

## Point-of-Rental™ Systems' Integrated Mobile Website Hosting

Smartphone browsing is THE new way to take care of business, as more and more people are accessing the internet through their smartphones. In response to the growing market of mobile users, Point-of-Rental™ Systems has introduced a new generation of smartphone-friendly website designs now available for customers using the company's rental management software. These websites allow customers to efficiently browse online rental inventory and easily request quotes and reservations directly from their smartphones. With a smartphone-friendly website, frustrated mobile users will no longer need to zoom in and out in order to read small fonts and menu/links on their phones. Instead, Point-of-Rental™ Systems' smartphone-friendly website designs are optimized for small screens and are fully functional with an intuitive touch-screen interface.

Thanks to Point-of-Rental™ Systems' new Mobile Website Hosting, the rental inventory displayed is always up-to-date, providing customers with current rental information and pricing at all times. Special consideration was also given to reduce the complexity of these website layouts through the use of thumbnail images for accessing rental divisions, categories, and items. Other key features include the ability to dial the rental store's phone number while browsing the online inventory as well as the ability to display directions to the store using integrated Google Maps technology.

Our Web Design Team can create a mobile version of your Point-of-Rental™ website so your customers can find your store and efficiently search your online catalog while on the move. And you'll stay on the move too—one step ahead of your competitors. Pricing for the one-time design fee starts at \$350 plus a \$25/month hosting fee. Email [Andre@point-of-rental.com](mailto:Andre@point-of-rental.com) or call us today to find out more.

An example of a Point-of-Rental™ Systems smartphone website can be viewed at: [www.houseofrental.com](http://www.houseofrental.com) (please view this link with a smartphone, e.g. iPhone, Android, etc.).



## Join Us at an Upcoming Regional Training Event

Event Name	Location	Date
Operational Development	Seattle, WA	10/11/2011
Operational Development	Vancouver, BC	10/12/2011
Operational Development	Dallas, TX	10/25/2011
Crystal Reports	Dallas, TX	10/26/2011
Accounting	Dallas, TX	10/27/2011
Operational Development	New Orleans, LA	2/5/2012
Operational Development	Los Angeles, CA	2/22/2012
Operational Development	Orlando, FL	7/19/2012

Did you know you can request your own Regional Training? If you do not see a training session scheduled in your region, get a minimum of 10 people to guarantee attendance and we will schedule a seminar in your area! We can also provide private on-site training for your company; please call us for a quote at 800-944-7368!

Point-of-Rental is pleased to offer three different one-day seminars including Operational Development, Accounting, and Crystal Reports. Details of subjects covered for each of these can be found at [www.point-of-rental.com](http://www.point-of-rental.com) under Quick Links, then Regional Training.

The cost of each regional training session is \$185 for the first registrant and \$150 for each additional person or additional seminars. Late registrations received within 30 days of the seminar date will be \$215 for the first registrant and \$180 for each additional person or additional seminar. So register early and save! Sign up for all three seminars in Grand Prairie (Dallas area) and get the third day free!



### iPad Winner

We received many entries for our Apple iPad give away at The Rental Show in Las Vegas. The lucky winner was Amy Bernauer of A Grand Affair in Davis, CA. Stop by our booth this year and enter another free drawing!

### “How To” Documents

In your Point-of-Rental™ System, “How To” Documents can be found under the Help dropdown in the upper left hand corner of the Program Menu. Try it out and look for many more to follow as roughly one How To Document is added monthly to the system. Titles of recent ones include Refunding Deposits to In-Store Credits, Subrental Status Report, and Update Inventory Count.

The Point-of-Rental™ Systems’ Reference Manual (all 782 pages) is also available from the Help dropdown. The entire manual can be displayed and searched electronically.

### Too Many Customers?

We have at least one user that has two terminals setup for use by his customers! The terminals are logged into his website (that we host). The customer can lookup pricing and actually write a quote on the terminals, filling in his name, address, phone, the items desired, and the dates. When he walks over to the counter, he tells them that he already created the quote. The counter person then imports the quote, changes the status to Open, and asks for the money. Seems like it works well and may be just the thing to keep antsy customers busy while waiting in line.

## Planning for New Orleans February 2012



Point-of-Rental™ Systems is proud to be the exclusive sponsor of ARA’s brand new mobile app for The Rental Show in New Orleans. Be watching for ARA’s announcement coming soon and you can start planning your show floor itinerary directly from your mobile device! Be sure to note Point-of-Rental’s location at booth 5525.



