

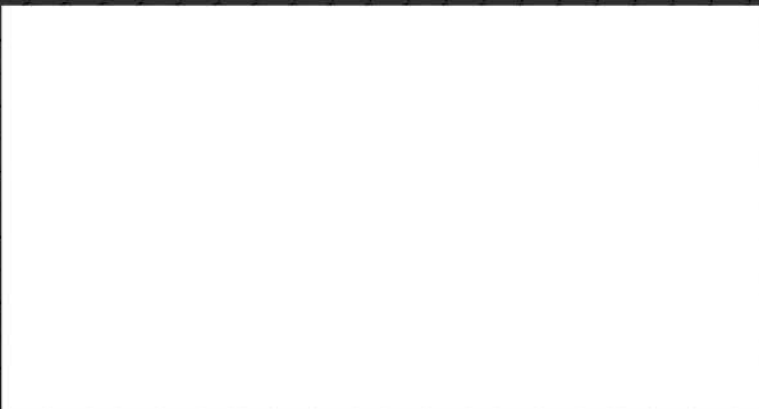
To The Point

Insight for the Rental Professional

SPRING 2019

**BETTER
SOFTWARE.
BETTER
LIVES.**

+ How we are **Pointing
the Way** to a better world!





a
**LETTER
FROM**

Wayne

Last year, I had a fairly bad ATV accident. I fractured my neck along with my wrist and had a couple bulging discs. While the injuries weren't life threatening, it was close enough to a life changing event to cause contemplation. I was knocked out before I had the chance to see my life pass before me, but I had a lot of time to think afterwards about life and purpose and impact. I have no regrets. My life at home, at work, and in the community has been about making a difference in people's lives. I think that is the best thing that any of us can do no matter what your background, your position, your financial status. We all can make a difference in the world around us.

At Point of Rental, our core values are EPIC, which stands for Empowering, Principled, Innovative, and Caring. These are the values that we build our actions and our reactions around. With a focus on our customers, our employees, and our community, we put these four values to work on a daily basis.

What does that mean to you, our customer? We strive every day to build a company that innovates on your behalf. Those innovations allow you to be more successful and profitable, freeing you to make a bigger impact on your employees and your community. We

work to empower your employees so they have the information they need to make the best decisions. We pledge to do business in a principled way, doing the right thing for you. And lastly, we pledge to care for you and your employees as fellow human beings working hard to make a difference.

We are looking forward to serving you this coming year and can't wait to see the impact you are going to make in your world.

Sincerely,

Wayne Harris

Wayne Harris
CEO of Point of Rental Software



FEATURES

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Manages relationships so well, you'll wish you could use it at home.

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Join us in 2019 for networking, classes, one-on-one sessions, and more.

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17 UnlockIt

The 2018 RER Award winner is ready to unlock new revenue streams for you.

GETS Point of Rental EPIC

Point of Rental has grown from 15 to 50 to 150 employees in the last few years, and when a company experiences that kind of growth, it's important to center that growth on a concrete set of core values.

We've long valued honesty, responsibility, transparency, dedication, trustworthiness, innovation, integrity, and teamwork, but as we set our sights on our (and our customers') continued growth, we decided it was necessary to come up with a concise set of core values. After all, when you've added a new employee every two weeks for the past two years, you learn the value of simplicity and consistency in building your culture.

In 2018, we simplified our core values to make them easy to summarize and easy to remember. We decided that the best way to describe Pointers is EPIC. Pointers are EPIC because at Point of Rental, we're an EPIC company - everything we do, we're doing to improve ourselves, the rental industry, and the world for the long haul.

In this issue of To the Point, you'll see how we're working to achieve our goals. You'll see some of the efforts of Point the Way, our employee-led group focusing on charitable projects in our communities and throughout the world. You'll read about our employees of the year, whose achievements embody EPIC. And you'll see about the innovative things we've added to our software to help our customers become more efficient, freeing up their time from day-to-day tasks to make a bigger impact in their communities.

Introducing the EPIC Awards

In 2019 we want to recognize more of our amazing customers. We're adding categories and rebranding the awards as a whole. We look forward to seeing all the ways you're making an impact in the industry, with your staff, and within your communities. Check your email soon for more details.



E

Empowering

We equip our teammates, customers, and communities to reach their full potential. We foster confident autonomy to resolve issues and discover new ideas by investing in continuing education, promoting an atmosphere of open questioning and active listening, and defining a wide boundary of trust.



