

# To The Point

Insight for the Rental Professional

SPRING 2018

**Point** of  
**Rental**  
Software

**The Force Powering Our Innovation**

#myrentalfamily

Celebrating Our  
**35th**  
ANNIVERSARY

**Introducing the Inspection App**

**+** Let Your Voice Be Heard: **ulInnovate**



## Wayne's letter

Innovation – it makes you smile just saying the word. It conjures images of what could be, the possible, and even the things that seem impossible. What do we mean when we talk about innovation at Point of Rental?

Since 1983, we've viewed innovation as part of a long-term process – we're innovating when each new process, procedure, or product is better than the old one. In time, you end up with something you would never have imagined possible at the beginning, simply by improving at every opportunity. In the early 1980s, other products were quite slow. We developed the first quick button function, allowing a counter employee to write a contract in under a minute. We were the first hire management software to have city lookup by postcode to speed up the process of adding new customers – something some products still don't have. We were the first to add customers from a driver's licence magnetic stripe, barcode, or optical character recognition of the front of the licence.

The process is never-ending. Some innovation is incremental, like showing the desired deposit for a reservation on a customer's copy of the contract. Some is revolutionary, like the new Inspection App [pg. 2], which allows for completely paperless processing of inspection records.

Looking back at the accomplishments of the past, it's easy for people to think that we got here on our own. But innovation doesn't arise in a vacuum – it's because we have enterprising Point of Rental users like you that we're able to thrive. Our customers represent some of the best hire businesses in the world [pg.8]. You're constantly pushing to make your business better, and we're

working to ensure your software is ready to handle the improvements you have in mind.

We added ulnnovate [back cover] to ensure that your voice is clear as we develop the next innovation. It gives you an opportunity not just to send in ideas, but to see what others around the world are suggesting, to vote on it, and to see what we're responding to and prioritising. Our customers at the International Conference [pg. 13] tell us one of their favourite parts of Point of Rental is that they'll make software suggestions and they see those changes put into the software. With ulnnovate, we're striving to ensure that when you're saying "My hire software is Point of Rental," you're saying it not because you bought it, but because you've helped make it what it is.

My favourite thing about working with our customers and our team at Point of Rental is that we all have one goal: to help each other be successful and happy. It's



been a great 35 years, and we look forward to sharing in your successes for the next 35 years and beyond.

Wayne Harris  
CEO of Point of Rental  
Software

*Wayne Harris*

## upcoming training & events

**January 30 - Feb 1**  
Special Event Show  
New Orleans, USA

**March 6-7**  
Canadian Rental Mart  
Mississauga, CAN

**May 30-31**  
HIRE 18  
Brisbane, AU

**February 7-8**  
Executive Hire Show  
Coventry, UK

**April 20-21**  
ScotPlant  
Edinburgh, USA

**June 26-28**  
Hillhead  
Buxton, UK

**February 19 - 21**  
ARA Rental Show  
New Orleans, USA

**May 16-17**  
Vertikal Days  
Derby, UK

Stay up-to-date with the latest Point of Rental information. Follow us on social media!



## features

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#### Inspection App

Find out more about 2017's RER and ALH Innovative Product of the Year.

### 03

#### Celebrating 35 Years

Join us in revisiting highlights of 35 years spent serving the hire industry.

### 05

#### New Faces, New Places

We grew so much in 2017 that we had to find new offices! Find out why.

### 07

#### My Hire Family

Meet the people that make our success possible: Our customers.

### 09

#### ABC at 50

The story behind the sustained success of South St. Paul's ABC Rentals.

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#### Swan Hill Hire

Stuart and Raelene King built Australia's Rental Company of the Year in two years by focusing on their community.

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#### Your Hire Fleet's New Best Friend

Now integrated with three products, TSO Mobile is the friend your fleet needs.

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#### The International Conference

Save the date and make your reservations early for the 2018 International Conference.

