

Point-of-Rental™ Systems Wins Innovative Product Award



Point-of-Rental™ Systems' Wireless Alert feature was recently announced as the winner of RER's Innovative Product Award in the computer software category. The winning entry was introduced in the company's Enterprise 2010 software release that was distributed in January 2010. Wireless Alerts automatically notify personnel of important information via SMS text or email. Delivered instantly to their iPhone, Blackberry, or other mobile device, rental professionals can be up-to-date with the status of their business even when they aren't in the office. Event triggers may be set in Point-of-Rental™ Systems' Enterprise software to automatically alert personnel of any changes to a contract or customer. For example, sales representatives can be instantly alerted when a contract has been called off rent so they can follow up or contact another client about item availability. Or, an event coordinator can know instantly when an order is on its way to the venue.

"I suspect the rental industry will benefit immensely from real-time alerts like this for a long time to come." — Brandey Chewing Smith, RER

With today's mobile workforce, handheld information has never been more crucial to successful business operations, and Point-of-Rental™ Systems' Wireless Alerts provides the rental industry with the software solutions needed to stay on the cutting edge of technology.

"This is one of those wonderful conveniences that make life easier," writes RER's Brandey Chewing Smith in her RentalTalk blog, "and if you're like me you'll take as many of those as you can get. I suspect the rental industry will benefit immensely from real-time alerts like this for a long time to come."



Enterprise 2011: Yearly Software Update Is a CrowdPleaser

Question: What makes January seem like the 4th of July around Point-of-Rental Systems? Answer: All the *ooh's* and *ahh's* we hear from our support subscribers when they receive their yearly software update. Enterprise 2011 recently wowed the crowd with new enhancements and features which make common processes more efficient. Here are a few of the highlights covered in the twenty pages of release notes:

Corporate Dashboard: The highly anticipated Corporate Dashboard keeps a real-time pulse on your business performance. Using owner-defined targets, this feature mines your Point-of-Rental data to provide informative visual displays to keep management in the know. Multiple pre-defined dashboards are available for specific operational roles. Plus, custom dashboards may be defined to optimize your company objectives.

Inventory Count Module: Okay, not even Enterprise can take all the yuck out of inventory time, but our new Inventory Count Module is sure to remove some of the dread. With this module, you can count your inventory whenever you want and any differences between quantities in your system and counted quantities will be stored. Once finished the system will make all the changes and automatically post the accounting entries.

Subrental Requests: Now when an item is overbooked, the counter person can create a Subrental request. The person handling subrentals can then see the pending requests all at once. He or she can create the Subrental from the request and it will update the contract accordingly. The counter person can create the request from inside a contract, or from the Overbooked Items



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The Point-of-Rental Corporate Dashboard keeps track of business performance.



Spring Training in Orlando

Looking for a good excuse to visit Mickey and friends? Why not mix a little business and pleasure by attending Point-of-Rental's Advanced Counter Operations regional training seminar in Orlando on March 24th. This highly rated training seminar focuses on effectively utilizing your Point-of-Rental™ System. Attendees also have the opportunity to mingle with other Point-of-Rental users over a catered lunch and learn how others are using their rental software. The seminar registration fee, including catered lunch, is priced at \$180 for the first person and \$145 for each additional company representative if registration is received 30 days prior to the seminar. Seating is limited to 30 or 40 participants, so don't delay! Register online at www.point-of-rental.com. Then book your Disney tickets as well. Your family will be thrilled!

"I learned that I am not utilizing even 25% of what this system can do, but now I have a lot of homework to do...which is great." — Van Marshall, Roberson Rent-All

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screen, or even from Item Availability. A new column on the Contract Processing screen displays any subrentals.

Writing off Bad Debt: If you got used to our previous procedures for handling returned checks and writing off bad debt...be prepared to save some time! Both procedures have been automated plus you'll still recapture your sales tax paid (if you're on accrual accounting).

Contract Notifications: Users raved about the Salesmen Notifications added in the last revision (which won the Innovative Product of the Year Award—see article on page 1). So we added the ability to automatically send contract notifications to as many people as you would like instead of just sales personnel.

Service Module: A new optional module has been added to handle continuing service for items out on rent. It can be used for any long-term rental item that requires constant onsite service, such as Port-a-Pots. With the Service Module, you can define the frequency service is required and even the day of the week that you want the service performed. When you create the service schedule, you can define the Service Truck, Trip

Name, Stop Time, Service Customer, and Delivery Instructions. Our Dispatch Center optional module automatically integrates this information with routing schedules.