P

Principled

We are committed to creating an environment of authenticity, honesty, and openness. Our actions demonstrate conviction and purposeful intention in the way we interact with our teammates, customers, and communities.



I

Innovative

We are trailblazers, committed to constant innovation in everything we do for our team, our customers, and our communities. We relentlessly strive to identify opportunities and surmount future challenges to ensure success.

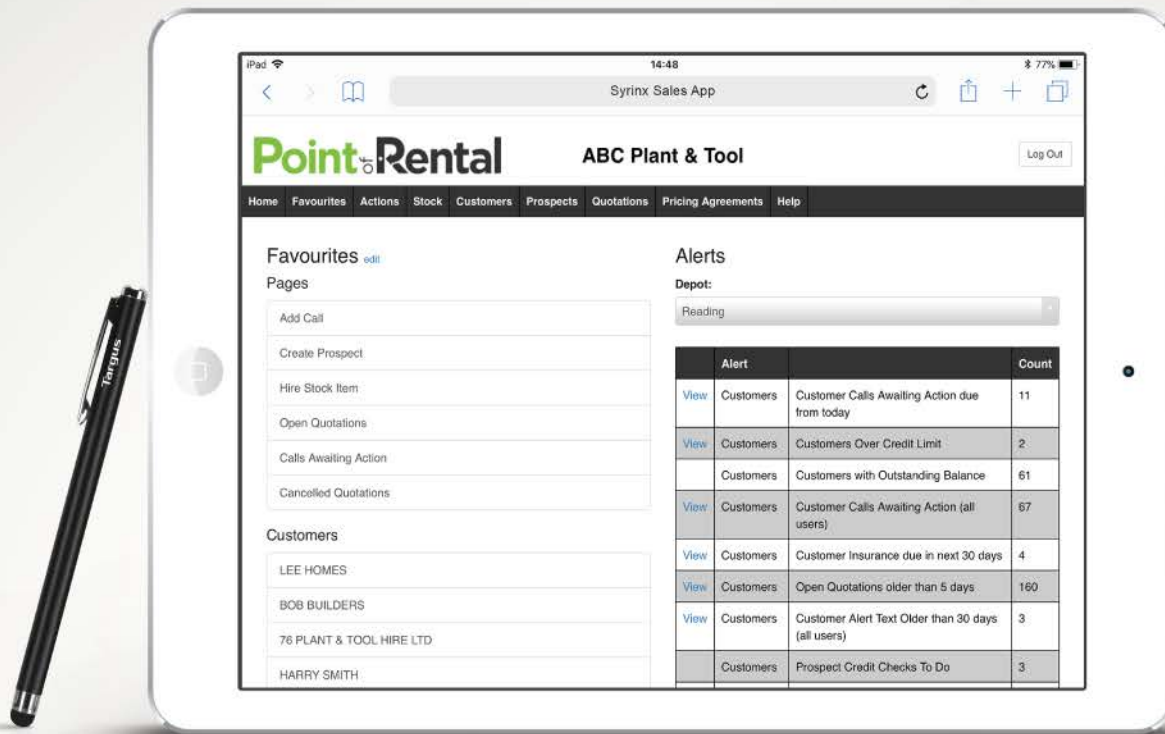


C

Caring

We authentically care about our teammates, customers, and communities. By supporting and mentoring them to be their best, we empower and encourage them to serve others with the goal of making the world a better place.

Syrinx Sales App



Empowering Your Sales Team, Anywhere

Point of Rental's Syrinx Sales App integrates with your Syrinx software to give your mobile sales team the information they need, when they need it, all on a mobile device.


Features

Customers
 Find customers or prospects with ease, view or edit account information, even log and categorise by resolution or call outcome for easy reporting.

Inventory
 Staff can view available equipment by category and depot. They can even view consumable items available, what items are on order, and when they're due to arrive.

Task Management
 Manage daily tasks efficiently – see calls awaiting action and drill into open quotations. You'll even be able to log calls and report resolutions/outcomes.

Hire Quotes
 Create quotations directly from your mobile device. You can even convert the quote into an unconfirmed hire contract. Back at the depot, they'll process the order.

Prospects
 Create and manage your prospect list. You'll be able to view, open, and cancel quotations as well as set order probabilities.

