



Greg Bennett

VP of Sales, Point of Rental Software

**Digitalization and Keeping Priorities
of Rental Companies in the Industry**

CREATED AND ORGANIZED BY





Greg Bennett

- ❖ Former consultant for the construction industry
- ❖ 20+ years of rental equipment experience
- ❖ In 8 years at Point of Rental, worked with thousands of companies in 70+ countries to maximize rental income

CREATED AND ORGANIZED BY

ACCESS, LIFT & HANDLERS

ALH



Point of Rental Software

- ❖ Inventory & rental management software
- ❖ 36+ years serving the industry
- ❖ ALH award-winner, 2014 & 2017
- ❖ Manages rental fleets and handles telematic integrations, both built-in and aftermarket

Point of
Rental
Software

CREATED AND ORGANIZED BY

ACCESS, LIFT & HANDLERS

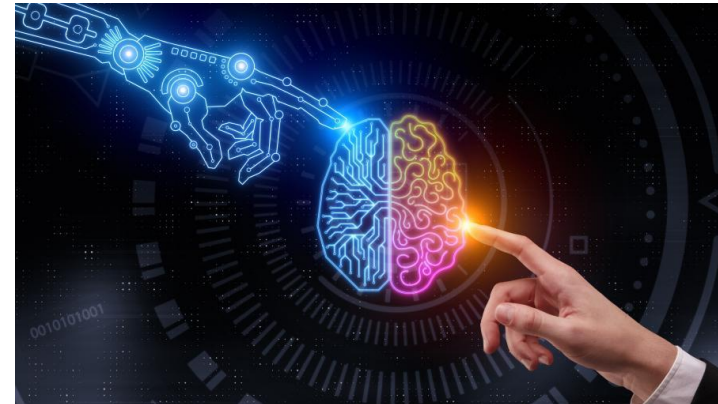
ALH

kh1

ALH
ACCESS, LIFT & HANDLERS
**CONFERENCE
& AWARDS 2019**

Importance of Technology

- ❖ How we communicate
 - Calling
 - Texting/Chatting
- ❖ Convenience
 - Instant access to information online
 - Browse, purchase, & sell items
- ❖ Security
 - Protect financial data
 - Protect sensitive information



CREATED AND ORGANIZED BY

ACCESS, LIFT & HANDLERS

ALH

kh1

ALH
ACCESS, LIFT & HANDLERS
**CONFERENCE
& AWARDS 2019**

Evolution of Computers

Apple Macintosh Classic

Released: January 24, 1984

Features:

- ❖ 128K Ram
- ❖ Price: \$2,500 (=~\$6,100 today)
- ❖ Ability to save, move, & delete files
- ❖ 9 inch screen



Apple iMac

Released: March 19, 2019

Features:

- ❖ 32GB of fast 2666MHz RAM
- ❖ Price: Starting at \$1299
- ❖ 4 USB-A ports, a headphone jack, an SD card slot, a Gigabit ethernet port, a FaceTime HD camera, stereo speakers, and a microphone
- ❖ Available in 21.5 or 27 inch retina display



CREATED AND ORGANIZED BY

ACCESS, LIFT & HANDLERS

ALH

kh1

ALH
ACCESS, LIFT & HANDLERS
**CONFERENCE
& AWARDS 2019**

Evolution of Phones



April 3, 1991



November 10, 1992



September 21, 2018

CREATED AND ORGANIZED BY

ACCESS, LIFT & HANDLERS

ALH



New York City
See the car.



New York City
See the horse?



CREATED AND ORGANIZED BY

ACCESS, LIFT & HANDLERS

ALH



ALH
ACCESS, LIFT & HANDLERS
**CONFERENCE
& AWARDS 2019**

Impact of Technology

Precision Agriculture is the Standard

Greater efficiencies and lower prices
Safer growing conditions and safer foods
Reduced environmental and ecological impact



Total U.S. corn yield (tons per acre) has increased more than **360%** since 1950.

