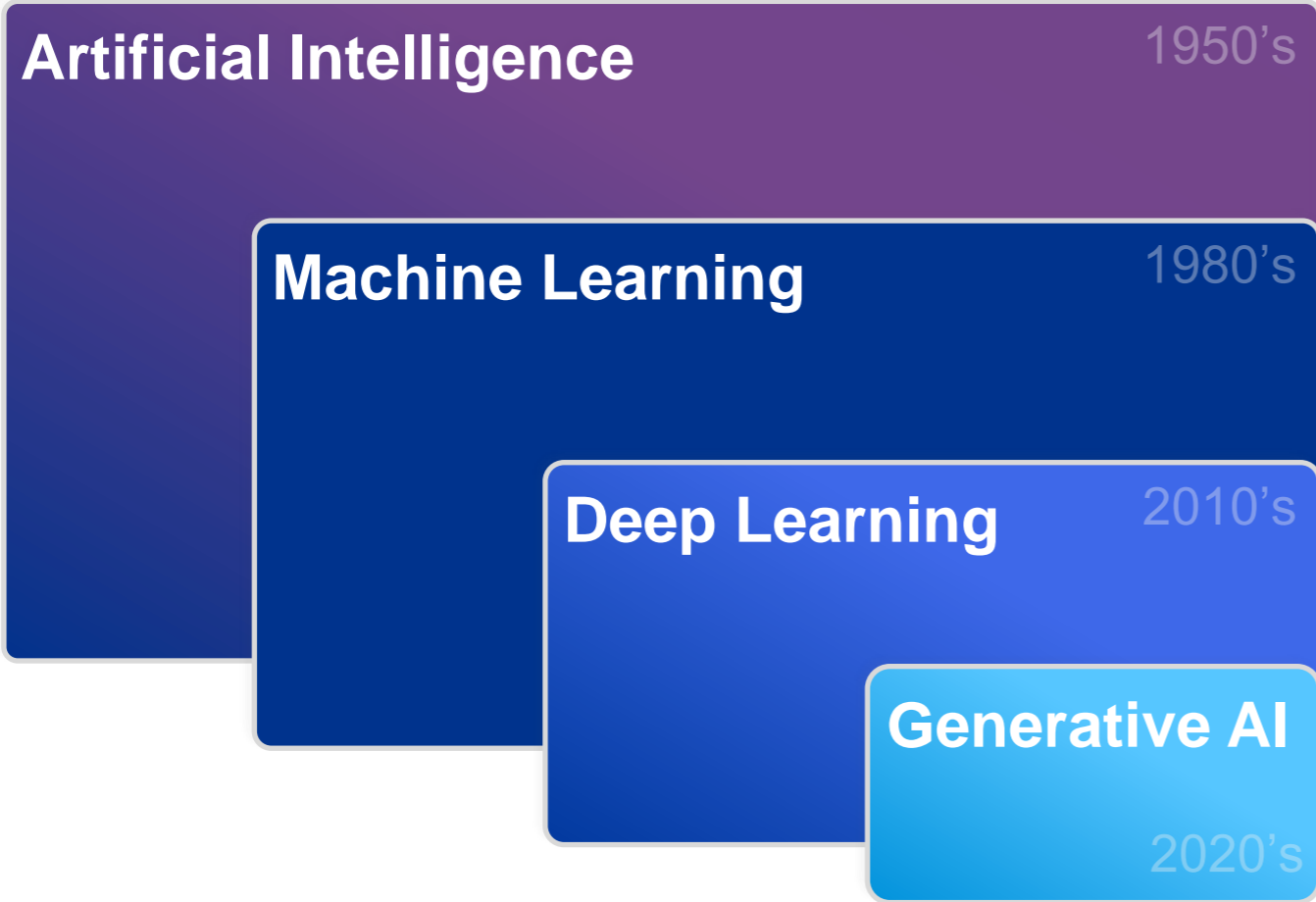
- How can AI shape the future of the rental industry?
- What is the current and future impact of AI across the sector?
- How can AI create value?