Pricing
 Create pricing agreements that are saved in your Syrinx software, assign by customer, and make those rates live.

Find Out More

www.pointofrental.co.uk/syrinx/sales-app



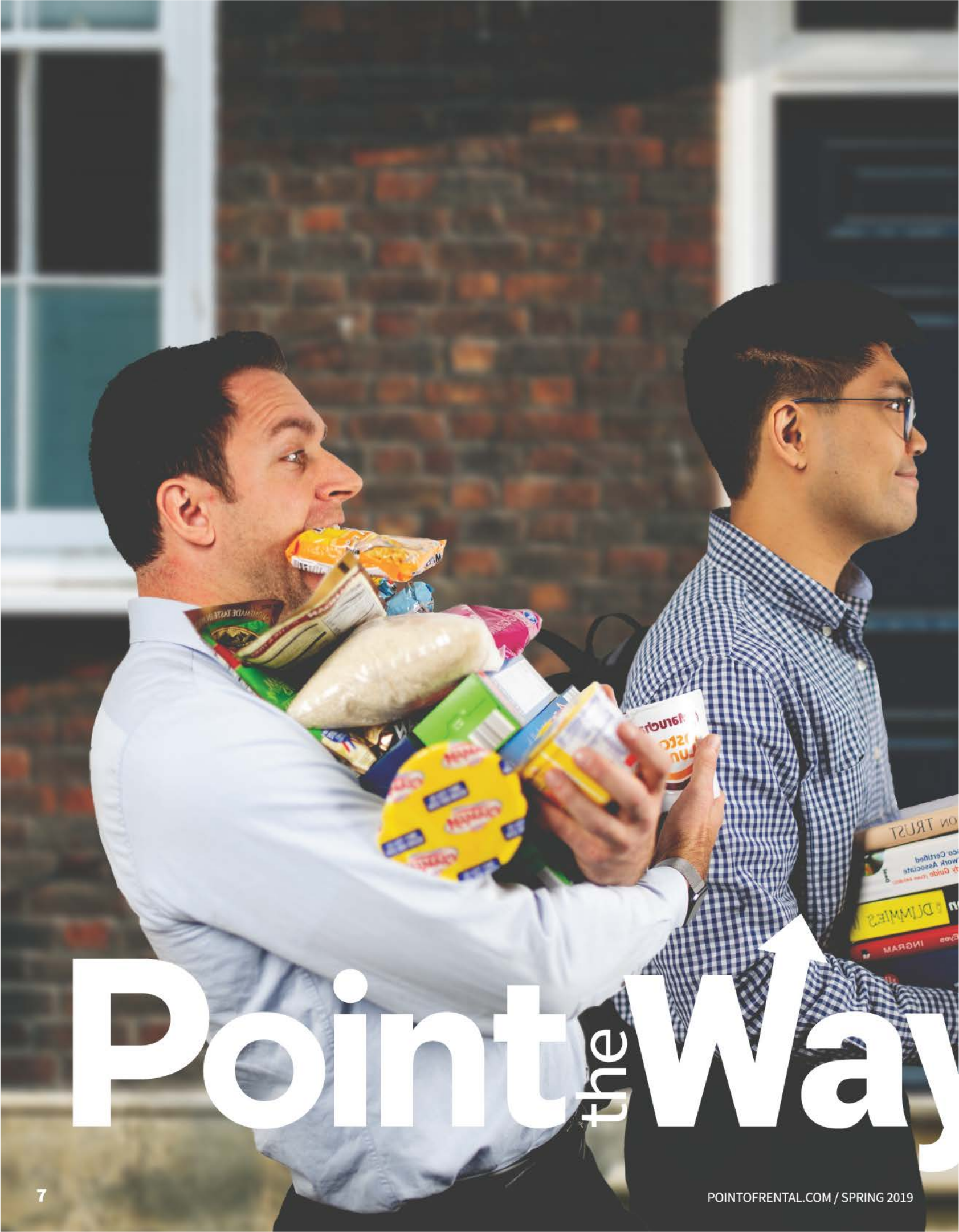
Bienvenidos
SODIMAC®

Sodimac, one of the largest home improvement businesses in Latin America, has chosen to implement Point of Rental's Rental Essentials software. The company plans to expand use to their 251 stores in the near future, creating a consistent employee and customer brand experience.