One **U.S. farm feeds 166 people** annually in the U.S. and abroad. The global population is expected to increase by 2.2 billion by 2050, which means the world's farmers will have to grow about 70% more food than what is now produced.

CREATED AND ORGANIZED BY

ACCESS, LIFT & HANDLERS

ALH



ALH
ACCESS, LIFT & HANDLERS
CONFERENCE
& AWARDS 2019

Impact of Technology

Food Ordering

Before:

- ❖ Wait in line
- ❖ Attempt to decipher menu while waiting
- ❖ Order
- ❖ Hope the cashier entered the order correctly



Now:

- ❖ Go to any of the several available machines
- ❖ See the menu as you order
- ❖ Review order before paying to ensure accuracy



Benefits of Kiosks:

- ❖ Kiosks generated \$218 million of revenue in 2016
- ❖ Kiosks result in a 30% increase on spending
 - One study showed the average kiosk order was \$17.17, whereas average counter order was \$9.79
- ❖ Less chance of customer dissatisfaction, as they are in charge of their order

CREATED AND ORGANIZED BY

ACCESS, LIFT & HANDLERS

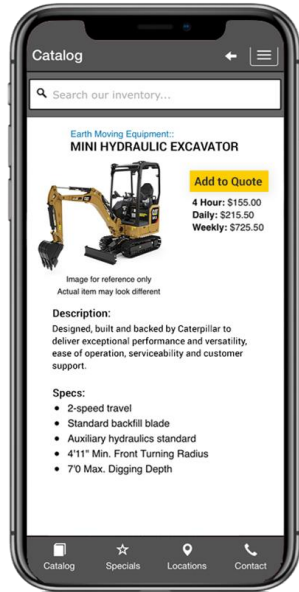
ALH

kh1

ALH
ACCESS, LIFT & HANDLERS
**CONFERENCE
& AWARDS 2019**

Technology in the Rental Industry

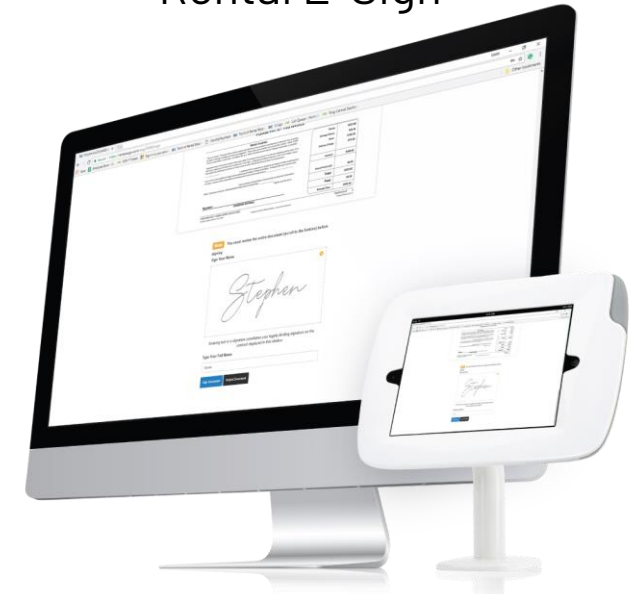
Mobile App



RFID Functionality



Rental E-Sign



***The first 175 stores that implemented rental e-sign have gathered 255,000 signatures in the last year alone**

CREATED AND ORGANIZED BY

ACCESS, LIFT & HANDLERS

ALH



Future of Technology in the Rental Industry

Autonomous delivery vehicles:

- ❖ 55% of small business respondents to a survey **believe their fleets will be fully autonomous** within 20 years.