## contact

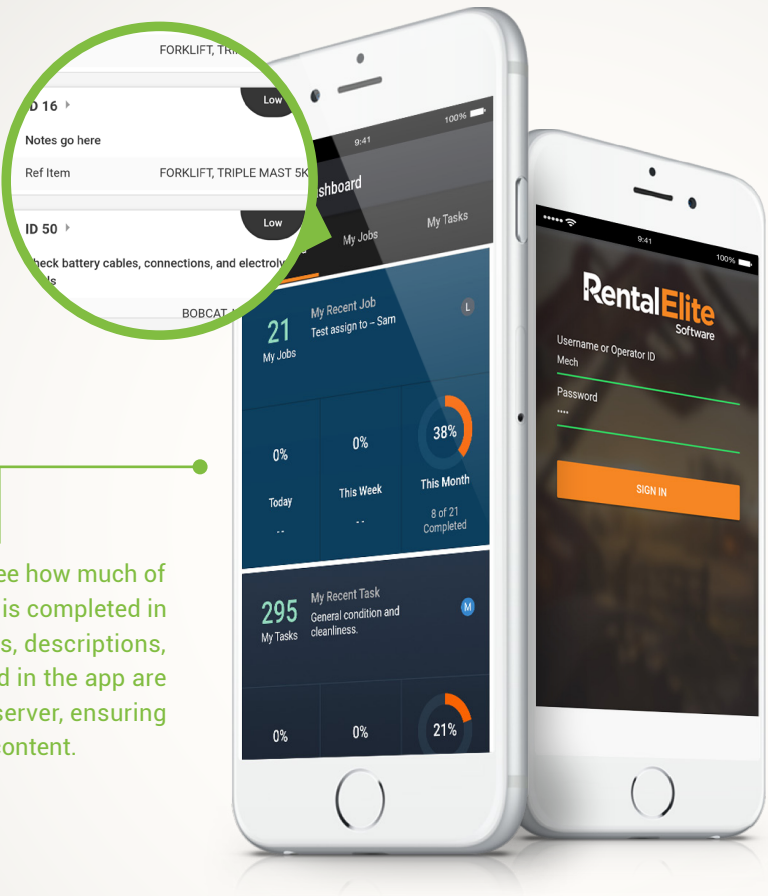
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# Inspection App



Key users can see how much of each inspection is completed in real time. Photos, descriptions, and data entered in the app are stored on your server, ensuring easy access to content.

Inspection App integrates with Rental Expert and Rental Elite to automate inspections, service processes and maintenance, all from your mobile device.

**rer** innovative product award 2017  
**ALH** ACCESS, LIFT & HANDLERS AWARDS 2017

Making your inspection process...



FASTER



SMARTER



ACCESSIBLE

## How it Works

1

An item reaches an inspection milestone (including coming off hire), and it automatically enters the inspection app. Checklists in need of completion are assigned automatically to a technician or group within the system.

2

Technicians access inspections from the mobile interface. The app enables easy checklist access as well as the ability to add condition photos, data, and descriptions. That data is immediately available to maintenance teams.

3

Stored data allows managers to see which serialized items are consistently having trouble, which checklists take the most time to get through, which inspectors are most thorough, and adjust their processes accordingly.

Find Out More

[www.pointofrental.com/inspection-app](http://www.pointofrental.com/inspection-app)

# CELEBRATING 35 YEARS OF INNOVATION

Our founders started shooting for the moon in their first careers at NASA, and at Point of Rental, we've never stopped. Every year, we're pushing to ensure our customers can take their businesses further than their competition.

In 2018, we're celebrating our 35th year of solving hire industry issues. On the timeline to the right, you'll see some examples of that. The timeline doesn't end at the bottom of the page, though; it extends through it to you, the reader. Hire experts like you play a big role in keeping us on course, providing feedback on your organisational needs and relying on us to find the solution. You leap in to try new products, influencing development and ensuring that every product is as practical and robust as possible.

You're why we continue to innovate – we're constantly inspired by the next group of people who are shooting for the moon. We're always ready for the next mission.



1983

## **Point of Rental is Founded**

Unable to find fast, reliable software to manage their hire business, three former NASA engineers draw on rocket science experience to design a solution for the hire industry.



2014

## **Releases Rental Essentials**

With more and more startups, seasonal hire, and large companies needing a simple solution for hire and inventory, we developed a cloud-based software that takes care of the day-to-day without all the robust features of Rental Expert.