"We're excited to partner with a visionary company like Sodimac and help them bring next-generation convenience and processes to their rental counters," said VP of Cloud Products Evan Fort.

Founded in Chile in 1952, Sodimac has added stores in Argentina, Colombia, Peru, Brazil, Uruguay, and Mexico in recent years. The company employs more than 43,000 employees and is consistently ranked as one of the most socially responsible and valuable companies in Latin America.

See why Sodimac is excited about Rental Essentials – get a free 14-day trial by visiting pointofrental.com/rental-essentials.



Point the Way



Point of Rental isn't just about building great software. We're also about building a better world. Whether it's in our communities or around the globe, Pointers are invested in helping improve lives of others. In summer 2018, we created Point the Way to organize efforts.

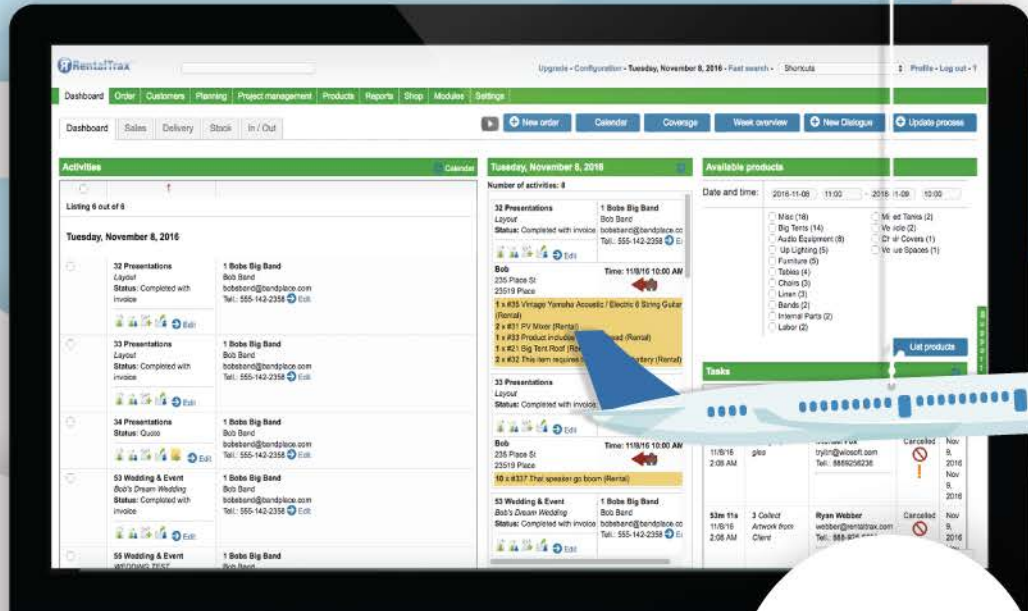
Since then, we've helped provide back-to-school backpacks and gear for 600+ students, spent 50+ hours helping teach local children to read and collected more than 600 lbs. of cans for distribution at a local food kitchen, with several volunteer opportunities planned in the future. We're not stopping there, though.

Point the Way will work with our rental family and others in the industry to highlight the role we play in our communities as friends, family members, leaders, and servers. We work with a lot of fantastic people with great stories and we want to hear yours.

Have an idea for improving the world, one person at a time? Want to tell us about how your rental family is making the world a better place?? Email us at pointtheway@pointofrental.com.



RentalTrax



Point of Rental Software has acquired RentalTrax software from WIOsoft, marking the company's third software acquisition in the last two years. RentalTrax has offices in Denmark and the U.S. with a diverse customer base spanning Europe, North America, and Australasia.

The acquisition of RentalTrax adds to Point of Rental's growing European presence and follows a string of recent acquisitions. In 2018, the company added PartyCAD, and in 2016, the company entered the European market by acquiring U.K.-based Higher Concept Software's Syrinx software.

"We look forward to introducing RentalTrax users to Point of Rental and for them to see why thousands of businesses worldwide think of us as a partner, not a vendor," said Point of Rental CEO

Wayne Harris. "Our investment in our development and customer service teams has put us in a position where we can offer great software to a large range of businesses while maintaining the quality of service we're known for."

"We wanted to ensure that our users would be in good hands," said RentalTrax' Operating Manager Brian Maxfield. "We believe that Point of Rental, with their industry experience, reputation for quality software and commitment to their customers, will be able to provide the best experience for those users."

