

RENTAL EMBRACE

delivers an exact fit for your rental & hire business

The challenge for any company operating in the rental marketplace, whether they are renting equipment, machinery or vehicles, is to maximise the utilisation of each asset whilst maintaining market leading standards.

In the current economic climate, customers are continuously demanding better value for money. In meeting these demands, rental companies are looking at improving efficiency and controlling costs to offer superior service and more competitive rates.

To meet this challenge, as well as manage an increasingly complex business environment, rental companies are turning towards technology and software solutions - ideally an end-to-end system that spans financial management, rental/hire, service/workshops and operations - giving complete visibility and control throughout the company or group of companies. Those who have ventured down this road know there is no "one

size fits all" solution. The good news is - there is another option - the locally developed, fully integrated, flexible Embrace Rental solution! Delivering comprehensive out-of-the-box functionality, Embrace Rental provides a complete end-to-end software solution to companies operating in the short and long term rental market. "The solution can be easily and cost-effectively tailored to an exact fit for your business, ensuring operational efficiency and your competitive edge," says a spokesperson for Embrace Rental.

With several million Rands invested in rental equipment, these assets need to be managed from acquisition, to service requirements, through to disposal, to ensure maximum return on this investment. Embrace Rental enables

management to track depreciation and review the performance and profitability of the entire fleet as well as all rental equipment by individual machine, model, equipment family and other criteria ensuring prompt action in eliminating or improving machines or fleet sectors that have subpar performance. The powerful Rental Planning Board shows equipment location and status, giving operations staff up to the minute information as to fleet availability within a single rental location, or across multiple rental centres. Future planned servicing requirements of the fleet can also be tracked and monitored. "The bottom line is that greater control over your assets and stock will maximise utilisation, minimise costs and increase profitability!" ■

beyond efficiency • beyond solutions



***Maximise revenue, manage your assets
and increase operational efficiency***

Embrace Rental provides a complete end-to-end solution to companies operating in the short or long term rental market. Whether your requirements are full maintenance leasing or ad hoc hire, Embrace Rental delivers everything you need to control, manage and improve the efficiency of your business.



tel +27 11 275 2000 • sales@embrace.co.za • www.embrace.co.za