**Rental Essentials wins Gold From RER Innovative Product Awards**

**Releases AEMP Telematics Integration**

**AEMP Telematics Wins RER Innovative Product of the Year**

**Rental Expert wins ALH Award for Best Rental Management Software**

#### **GPS Integration is Released**

Leveraging the most recent technology, Point of Rental integrates GPS to map routes and track deliveries easily and efficiently.

**GPS Integration wins RER Innovative Product of the Year**

**Releases Mobile Web Hosting**

**Mobile Web Hosting wins RER Innovative Product of the Year**

**Establishes New Offices in AU & UK**

#### **Releases Rental Elite**

With the largest and fastest-growing companies having limited options for ERP systems, Elite becomes the most customizable answer for corporations moving forward their way.

**Rental Elite wins RER Innovative Product of the Year Award**

**Rental Expert wins Best Rental Management Software from Rental Staging Systems**

**Rental Essentials shortlisted for Cloud Awards' B2B Customer Excellence**

**Releases Inspection App**

**Inspection App wins RER Innovative Product of the Year**

**Inspection App wins ALH Access Rental Innovation Award**

**Rental Essentials' New Kiosk Functionality is shortlisted for Cloud Awards**

**Releases ulnnovate**

#### **Release Contract Fulfillment**

Making the fulfillment process even easier, this module replaces loadslips and paper to keep the warehouse crew connected in realtime with tablets or smartphones.

**Contract Fulfillment wins RER Innovative Product of the Year**

**Releases Employee Scheduling Module**

**2016**

**2017**

**2011**

**2015**



# New Faces. New Places. Same Point of Rental.

We earned a spot on the Inc. 5000 list for America's fastest-growing companies in 2017 because our customers inspire our innovation, tell others about our software, and hold our service team to the highest standard.

So what did we do with that rapid growth? We hired more people so we'll be able to continue providing great support and great software. Among our three branches, we nearly doubled our staff last year. All this additional talent will allow us to continue to enhance our support team and develop innovative software solutions for years to come – and we're not stopping there.

Anyone who's built a family knows that when your family grows, you start looking for a bigger place to live. Point of Rental is no different – we've grown so much that in 2017, two of our offices moved and we expanded our Grand Prairie, Texas, headquarters.

So if you're looking for us in the United Kingdom or Australia, make sure you've got our new address programmed in:

UK: Ground Floor Unit 1, Pennant House Napier Court, Napier Road, Reading, Berkshire RG1 8BW  
AU: 4/23 Gipps St., Collingwood, Victoria, 3066

In the United States, meanwhile, our address remains the same, but Point of Rental now occupies nearly the entire third floor of its building, with the marketing team moving into the new space to allow for the expansion of our support and development operations.

If you ever find yourself in our neighbourhood, drop on by! We'd love to introduce the team and talk hire with you.



# Big News? Share It With Us!

Our best stories, like our best software ideas, come from our users. And we love to hear from you! So if you have something big coming up (or that has happened recently), let us know about it! Send your story to [teammarketing@point-of-rental.com](mailto:teammarketing@point-of-rental.com), message us on Facebook or Twitter, or even call us.

We want to know if you're:

- Celebrating a significant company anniversary
- Leading a big charity campaign
- Acquiring a new business
- Earning an industry or community award

And, if you've got a great story idea that doesn't fall into those categories, let us know about it! We can't wait to hear from you!

## 2017 ACHIEVEMENTS



### Winner, Inspection App (Overall BRONZE; Computer Software)

Inspection App, Point of Rental's headliner of the 2017 release of their Rental Expert and Rental Elite products, continued its efficiency, earning two RER awards. The app was announced as the RER Innovation Awards' overall Bronze Award winner in addition to earning top honours in the computer software category.



### Finalist, Kiosk (Best Product for Productivity)

Rental Essentials' Kiosk feature, which enables hire business customers to check in and choose the equipment they'd like to hire, was a finalist in the Best Software-as-a-Service (SaaS) Product for Productivity category of the 2017 SaaS Awards. Kiosk effectively provides an extra counter person for busy hire companies.