RentalTrax users wanting to find out more about the acquisition can learn more by visiting point-of-rental.com/rentaltrax.

EXCITED FOR WHAT'S NEXT?



RentalExpert

After spending so much time hanging out with Essentials and Elite, Expert is getting into sprint cycles, too, in 2019. We'll be able to roll out more frequent software improvements, so you always have access to the most up-to-date features in the industry.

This spring, we'll be adding unattended continuation billing and parts headers for easier multi-location inventory management, as well as enhancing system performance on the back end. Later in the year, you'll see more features that make your life as a rental leader easier. GPS/AEMP data integrations will help you determine if your equipment is where it should be. You'll be able to customize your damage waivers by customer and edit them by line item. Most importantly, each update, we'll be streamlining processes and making your software responsive to your needs.

• COMING 2019 •



RentalElite

All Stores

Favorites

Transactions

Tools

User Tools

End-Of-Day

Accounting

Purchase Orders

Configuration

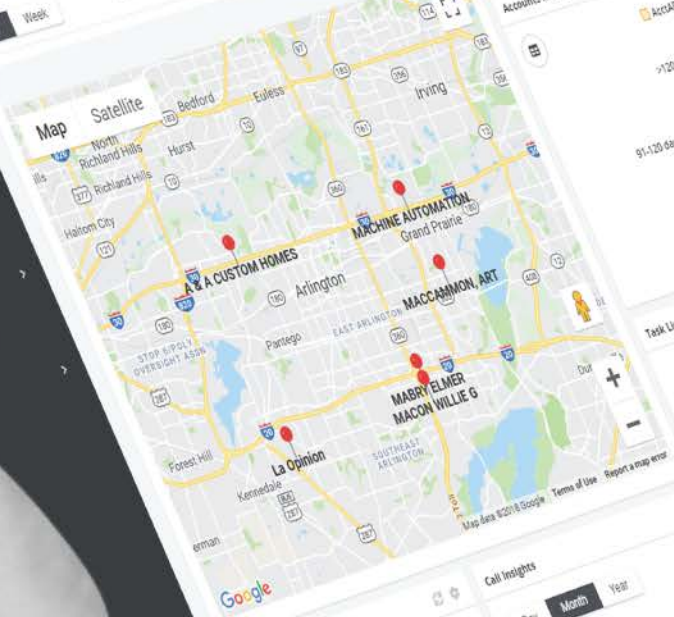
Did You Know?

Help

CRM / Sales

Touchpoint

Friday, November 30, 2018



11 Overdue

46.4k No Touchpoint

0 Over 30 Days

Accounts Receivable (Sales)



3 Personal Tasks

25 Store & Group Tasks

4 Assigned by you

Revenue Insights

This Week This Month This Quarter This Year

\$12,500.00

Call Insights

Day Month Year

This Month Last Month Change

Call Types

Expiring Specials

0 Rates

Elite



New Features

Point of Rental Elite now sports a new mobile-friendly CRM, allowing a company's sales team to accomplish its tasks and see critical information anywhere they may travel.

"Sales teams equipped with the necessary information are better able to anticipate customer needs and make sales," said Point of Rental CEO Wayne Harris. "Elite CRM allows them to see effectively every interaction a customer has had with your business, from rentals to billing/payment history and even phone call histories and locations."

Elite's CRM serves both sales representatives and managers by providing an easy-to-understand interface for each user to see the information they need to attack each day. Sales rep tasks, recurring tasks, and priorities can be set by representatives or by managers.

The system will also map account tasks, making it easy to schedule meetings efficiently. It's accessible via mobile device, making it as useful on customer sites as it is in the office.

See how Point of Rental Elite's CRM feature can help your sales team convert sales more efficiently by trying a demo at point-of-rental.com/elite.



History

Get quick access to a customer's history with your business, including billing, payments, and locations.



Meetings

Elite CRM maps account tasks, making it easy to schedule meetings efficiently.



Interface

Each user can see the information they need to start their day in one customizable dashboard.



Priorities

Both managers and sales reps can set the day's priorities to ensure the important tasks are taken care of.