Source: Renault-Nissan-Mitsubishi

Drones:

- ❖ Safety inspection
- ❖ Delivery
- ❖ Surveillance



Rental on demand:

- ❖ Locker-based rentals
- ❖ Onsite rentals from lockers

Augmented & Virtual Reality:

- ❖ Guide operators on how to use equipment
- ❖ Repair equipment quickly with real-time information

Excavators:

- ❖ Predictive and Prescriptive Maintenance

CREATED AND ORGANIZED BY

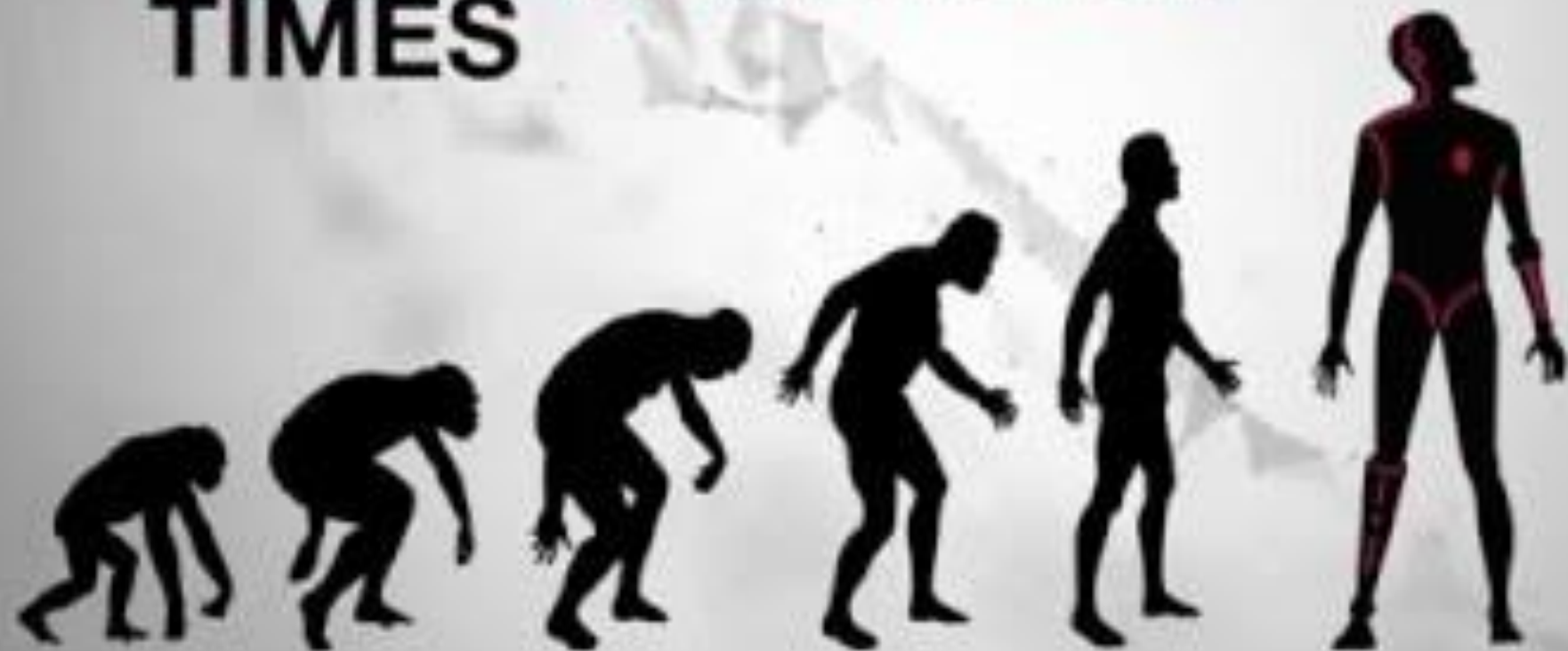
ACCESS, LIFT & HANDLERS

ALH

kh1

ALH
ACCESS, LIFT & HANDLERS
CONFERENCE
& AWARDS 2019

IN ONE OF
THE MOST
TRANSFORMATIONAL
TIMES



IN HUMAN
HISTORY

Questions?

CREATED AND ORGANIZED BY

ACCESS, LIFT & HANDLERS

ALH



Greg Bennett

VP, Point of Rental Software

greg.bennett@pointofrental.com

@GregABennett

www.pointofrental.com

CREATED AND ORGANIZED BY

ACCESS, LIFT & HANDLERS

ALH