### Finalist, Rental Expert, Event Industry Product of the Year

Rental Expert's Customer Rewards app made its European debut by earning its way onto the shortlist for a 2017 Hire Award of Excellence as an Events Industry Product of the Year. Customer Rewards allows managers to offer rewards for sales, hires, and asset sales, accrued automatically in customer accounts.



### Winner, Inspection App (Access Rental Innovation)

Inspection App took home top honours in the Access Rental Innovation category of Access, Lift & Handlers' 2017 ALH Awards. Against the most crowded field in ALH Awards history, Point of Rental earned honours for the second time, having earned 2014's award with Mobile Workforce.





# My Rental Family

We couldn't make it, much less thrive, for 35 years if we didn't have incredible customers. With that in mind, we've set aside the next few pages to feature some of the customers that make working here so special. We talked to ABC Rentals as they celebrated their 50th anniversary, and Swan Hill Hire, Australia's top small hire company. When we asked our customers to share pictures of their hire families on social media last year, many of you shared photos of the people they spend their days with, and we're excited to share them with you here.

We're proud to be a part of this industry and to work with its people. We look forward to working hard to ensure your success for many years to come.

**#myrentalfamily**





Aba Daba Rents



Western Building Center



Ideal Rental



Canby Rental



Over the Top Rental Linens



CORT Party Rental



The Rent-It Store



Beaupre Aerial Equipment



Steffens Rental

& Sales

# ABC Rentals



Hires come and go, but relationships endure at South St. Paul's ABC Rentals.

When the meatpacking industry vacated South St. Paul's Industrial area, ABC Rentals found a location where they could grow.

Today, the Twin Cities is full of family-run hire businesses: The Pedersons run Highway 55 Rental. The Fitzgeralds are in charge at Hiawatha Ready Rents. The Heiny brothers own Heiny Rental, and brothers Rob and Tim Kellner continue to help ABC Rentals thrive nearly 50 years after their father, Joe, founded the company.

Joe Kellner was 41 in 1967, and he was tired of working for local TV stations, doing camera and sound work. He had a wife, Mary; three children, £10,000 of borrowed money, and a dream of running his own hire store.

That was all he needed. He started an A to Z Rental franchise, beginning a new career by attending the company-run Hire university in Kansas City, and returned to a 1,200-square-foot showroom on a hill in the residential part of town.

Early on, the going was tough. There were days where the only time the showroom door opened was when Joe entered the store to open it, and in the evening, when he'd return home. When customers finally came into the store, they often wanted to purchase the tools. People had been borrowing tools from neighbours, friends, or other connections; if they couldn't borrow an item, they bought it.

But Joe didn't allow early difficulties to stop him, and the community came around. By 1971, he'd earned enough to buy out his inventory from A to Z and go independent, enabling him to run his business without paying franchise fees.



## The Computer Age

Steve Husbands wasn't walking into the most welcoming environment when he opened the doors to ABC Rentals in 1988.

"It wasn't really well-received because of our previous experience [with hire software]. The scrutinisation began," said Rob Kellner. "That's when Tim and I, who had been apart of the business for a while at that point, said 'No, this guy—we think that not only can he talk the talk, but he can walk the walk. Let's look into this.'"

Like their dad before them, Rob and Tim took a trip south to help take the business to a new level. Instead of Kansas City, however, they headed to Arlington, Texas, for a week of training on the software that was then called Point-of-Rental Systems.

They learned data entry. They took classes. On the final day of their visit, Tim and Rob were left on their own behind the counter of Rental Stop and told to manage the business, using the system.

"Training became baptism by fire, it went really, really well," said Rob. "After getting through the day and setting everything up for the next day, we had dinner out on the town, and caught a flight to Minnesota."

Since then, the two businesses have grown with each other. When ABC Rentals bought out a distributorship and needed to be able to index the new parts in their system, Point of Rental used that information to build one of their first major parts databases. When ABC Rentals ventured into the mini-storage industry, they needed Point of Rental to develop continuation billing. The development team adapted and created ways to manage that effectively within the system.

"The fun part about our growth as a family business is that not only have we grown/benefitted from the relationship, but Point of Rental has, too," Rob said.