2018 INNOVATION AWARD WINNER

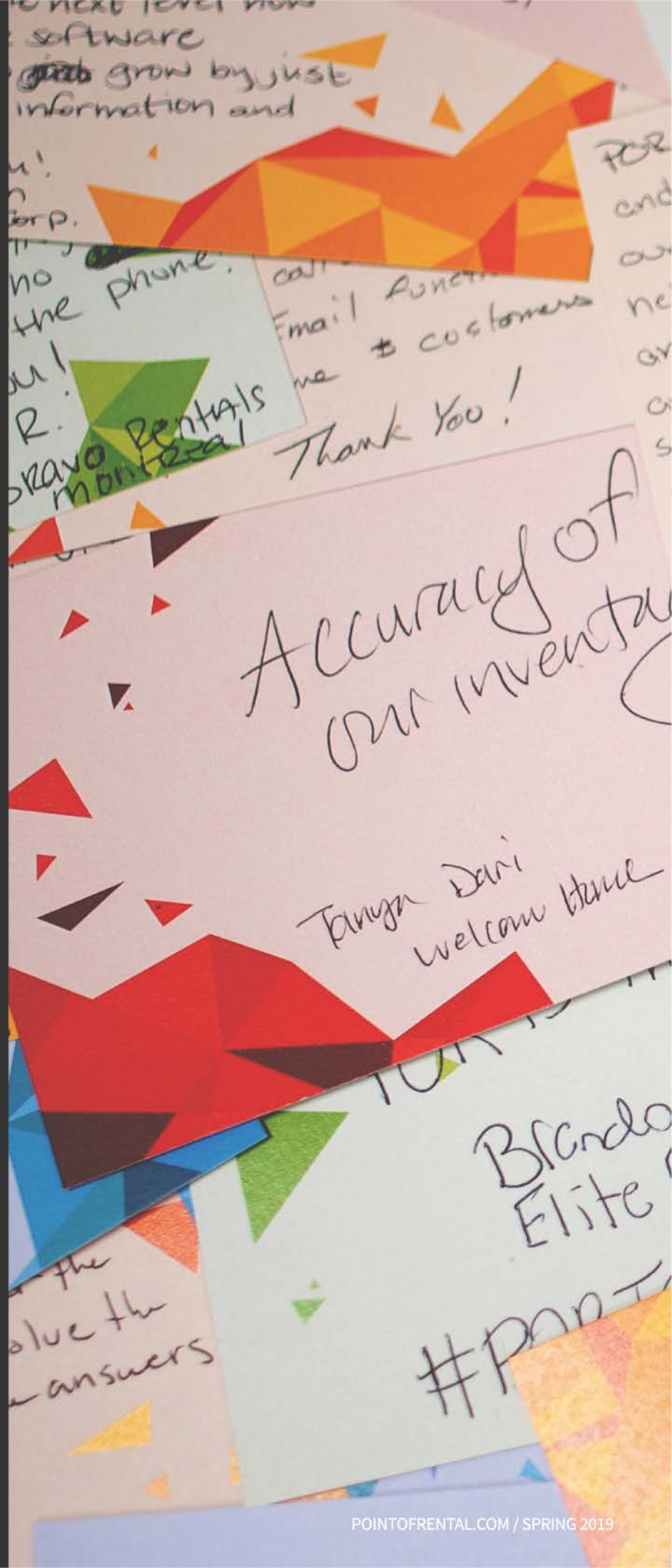
Over the Top Rental Linens earned Point of Rental's International Innovation Award at the company's 2018 International Conference on Wednesday, Nov. 7.

"We're honored to win the International Innovation Award, especially after having come so close last year," said Over the Top's General Manager, Rob Glassman. "We're committed to innovating and implementing ideas that will allow us to be more efficient, and it's great to have that effort recognized by Point of Rental."

The International Innovation Award honors a Point of Rental customer's most innovative use of the software over the past year. Over the Top earned 2018's award by combining custom reporting from Point of Rental, the Pareto Principle, and a warehouse management app. They generated a velocity analysis and created a heatmap, allowing them to reorganize their warehouse to make for efficient product movement and reduce or remove non-productive inventory.

"This year's competition was the strongest it's ever been," said Point of Rental CEO Wayne Harris. "We're fortunate to work with so many people like Rob, who are always figuring out how they can do more to make their businesses run more efficiently. It's always impressive to see the way they push the software and use the data we can capture to enhance their business."