Looking for a good restaurant in New Orleans? Highly recommended by reviewers at www.tripadvisor.com is Cafe Amelie. Located in the French Quarter about 1.6 miles from the convention center, this restaurant should satisfy the most demanding rental industry palate for seafood, French, Cajun, and Creole. As a bonus you might spot the Point-of-Rental™ Systems team there for dinner! A courtyard is available. Reservations suggested at 504-412-8965. The address is 912 Royal St., New Orleans, LA 70116.

### Mark Your Calendars for February 4th!

A record 170 people attended our annual user meeting at The Rental Show in Las Vegas. While munching on the delicious buffet pictured below, Point-of-Rental users were treated to four hours of training which mostly covered the plethora of new features introduced in Enterprise 2011.

The 2012 edition of this free event will be at The Rental Show in New Orleans on Saturday, February 4, 2012 at 1:00 p.m. in a TBD room in the New Orleans Convention Center. Please check www.point-of-rental.com sometime in January for the room assignment.



## A New Day Dawns at East-West Rental Center in Guam

East-West Rental Center of Guam is where the new day begins! Truly a tropical island paradise, Guam is just west of the International Date Line so they toast the New Year fourteen hours before anyone in Times Square. Recently, more toasting occurred as East-West Rental Center became Point-of-Rental™ Systems' first installation in the Western Pacific.

About thirty miles long and four to nine miles wide, the tiny island of Guam is the western most territory of the United States. It is located approximately 3,300 miles west of Hawaii, 1,500 miles east of the Philippines, and 1,550 miles south of Japan. Point-of-Rental has installed many systems in what we thought was "the middle of nowhere" but no remote location compares to this! Joe White of our support group volunteered to endure the seventeen hour flight from Dallas to Guam in late May to install and train the rental pros at EWRC (and to do some snorkeling as well!).

East West Rental Center owners made the decision to switch from our competitor's UNIX based software to Point-of-Rental's Enterprise Windows® product after viewing demonstrations at The Rental Show for four consecutive years. James Adkins, Vice President of EWRC, noted in August on the ARA member to member forum: "...We just started with POR at the end of May 2011 and I could not be happier. If there are ever problems, they get resolved ASAP, emails are answered on weekends and at night; the level of support is simply amazing."

Started 39 years ago by James Adkins' father, Jim, East-West Rental was the first general rental business on the island of Guam. The incredible company history including the typhoon that propelled it to success, the recession that nearly devastated it, and the owner's ingenuity that helped revive the island's economy is a testimony to the amazing people that make up our rental industry. To read this inspirational story, go to our blog at [www.point-of-rental.com](http://www.point-of-rental.com), highlight About POR and click on Our Blog, or type in [blog.pointofrental.com](http://blog.pointofrental.com).



East-West Rental Center's President Jim Adkins poses with his son, company Vice President James W. S. Adkins. Be sure to check out EWRC's inspirational story on our blog at [www.point-of-rental.com](http://www.point-of-rental.com).



WorldShip®

If your business ships rental items, get excited! Point-of-Rental™ Systems recently introduced UPS Worldship® Integration. Worldship® interfaces with the Delivery Address in your contract record to automatically populate all the fields and generate UPS shipping labels. The complete range of UPS shipping options are accessible including air, ground, and international.

### Optional Module Highlight

## Quick Payback!

Our mass email/fax optional module pays you back fast! Statements are emailed or faxed en masse to your account customers that have elected to have them delivered in that manner. To improve your cash flow it also, each evening, automatically emails or faxes any contracts that were "closed" that day. Think of the paper, envelopes and stamps you'll save! For a single store, the one time license fee is \$1000. To order, please call 800-944-7368 and ask for Greg Bennett.

## New Hires

In anticipation of the 2012 retirement of Bob Shaffer and Steve Husbands, Point-of-Rental™ Systems has been on a hiring spree. Consistent with our practice of hiring people primarily rooted in the rental industry, we've recently hired Lynne Law (Pro Em, AZ), Jim Barry (Barry Equipment and Rental, ID), and Fred Richert (Action Rentals, MN) to beef up our support team, as well as Greg Bennett (JLG-Caterpillar Alliance) and Mark Jordan (A Classic Party Rental, IN) to enhance the sales team. Our IT department is growing too with the addition of Ryan Edge.