## Celebrating Family

When ABC Rental turned 25, staff, customers, partners, friends, and family gathered at a local golf club to celebrate. Tim and Rob presented Joe with a plaque commemorating his accomplishment, and senior Kellner lost his composure.

"He was a very stern German descendant—the idea of ever showing emotion would have been deemed an act of weakness," said Rob. "You got to see what the business meant to him, taking it from opening and closing the door by himself to one of the pivotal hire stores in Minnesota. It was really cool to see that."

November 11, 2017, what would have been Joe's 91st birthday, ABC Rentals celebrated their 50th anniversary. Joe and Mary Kellner weren't in attendance, having passed away years ago, but they were still a big part of the festivities. Rob, who celebrated his own 50th birthday in June, and Tim, nine years his senior, ensured that.

Again, family, friends, long-time customers, and business partners filled a building to celebrate the journey of the last 50 years. The Kellner family wouldn't be the only one taking center stage, either—the White Keys, featuring Manager Pam Bibeau's son-in-law, played at the event. Videos and photos chronicling the 50 years of relationships, growth, and love were featured.

Now that they have finished celebrating, the Kellners are working toward the next 50 years.

In business, hire or otherwise, a family dynamic could unravel both the family and the business apart. But ABC Rental has managed to maintain its success from Joe to Rob and Tim, and a third generation is now in the mix, as Tim's son, Tony, has been with the company in some form or another for a decade.

"This is a business that you truly have to like what you're doing or you have no business doing it," said Rob. "But the fact that the community recognises you, supports you, promotes you, and most importantly, uses you, is unbelievably rewarding."

**The Kellners were put off hire software when a competitor's product "couldn't produce anything decent" in the 1980s.**

**Over the years, ABC has hired out equipment, tools, U-Hauls, and storage space. They also ran an on-site filling station in the 1970s.**

**ABC has been a big part of the South St. Paul community, serving at charity bike rides, helping with turnarounds at the local oil refinery, and providing equipment knowledge to thousands of customers.**





# RENTAL COMPANY OF THE YEAR SWAN HILL HIRE



"Our customers are literally our teammates, our friends and our community. When they come to us, we get to focus on providing the right tools for their job or problem," Raelene added. "Customer satisfaction is generated through solutions for their needs."

It's their commitment to community, growth, and expansion that helped earn them Australian Rental Company of the Year honors. As they look toward the future, they set their sights on bigger things for their business and for the world.

With Swan Hill Hire and Nifty's Auto Rentals, they're exploring additional depots in some of the surrounding regional communities. The Kings are also developing the ability to secure long-term projects in the region and provide project management and training.

Beyond that, Stuart is a founding member and Director on the Board of Changing Nations, which helps provide specialist skills to regions that have massive needs. He and Raelene hope to take a longer trip to Pader, in the north of Uganda, to help that area recover from war by training the local population in farming, mechanics, and construction.

For now, however, the Kings are celebrating their award with their four daughters and working to make work a little easier each day for the people and businesses of Northern Victoria.

## BUILDING A COMMUNITY

In November 2015, Stuart and Raelene King acquired Swan Hill Hire and Nifty's Auto Rentals in Australia. In May 2017, they were named the Hire and Rental Industry Association's Rental Company of the Year (under \$5 million). Both Kings credit Syrnix, the hire software product in use at both businesses, for helping them take off so quickly.

"The previous owners mostly used Syrnix for preparing contracts and invoices," said Stuart. "Now we're using it for all of our workshop service jobs, purchase orders, and tracking costs of our hire fleet equipment. It's easy to tell how profitable specific items are and when they're starting to be less profitable. We've started to unlock the potential of the CRM features for marketing purposes, and we're working to employ Syrnix in managing all of our bookings and availability."

The implementation of Syrnix's full suite of features will complement Swan Hill Hire's commitment to their community, fueling their success.

# Your Rental Fleet's New Best Friend

We have great news for Point of Rental customers throughout the world: Our UK-based software, Syrinx, is now integrated with TSO Mobile, joining Rental Expert and Elite in offering vehicle tracking, remote vehicle control, geofencing, and advanced reporting solutions for anyone looking to enhance their fleet's operation. The integration isn't only software-based, either – it includes a dedicated TSO Mobile staff member in our Reading office to assist our UK-based customers.