Although Point of Rental's International Innovation award is open to the company's 5,000+ worldwide customers, Over the Top is the third Florida-based rental company to win the award in its first three years. Find out more about Point of Rental's commitment to innovation at www.pointofrental.com.





replaced a failing asset
 invoking system for us and
 rental business grand!
 help line is the BEST! I can call
 an question, they open a team view
 and walk me through the process
 so I can know for the future.
 cannot recommend POR enough!!

Assess
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 easier
 Love
 Commu
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 last
 Ex

-Ashley Downing
 Storlitz Building Services
 National Building Coordinator

part of
 is

rather Wyborn
 Confetti Party Rentals

abo

INTERNATIONAL CONFERENCE 2019

With one-on-one training sessions, educational classes, focus groups, delicious food, and lots of time with rental experts from throughout the world, you'll leave Point of Rental's 2019 International Conference with the knowledge you need to attack the new year. Join us this November 10-13 at the Worthington Renaissance!

See you in Fort Worth!

conference.pointofrental.com

What makes
 They are always
 innovating and listening
 to their end users
 how to improve



WE'RE HERE TO PARTY

In 2018, Point of Rental became the #1 choice of rental software among the top 30 Special Event companies in the world AND our customers voted us as InTents' Readers' Choice Award winner for Best Rental Software company.

We celebrated that news by bringing new functionality to Contract Fulfillment for event companies to enjoy: Internal tracking, which integrates with RFID. That means you'll be able to track your items internally as well as you do externally.

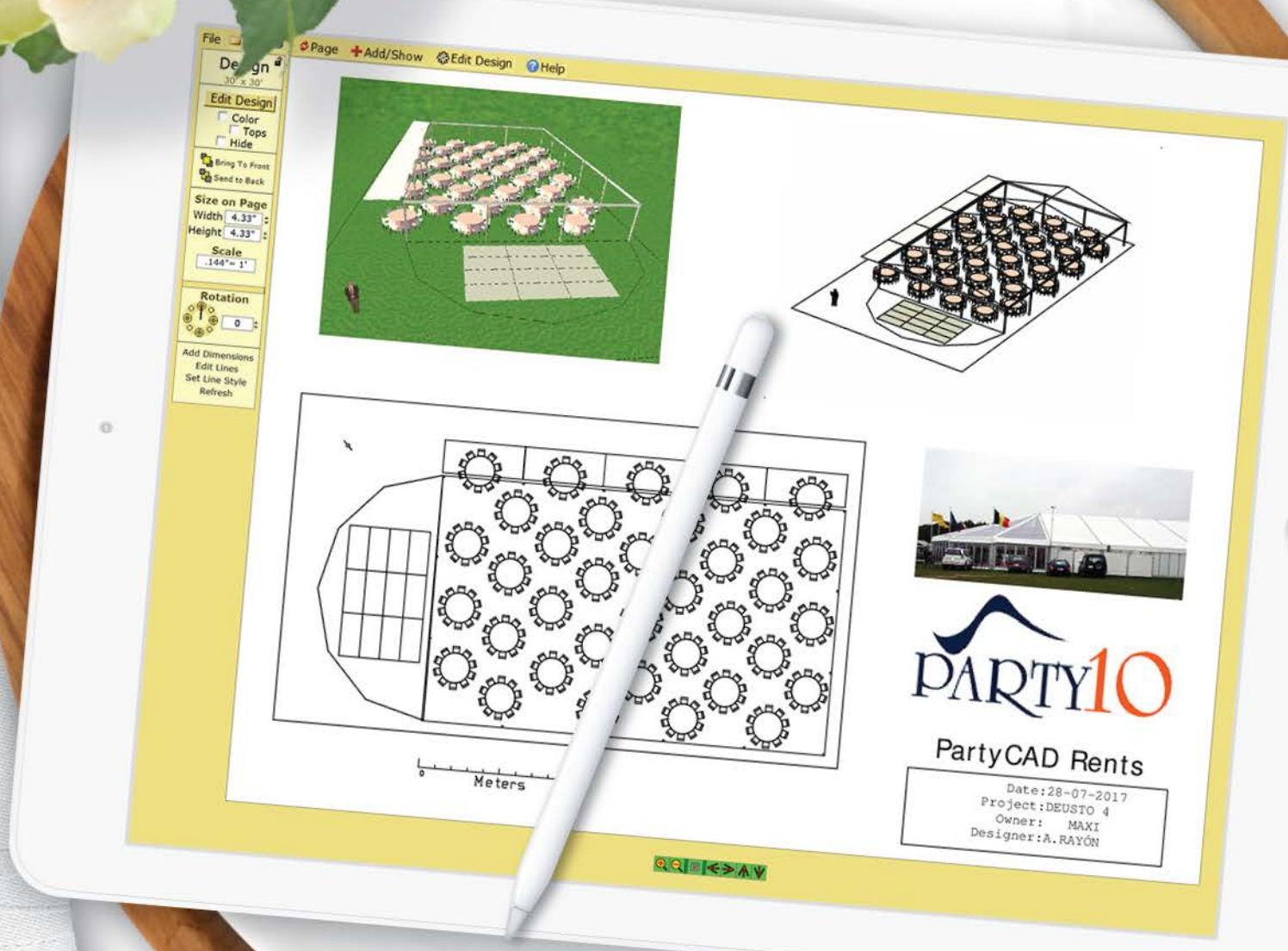
When your equipment comes back from a rental, there are often several steps to getting it back and available to customers. Whether it's being washed, dried, pressed, or anywhere else waiting to be ready, you'll have it in your inventory, but it isn't ready to go.

