

RENTAL SOFTWARE FOCUSED ON OPTIMIZING RENTAL PROCESSES AND DRIVING DATA-BASED DECISIONS

DRIVING FORCE

Post 2008 heavy equipment rental is seeing staggering growth in fleet and investment. With the North American market projecting 8.6% CAGR through 2017 and a 21.2% projected increase in investment in 2015 alone, dealers are seeking to find the balance of sustainable and profitable growth. It is this need for a system to better manage and optimize the growing fleets and drive operational efficiencies that prompted Integrated Rental to develop a system in partnership with a consortium of Caterpillar dealers. Today the Integrated Rental platform has over 3,000 global users and over \$6 Billion in fleet under management and a million plus transactions running through our systems a year. The results are consistent across the dealer population in higher return on assets and increased profitability.

65%

REDUCTION IN TIME TO READY; GETTING YOUR FLEET BACK TO RENT QUICKER

14%

INCREASE IN THE SIZE OF AN AVG. RENTAL TRANSACTION

VALUE PROPOSITION

Integrated Rental helps dealers recognize immediate return on investment and increased asset utilization. The application sits on top of your existing systems and enables rental specific processes and controls which were previously non-existent resulting in increased revenue, utilization, and profitability. iRental specifically enforces best business practices at every level of business operations, aggregates and organizes data around key performance indicators in order to achieving maximum efficiency across the entire organization. Because the software is tailored to rental operations gains are immediate and payback period for application is measured in weeks not years.

16%

AVERAGE INCREASE IN PERIOD REVENUE

3

MONTHS ON AVERAGE TO IMPLEMENT

ABOUT INTEGRATED RENTAL SYSTEMS

Integrated Rental Systems was founded by the leading rental and software experts who created and implemented rental specific solutions at RSC, United Rentals, and Hertz Equipment. iRental was designed and to built in order to take full advantage of the quantum leaps in software, architectural and technological development, that have occurred in recent years. iRental is committed to providing solutions and technology infrastructure that enables dealers to better manage their rental divisions; reduce costs, improve reliability and availability, and maximize return on assets.

INTEGRATEDRENTAL

ARCHITECTED FOR CONNECTIVITY AND MOBILITY

Integrated Rental's applications were built using modern architecture and code to ensure that our application works on any and every mobile device as part of our native functionality. iRental ensures that your rental business can adapt and meet the changing needs of customers and employees in real time and we will always be prepared to adopt the most effective tools available to streamline organizational operations.

With integration points built to SAP, Microsoft Dynamics, and Caterpillars DBS/EMS system dealers are able to capture best in class rental software while maintaining the larger IT ecosystem. Further iRental manipulates and controls existing data points eliminating the need for costly data conversions. Finally the platform itself is mobile, if an organization decides to transfer from one eco-system say DBS/CODA to Microsoft Dynamics the impact on operations is minimal.

SEE A PROFIT INCREASE WITH OUR SOFTWARE



FOR ADDITIONAL INFORMATION PLEASE CONTACT

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