Rental Expert and Elite users wanting to track their fleet got an upgrade in 2017, too. Geofencing joins AEMP telemetric tracking via the TSO Mobile/Point of Rental integration, enabling users to connect to their machines and deliver unprecedented amounts of data, resulting in improved decision-making capabilities.

For heavy equipment hire companies, the value of the integration with TSO Mobile is even greater, as not only can you manage the equipment your company is using, but you can track critical information on the heavy equipment you're hiring. You'll be able to see usage hours, fuel readings, and other critical information, enabling you to bill accurately, send out engineers when maintenance milestones are coming up, and even call items in for maintenance before small problems are made more severe.



## Track Your Fleet

Not only can you see your trucks in realtime, you can see historical data to know when and where your trucks have been.



## Create Geofences

Don't want your machinery leaving the lot? If your equipment leaves the area, you'll receive alerts when they do with geofencing.



## Reduce Business Costs

Between reducing drive time, saving man hours, reducing theft, and ensuring maintenance, you'll be saving yourself big expenses.



## Optimize Routes

Save time and increase accuracy in delivery times by optimizing your routes for maximum efficiency between deliveries and collections.

## Learn More

[contact sales@pointofrental.co.uk](mailto:sales@pointofrental.co.uk)





# THE INTERNATIONAL CONFERENCE

BRINGING THE INDUSTRY TOGETHER.





## WHAT YOU MISSED IN 2017

Point of Rental's International Conference is a unique opportunity to give our customers a few things on their wish lists: Intensive software refreshers, one-on-one time with trainers to solve their problems, and the opportunity to meet with other owners from around the country (and now world) to talk hire.

In 2017, more than 200 hire experts converged in Fort Worth for three days of learning and camaraderie.

"This is my third one, and one of the things that brings us back is not only the knowledge we obtain here, but also the networking," said Big 4 Party Rental's Rob Roberts. "We learn as much from our partners and our competitors as we do from the Point of Rental trainers themselves."

With that in mind, here are four takeaways from the 2017 International Conference:

### 1. **"The new features are awesome."**

Instead of a hire tour this year, Wednesday afternoon was spent at the Point of Rental offices, with small groups interacting with new and award-winning features like Inspection App, Mobile Workforce, and Contract Fulfillment. Users tried out each feature, asked questions, and had them answered by a trainer.

### 2. **"The Genius Bar is...genius."**

After a successful run at 2016's conference, our Genius Bar, which provides one-on-one consultations with our trainers, was again a hit. Individualized learning? Who could've predicted that would be successful?

### 3. **"ulnnovate is going to have a big impact."**

Our recently-released project prioritization tool, ulnnovate, had a soft release at the International Conference, where customers were excited about the project. Each platform now has its own tool, which collects community suggestions and allows users to vote on what they'd like to see most in the next release.

### 4. **"The people are the best."**

Jonas Hutchison from Party Reflections, making his third trip to the International Conference, summed the week up: "I haven't been in a couple of years. I've let some other folks get involved, and I just missed it. I enjoy seeing people, putting faces to names, and the number one thing for me is that you learn some things that you forgot that create value in the system."

## REGISTER NOW FOR 2018

### **When:**

November 5-7th, 2018

### **Where:**

The Worthington Renaissance  
Fort Worth, TX

### **How:**

Sign up now at  
[conference.Point-of-Rental.com](http://conference.Point-of-Rental.com)





# uInnovate

Let Your Voice Be Heard

The most important innovation is the one that helps you do your job better. With that in mind, we're making it easier to tell us what you'd like to see in the software. If you're using the most up-to-date version of Point of Rental Software, you now have access to uInnovate, our newly designed feedback management system.

Within uInnovate, you'll be able to submit your ideas for software improvements, vote on ideas others have suggested, and even track your own to see where they are in the implementation process. It's all part of our commitment to be constantly innovating for your success. We look forward to hearing from you!

[www.pointofrental.com/uinnovate](http://www.pointofrental.com/uinnovate)