Challenges



- Reassure about ethical and regulatory concerns
- Understand and work around hesitation in AI adoption
- Identify practical AI use cases
- Provide a structured and activable deliverable

AI, more than a tech trend, a strategic tool to **innovate faster, anticipate better, and act smarter**



91% of the largest companies plan to invest in this type of solution within the next five years

Gartner, 2023

77% of companies are either using or exploring AI

IBM Global AI Adoption Index - 2024

84% of time-saved on “manual” tasks – such as scheduling meetings, entering data...

CRM Hubspot's 2023 “State of AI survey”

Unlocking AI's opportunities begin with understanding and mitigating associated risks

“ Artificial Intelligence will evolve to become a superintelligence. We need to be mindful of how it’s developed and ensure that it aligns with humanity’s best interests ”

Bill Gates, Co-founder of Microsoft



Fairness



Explainability



Security



Confidentiality



Cost



Reliability

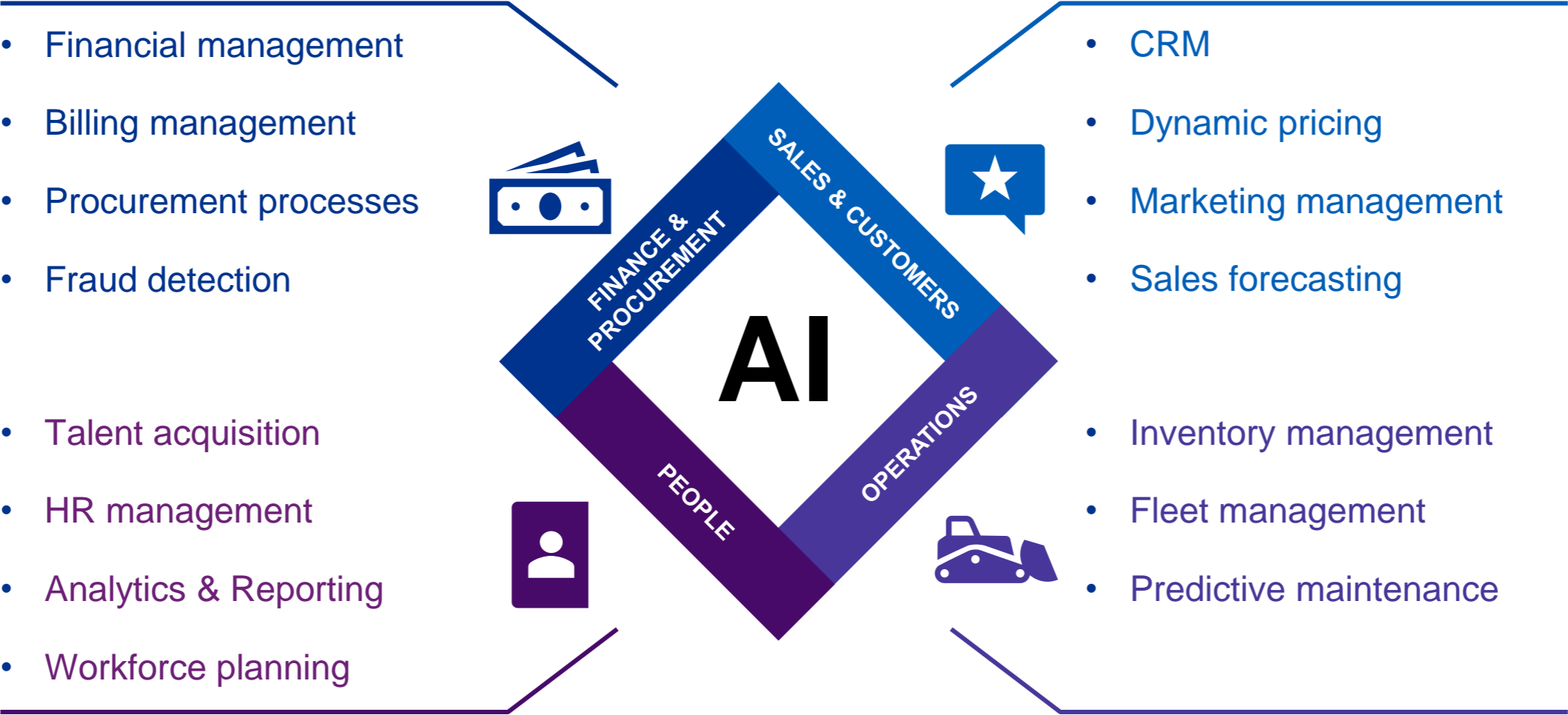


Data integrity









Sustainability

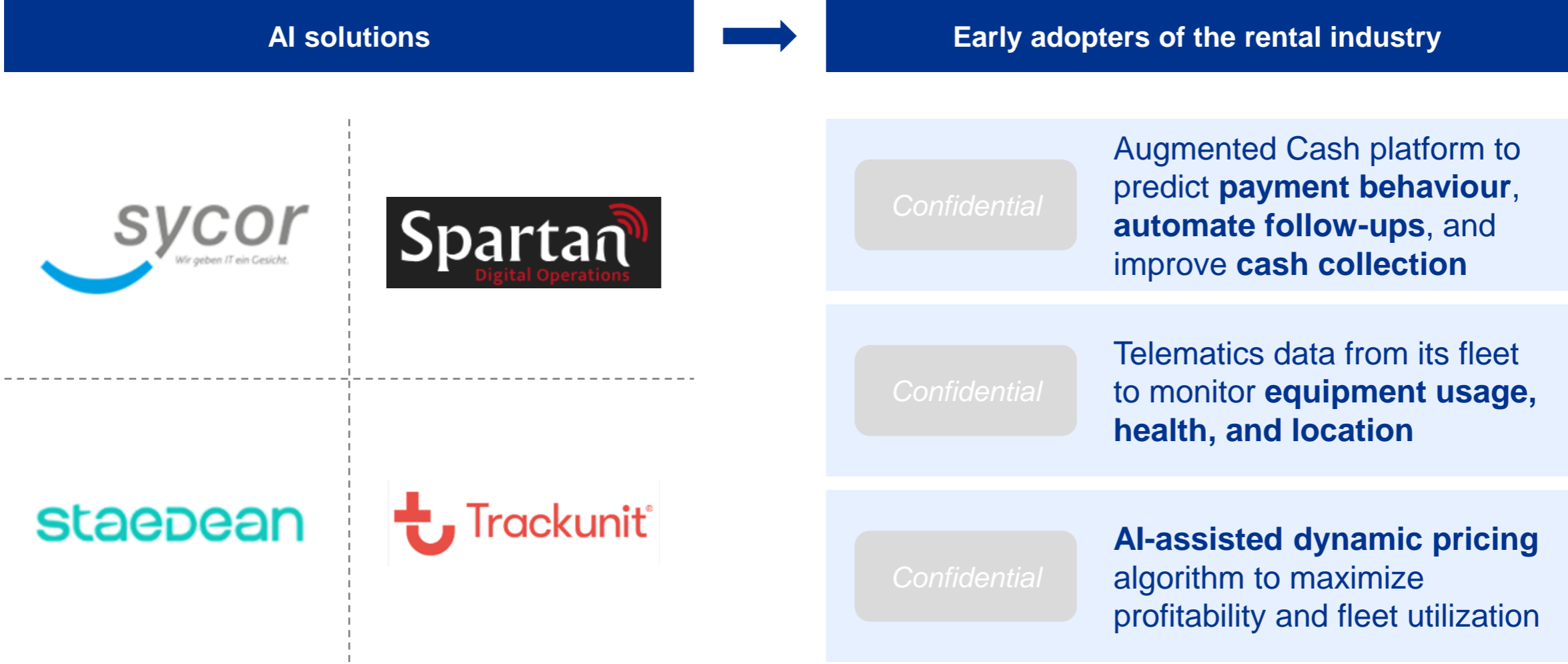
AI can improve the performance and efficiency of various functions, with a direct impact on rental companies' operations...