Internal Location Tracking allows your entire team to see where your items are in that process – no need to send someone rummaging through the warehouse to see why items are listed as available but not in their ready-to-rent location. RFID and barcode scanning means your staff doesn't need to spend time on manual data entry.

With award-winning features like Dispatch Center, Contract Fulfillment, Inspection App, Rental eSign, and a commitment to continued innovation, it's easy to see why event rental businesses are enjoying Point of Rental. **What will we do together in 2019?**

Introducing PartyCAD

On June 28, PartyCAD's creator, owner, support expert, and all-around great guy Hank Hufnagel passed away. Hank's software lives on, however - PartyCAD is now a part of the Point of Rental family of products. Users can now send ideas and suggestions for software updates via their own ulnnovate forum, available within PartyCAD. We look forward to building on Hank's legacy of caring about your needs and figuring out how to meet them as we build the next generation of PartyCAD together.



PARTY10

PartyCAD Rents

Date: 28-07-2017
Project: DEUSTO 4
Owner: MAXI
Designer: A. RAYÓN



Unlo



iPad

11:21 AM

Access Locker

Locker

2

Place package inside
return here to
complete your delivery.

UnlockIt

Exit

Point of Rental
Software

RENTAL REIMAGINED

Point of Rental has earned its 13th and 14th RER Innovative Product Awards, this time with UnlockIt, an app that brings rental-by-locker to companies with smart lockers.

UnlockIt allows rental businesses to provide self-service rental, rental on demand, and after-hours parts pickups, depending on what works best for them. Rental contracts are barcoded and sent to customers electronically or printed; when scanned at a terminal, a locker will open with the necessary tool inside. At the time the item is returned, scanning it and placing it in an empty locker will close the contract automatically. "We're always looking at ways to help rental businesses be more productive," said Point of Rental CEO Wayne Harris. "UnlockIt is really about unlocking your business's potential by providing revenue streams that couldn't really be considered before."

The dual honors mark Point of Rental's 10th RER Innovative Product Award in the last five years. The Overall Silver award is the company's fourth Overall award, following Rental Essentials (Gold, 2014), Contract Fulfillment (Silver, 2015), and Inspection App (Bronze, 2017).



2018

by the numbers

<p>300+ NEW BUSINESSES</p>	<p>1100+ JOINED VIA</p>	<p> RentalTrax  PartyCAD</p>
<p></p>	<p>46 NEW EMPLOYEES</p>	<p> US 27</p> <p> UK 15</p> <p> AU 4</p>
<p></p>	<p>1000+ LBS DELIVERED FOOD</p>	<p>6 CHRISTMAS TOYS 216 TOYS</p>
<p></p>	<p>1 MIL + MINUTES OF PHONE SUPPORT</p>	<p>150,000+ SUPPORT PHONE CALLS HANDLED</p>
<p></p>	<p>200+ HOURS HELPING LOCAL KIDS LEARN TO READ</p>	<p>50+ USER SUGGESTIONS ADDED INTO SOFTWARE</p>
<p></p>	<p>1 EPIC TEAM WORLDWIDE</p>	<p></p>

Point of Rental
Software

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info@point-of-rental.com

