

Global Leader in Heavy Equipment & Rentals Harnesses the Power of the Tada Rental Suite to **Maximize Rental Asset Utilization, Availability, Profitability and Improve Financial Return on Assets**

Executive Summary

The Equipment Rental Industry is in the midst of a digital transformation like never before. To stay competitive, profitable and drive growth, the key is to gain visibility into the entire rental ecosystem in order to improve Operations, Utilization, Sales, and Financial performance.

Economic recovery is currently seeing a surge in rental equipment demand. See how Tada helped a global leader in Heavy Equipment Rentals with their 2X Revenue Growth Strategy and improved financial profitability by optimizing their Rental Operations through their Rental Cycle Time to Ready, Fleet Utilization, Fleet Availability, Technician Performance and Expense Management with real-time actionable insights for their critical processes, financials, and KPIs at a divisional and store level.

Background

Equipment Rental Companies are met with roadblocks when taking a deep dive into the analytics that could expose inefficiencies. To optimize their analytics, they need live, daily snapshots to analyze current and historical data to highlight trends and changes, while considering the seasonality unique to each dealer and disruptions caused by market and environmental conditions.

The biggest challenges facing equipment rental companies today include:

- Optimizing equipment utilization and availability
- Analyzing sales and demand cycles alongside their fleet inventory
- Managing day-to-day operations and logistics across entire territories and states
- Processing equipment returns in a timely manner, from pick-up to ready
- Maximizing equipment uptime to be available for rent
- Managing equipment fleet maintenance lifecycle

A top 10 industry leader in equipment rental sales and operations was looking to gain a complete view of the business to help optimize their rental operations and become more organized, effectively manage, and be more customer-oriented.

“Through our engagement with TADA, we uncovered breakthrough strategies that delivered industry leading outcomes in our rental business. Together we untapped our full potential to help us achieve our aggressive growth plans.”

**- Heavy Equipment Rental
Vice President**

Benefits Include

- Deep dive into operational analytics and act on inefficiencies in real-time
- Drive operational efficiencies and savings to get equipment ready for rent to customers quicker
- Evaluate rental logistics scheduling for efficiency opportunities
- Analyze rental shop operations for efficiency and saving opportunities
- Manage corporate fleet and levels and status
- Track rental dispatch and logistics operations
- Ready to go, existing solutions to deploy in minimal time frame

Challenge

Equipment Rental operators have had to contend with data intensive, manual and time consuming processes. Critical data is needed for decision making, but is spread out in different systems, making it hard to generate real-time visibility.

Rental operators need to predict and understand what levers to adjust that will improve time and financial utilization of their equipment. This includes underutilized equipment, deeper insights on how to reduce time to get equipment ready for rent, and ultimately growing revenue without significantly increasing the rental fleet size.