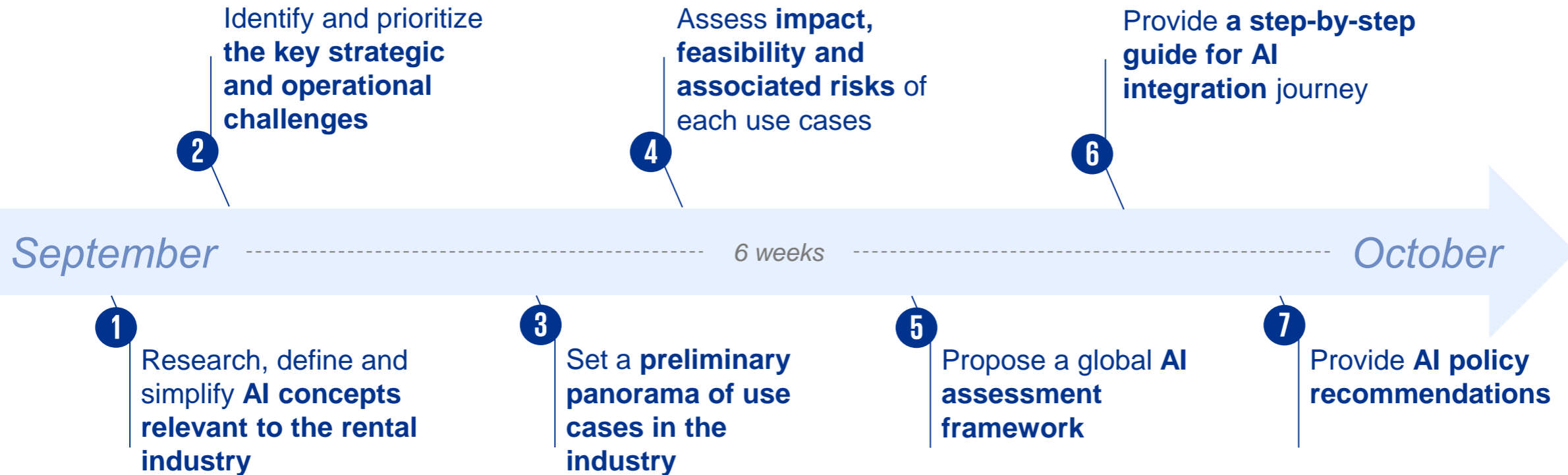
... addressing a large panel of challenges faced by multiple job positions

	 Hire Consultant	 Branch Manager	 Maintenance Manager	 Driver	 Fleet Manager	 Sales Executive
Challenge	Repetitive tasks and inconsistent responses	Lack of performance visibility and forecasting	Reactive maintenance & manual compliance checks	Unpredictable routes, compliance risks, lack of visibility	Poor tracking, high idle time, unclear return status	Limited customer insight, weak targeting, hard ROI justification
AI solution	Quotation Assistant	Assistant for Workforce Planning	Technical Instruction Chatbot / Assistant	Delivery Report assistant	Return Inspection Checklist Assistant	CRM Assistant

AI solutions tailored for equipment rental are already boosting efficiency and performance across the industry



We will deliver operational and activable deliverable within 6 weeks



→ The approach combines **secondary research** (corporate documentation, rental and tech industry reports, research papers) with **primary research**, including **expert interviews** (rental companies, OEMs, tech providers, clients), and **dedicated workshop sessions**

A collaborative team effort with the ERA



Martin Seban



Axel de Goursac



Marine Cabrol



ERA Secretariat

ERA Future Group

ERA Cybersecurity working group



Thank you for your participation

See you at the Future Group Workshop session tomorrow at 10 AM



Authors

- **Martin Seban**, Director, KPMG Strategy, mseban@kpmg.fr
- **Marine Cabrol**, Manager, KPMG Strategy, mcabrol@kpmg.fr

[kpmg.fr](https://www.kpmg.fr)



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