Future Rental Analysis: How many deliveries, pickups, and will calls do you have for the coming week? How many deliveries, pickups, and will calls do you have for each department on each day of the week? If you knew that information, would you change your employees' schedules to accommodate the workload? Well now you can!

Salesman Commissions: More options are now available to define commission percentages paid to each salesman. The percentage can be different for rental, sale, sales profit, asset sales, and damage waiver. Percent-

age received can also be based on the aging of individual contracts. New reports have been written to provide commission reports using the new options.

Vendor Markup Matrix: Markup percentage can now be defined based on cost. Presumably springs, nuts and washers would have higher markups than lawn mowers and front end loaders. Each vendor can have their own matrix.

"One of the best new innovations is the new Inventory taking/reconciliation system. It is so simple and yet so effective. We easily saved 20% time in doing inventory over our previous system. Doing inventory is no longer a process we dread." — Thomas Pollard, Special Event Rentals, Edmonton, Alberta

A Year in Review: Special Event Rentals' Thomas Pollard Report

Last year, *To the Point* featured *Special Event Rentals* as brand new to the Point-of-Rental family. Thomas Pollard, operations manager for the top-ranked North American party and event company, recently wrote us about Point-of-Rental's impact on their business.

Special Event Rentals has been using Point-of-Rental for over a year now. Where has the time gone? After the initial training week, it took some time to get used to the new program. At first we referenced our old system on a daily basis but as time went on, we got much more comfortable with Point-of-

Rental. We finally turned off the old server as it was consuming more electricity than what it was worth!

We spent the spring cleaning up our database, both Customers and Inventory, and now use the Point-of-Rental database as our only database. (In the past we had various mailing lists in Excel spreadsheets, etc.)

During the summer, we collaborated with Andre on the design and implementation of Point-of-Rental data with our website. Andre was and is a pleasure to work with. He was very creative in making things work for us the

way we wanted and continues to tweak the website. We finally went live with our website in November 2010. This had an immediate impact as the web quotes generated now smoothly enter our Point-of-Rental system, eliminating the need to re-enter web quotes manually.

In October, we switched to e-Invoicing our customers. This is an automated process that happens every night and has worked remarkably well. No more printing invoices, stuffing envelopes and licking stamps!

In November, we set up online customer

Change in Every Direction

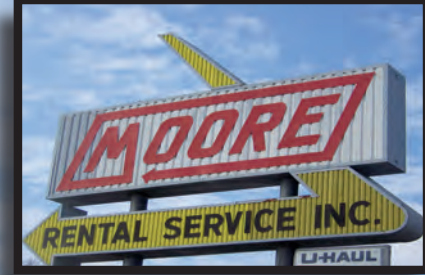
Change is taking place in Arlington, Texas. The most obvious change is the gargantuan Cowboys Stadium that dominates the flat Texas landscape. Most of America took note of Jerry Jones' architectural gem as it became host to Superbowl XLV this February. A major league change also took place just a few blocks away when the World Series came to Arlington for the first time last fall. But another significant change occurred just a mile or so down the road at Moore Rental Service.

After 26 years of using Point-of-Rental's Legacy System on an Alpha Micro AM-1000, brothers Bob and Tom Moore of Moore Rental Service finally upgraded to Windows®-based Enterprise.

"Our old system was doing such a good job we hated to make a change," said Bob Moore, President of Moore Rental Service, Inc. "The main purpose of the upgrade is to make sure we were covered with any kind of service or breakdown. We couldn't afford to lose all the information we had from the old system."

What is his advice to other Legacy users? "You better jump in and get something going because Legacy is not going to last a lot longer," Bob advises. "I don't think there's any way to make a change to another system as easy as it would be to go to the new system [Enterprise]," he said. "Who has the longevity in computer programming that Point-of-Rental has? It's strong, dependable, always right there when you call them. We haven't had any reason to think about going other places."

So, contrary to popular rhetoric, change can be easy. Ready to take Bob's advice? Give us a call at 800-944-7368.



Results on the Company's First Year Using Point-of-Rental™ Systems

access for account customers via our website. This has proven to be a hit with our caterers and other large clients. No longer are there weekly calls for a copy of their statement to be sent. They simply access it online!

Mid-November saw us updating to the next beta version of Point-of-Rental. With this we got to use the new features before anyone else! One of the best new innovations is the new Inventory taking/reconciliation system. It is so simple and yet so effective. We easily saved 20% time in doing inventory over our previous system. Doing inventory is no longer

a process we dread.