## Meet the President



Wayne Harris

The recent announcement of Wayne Harris as Point-of-Rental™ Systems' new president and CEO came as a surprise to some, but those who know the story behind the man agree that this move is a natural progression for the company. Bob Shaffer, Steve Husbands, and Wayne Harris shared ownership of Point-of-Rental™ Systems' parent company, Overland Rentals, Inc., since 2005. Bob and Steve positioned themselves for future retirement by putting

management changes in place early on. For the past several years, Wayne has served as Vice President and Chief Technical Officer, overseeing many administrative duties including the daily operations of the business.

Wayne was hired at Point-of-Rental in 1993 to oversee the research and development of a Windows® based software product which later became the phenomenal Enterprise software. But his ties to the company go much further back in its history.

In 1985, Wayne, then a lanky teenager, met Bob Shaffer and Steve Husbands when his family's rental store, Ada Sales and Rental, became the thirteenth store installed with a Point-of-Rental™ System. "At that point, I owned a TRS-80 computer which I first started programming on," Wayne recalls. "So I thought it was Christmas to have a real server to play with. I quickly established myself as my parents' tech help and was in communication with Bob and Steve if there were ever any issues I couldn't resolve. Of course, I usu-

ally didn't make the call until I had made a real mess of things," he laughs, "like when I deleted all of the data files off the server." But that fueled his interest in computers which eventually sent him to Massachusetts Institute of Technology for college.

Wayne credits his mother with allowing him to get his foot in the door with Point-of-Rental. "My mom loves to brag on her kids, so she kept Bob and Steve informed about my education and eventual graduation with a Computer Science degree." When Point-of-Rental™ Systems' original programmer, Byron White, decided to retire, Bob knew who to call for an interview.

"From the moment I received that call, I knew that Point-of-Rental would be an ideal fit for me," Wayne said. "It combined my love of the complexity and creativity of computer programming with my working knowledge of the rental industry. Through years of using Point-of-Rental™ Systems at Ada Rental, I knew the support was excellent and the product was bulletproof. I was excited about working for a company that had such a great product."

***"To have the privilege of running what I believe is the best rental management software business in the industry is truly a dream come true."***

***-- Wayne Harris, Point-of-Rental President and CEO***

Wayne insists he could not have designed a better career for himself. "My rental career really began at age 11 when I started working at my grandparents' and parents' rental store," Wayne said. "Through the years, I did most of the job functions available at a rental store. I mowed

the grass, serviced the items, painted the equipment, worked as a loader, delivery driver, counter person, IT guy, accounting clerk, and of course the dreaded annual inventory taker.

"The rental business is deeply entrenched in my family, and I inherited that same entrepreneurial spirit that led my grandparents to buy their rental store," he continued. "To have the privilege of running what I believe is the best rental management software business in the industry is truly a dream come true."

## Bob Remembers How It All Began...

Bob Shaffer and Steve Husbands first met in 1972 while working at Goddard Space Flight Center in Greenbelt, Maryland. Bob was an engineer with GE Aerospace, and Steve headed up the Earth Resources Technology Satellite project purchasing department for Computer Sciences Corp. In 1977 both were assigned to a project with the U.S. Immigration and Naturalization Department that soon moved from Washington, D.C., to Arlington, Texas.

By 1982 Bob was itching to start a business, and Steve suggested looking into equipment rental. Steve had a lifelong interest in

anything with a motor. He had been renting engine hoists, stands, and the like from a local rental store and thought it looked like an interesting business.

"I rounded up two business partners including Byron White, a former Systems Analyst at NASA, Houston, and the three of us used a spreadsheet program on an APPLE II computer, trying to anticipate how many times per day snakes, trenchers, and others would rent," Bob said. "From that, we projected income, and after deducting anticipated expenses, we thought the business appeared viable. In May 1982, the store opened with

\$8 in revenue for the day (one lawn mower) and ZERO the next day! Nevertheless, revenue and transactions increased, albeit slowly, to meet projections.

"As transactions increased, so did the paperwork. Reservations, A/R, and inventory control were all headaches that we knew could be solved with a counter rental management system. This started our Point-of-Rental™ Systems division...and the rest is history!"

**Editor's Note: Although Bob and Steve sold their interest in the company, they will continue working at Point-of-Rental until they retire some time in 2012.**