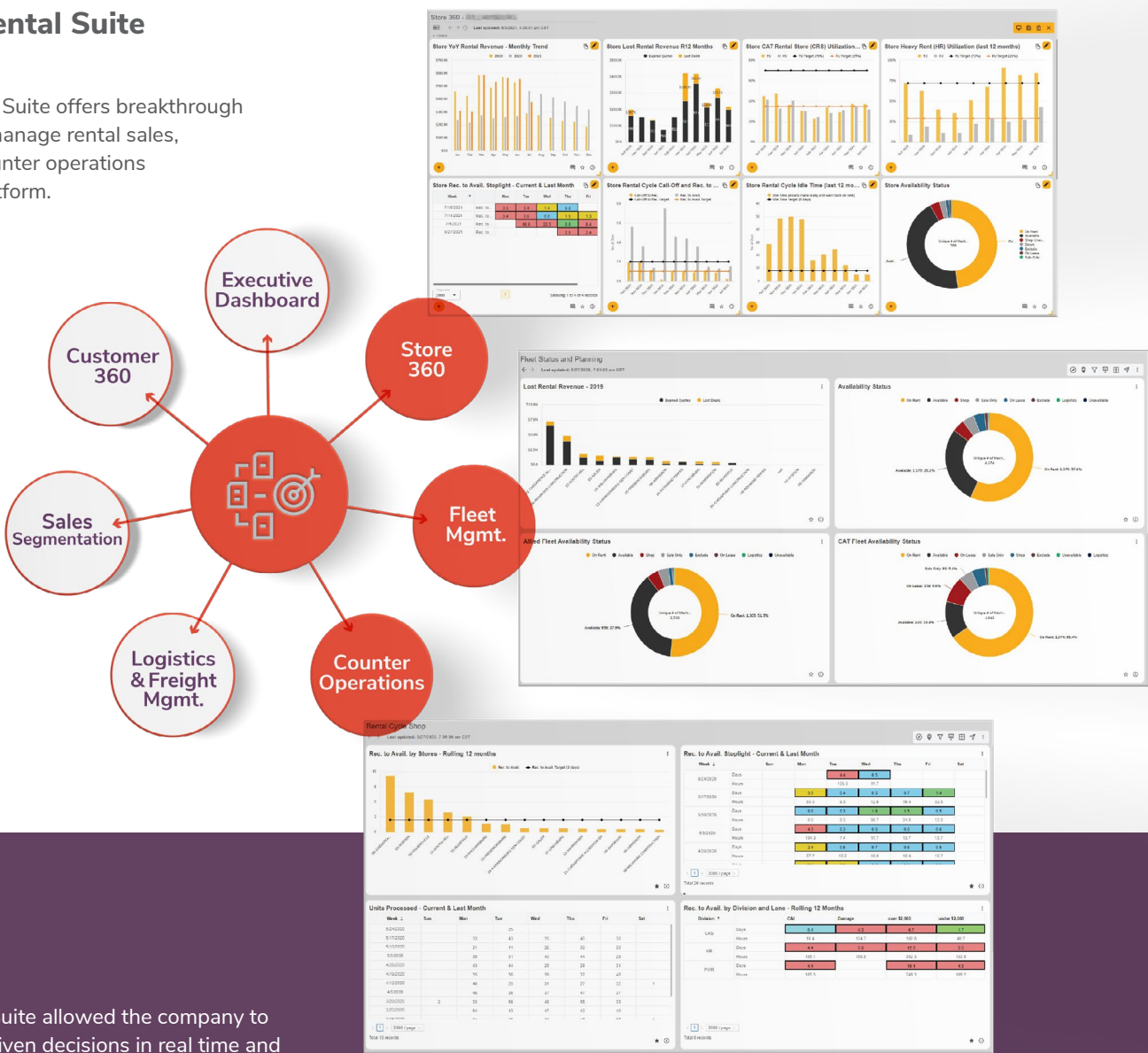
Solutions

The heavy equipment rental dealer needed the right analytics to define prescriptive root causes and chose to implement the Tada digitized solutions to put their data to work with tangible results. To start, they were looking to optimize their sales and operations by understanding their Customer Segments and Sales Rep coverage on a daily basis. Operationally, on a day-to-day basis, they were immediately able to track Receive to Available inventory across stores, along with work order progress and closure rates in realtime. Fleet utilization and expense costs were visible in line time to find inefficiencies with the opportunity to reduce spend and increase revenue and profitability by allocating the fleets to the right areas at the right time, directly benefiting their customers.

Tada's Rental Suite provided them a live viewpoint for both the leadership and daily operations team to control and execute their dynamic rental operations. They were able to identify trends and opportunities within stores, divisions, and rental areas to optimize their fleet, increase equipment availability, and improve their overall asset time and financial utilization.

Tada's Rental Suite

Tada's Rental Suite offers breakthrough solutions to manage rental sales, fleets and counter operations all on one platform.



Results

Tada Rental Suite allowed the company to make data-driven decisions in real time and better manage the processes that were critical to their rental operations. The results showed:



Improve time utilization by 10% to 65%



Increase equipment availability by 12% to 85%



Reduce backlog by 80%; free up \$10M worth of assets in WIP



Year 1: Reduced inventory 8% with same rental revenue



Year 2: Achieved 7% rental revenue growth without increasing fleet size