December saw us installing GPS units from TSO Mobile in our fleet of trucks. This is being integrated at the moment with Point-of-Rental and will give our dispatcher all the info he desires regarding the state of the daily deliveries. No more drivers getting lost or visiting their mothers for extended lunch breaks! Dispatch no longer needs to call a driver to find out where he is, because he can see on his computer screen.

On October 16, 2010, we had 186 deliveries and 10 pickups. Point-of-Rental Dispatch

Center handled the routing with ease, which would all have been a nightmare doing manually on the old system.

For 2011 we will continue to concentrate on our website, take professional photos of our equipment and enter the weights of our equipment to facilitate more accurate freight calculations.

Overall, we are extremely pleased with how Point-of-Rental has helped our business efficiency and everyone in Point-of-Rental support has been a pleasure to deal with.



Vegas Smart

Not too many people are smarter than our very own Bob Shaffer, especially when it comes to Las Vegas. For the best breakfast in Vegas, Bob recommends Jamms Restaurant, a great local place for families. Located at 1029 South Rainbow Boulevard, Jamms is about 13 miles from Mandalay Bay. For something closer in, the Paris Hotel on the Strip offers great variety at Le Village Buffet or classier entrees at Mon Ami Gabi. You can't go wrong with their wonderful French toast, quiche, waffles, crepes, or omelets!

For casino bets, Bob says only TWO games in Vegas give you a reasonable chance of winning: Blackjack and Craps. In Blackjack, DO NOT PLAY the new sucker game of SINGLE DECK 6:5! Play the six deck shoes at Mandalay Bay, MGM, Bellagio, Mirage, Wynn, Vdara (City Center) and use Point-of-Rental™ Systems' BlackJack Players Card available at our booths on the show floor. For Craps, buy your chips at the table and watch the play. When a new "Shooter" gets the dice, either bet on the "Come" OR "Don't Come" line. If you bet the "Come" line, you instantly win if the shooter rolls a seven or eleven and instantly lose if he rolls a two, three, or twelve. If the shooter rolls a "number" (4-5-6-8-9 or 10), ask the table man what the maximum "odds" are that you can "take." Give him that amount of money and he will put it on the table for you. For you and the shooter to win, he must roll whatever his "Point" is prior to rolling a seven, in which case you both lose. The "Don't Come" is exactly the opposite play.



Get Educated at The Rental Show!

Come to The Rental Show in Vegas a day early, stay a day late, or do both to take advantage of these two training opportunities! The Annual Users Meeting is a free event held Saturday, February 26. The Advanced Counter System regional training seminar is scheduled for Thursday, March 3. See details under the descriptions below.

Annual Users Meeting - Scheduled for Saturday, February 26, from 1:00 P.M. to 5:00 P.M., this free seminar will be held at the Mandalay Bay Convention Center in Conference Room South Pacific "F". Although the event is free, attendees must register by February 11, 2011 at www.point-of-rental.com. Don't miss this great opportunity to meet with Point-of-Rental personnel and learn how to take advantage of the new features and enhancements of Enterprise 2011.

Come see us at the Rental Show to pick up your FREE BlackJack Guide!

Booth #4429
& Booth #2838



Advanced Counter System Training the day after The Rental Show - This regional training seminar will take place from 9:00 A.M. – 5:00 P.M., Thursday, March 3, 2011. Primarily focused on how to effectively utilize the power of your Point-of-Rental™ Software and avoid common mistakes, training will cover everything from day-to-day operations to accounting. At press time, the cost is \$210 for the first registrant and \$170 for each additional person from the same company. Lunch and break refreshments are included in the cost. Registration is a must! Sign up online at www.point-of-rental.com under Support>>Training>>Click Here to Register.

Neither Snow Nor Rain Nor Blizzard Can Keep Point-of-Rental Away



Earl Sherman waits to use the hotel's only shovel to dig his car from the sea of white.

A dusting of snow is the most we can usually hope for here in the Dallas area. So when Point-of-Rental™ Systems' Earl Sherman installed a new system in Orange, Connecticut, during January's blizzard, he was literally out of his element. Billed as one of the biggest storms since 1978 and a top 10 storm in state history, the blizzard-like conditions brought the city to a standstill, including shutting down Taylor Rental which Earl was due to install. But true to Point-of-Rental's dependable reputation, Earl braved the snow, digging his rental car from under 18" of snow, in order to do the install. When Earl called Point-of-Rental's office to check in, he quipped, "I have more fun than any of you guys. I have been shoveling snow for the first and hopefully last time of my life."