



Client Success Story

RCMS Is A Full-Service Solution For Complete Computer Rental

An Integrated Rental Management Solution

Customer Information:

Complete Computer Rental

Headquarters:

Sterling Heights, Michigan

Industry:

Computer/AV Rental

Web Site:

www.completecomputerrental.com

For more than 19 years, Complete Computer Rental has been providing short-term computer and peripheral rental to business customers throughout the state of Michigan. Owner Tom Doherty attributes the company's longevity to its personalized attention, quick response, and clean, well-maintained inventory. RCMS has been the company's accounting and rental management solution for 10 of those 19 years.

"We started with pencil and paper and then graduated to Excel spreadsheets to manage our rental inventory and QuickBooks for our accounting," Doherty recalls. "As the business grew the inadequacy of the system became apparent—we needed the efficiency of a dedicated rental management system."

Locate The Experts

Doherty turned to a local software developer for help. "I wanted integrated accounting and rental capabilities. This company had the accounting part, but I felt like I was training them in the rental industry," he says.

His research ultimately led him to Pacific Rental Solutions, publishers of Rental Control Management System (RCMS), a comprehensive rental, inventory control, and accounting solution based on the award-winning Sage Pro ERP software. "I had a good feeling about Pacific Rental Solutions right from the start," says Doherty. "It's obvious that they know the rental industry and designed RCMS around the needs of companies like mine."



Tailored to Rental Companies

The process of creating a rental contract in RCMS is fast and efficient. "Our customers are busy, they want a quick response," says Doherty. "With RCMS, my staff can produce a quote and e-mail it to a customer in less than five minutes."

The ability to include both rental and sales items on the same contract is a tremendous advantage, says Doherty. "When we rent a printer, we can add consumable items such as toner and paper on the same contract."

Accounting for the depreciation of the company's rental inventory used to be a cumbersome, entirely manual process. RCMS handles asset depreciation automatically and saves hours of Doherty's time.

Billing for the company's rental contracts once involved research and manual data entry. Staff re-

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Pacific Rental Solutions, Inc.

Pacific Rental Solutions, Inc. has over 15 years experience in the rental industry. This has given us the unique capability of understanding the requirements and challenges that our prospects face everyday.

Rental Control Management System is the most mature, feature rich rental software on the market. Our integration with accounting, e-commerce and CRM, has made us the #1 rental software for the past 15 years.

viewed spreadsheets and then manually created an invoice in the accounting software. RCMS automates rental billing, generating invoices automatically on the appropriate schedule for as long as the item is rented.

Hotel chains are frequent customers of Complete Computer Rental, and the company may deliver equipment to several hotels within a chain. RCMS supports separate bill to and ship to addresses, allowing the company to bill the contracts to the hotels' main office, and ship to each individual location.

Profitability By Item

Complete Computer Rental owns more than a million dollars in inventory. RCMS allows the company to track inventory from date of acquisition through final disposition, capturing an item's complete history throughout its life cycle. "I'm able to report on the profitability of an individual item," explains Doherty. "I know what it's generated in rental fees and what it has cost us to maintain and repair."

In addition, Complete Computer Rental can look at broad categories of items, such as monitors, to gauge the profitability of a particular product line. As an example, with the information RCMS provides, Doherty is able to see that rental income is down for 17-inch monitors, while demand has been strong for 19-inch models. "Based on this information, I may decide to sell off the smaller monitors and invest in more of the larger," he says.

Bar Codes Boost Accuracy

A bar-coded label, printed directly from RCMS, is affixed to each item. In the configuration and shipping department, staff uses bar-coded picking tickets and a handheld scanning device to pick the items on the rental contract, scanning both the contract and the physical item. "The system verifies that they've picked the correct item, and automatically records the serial number of the item to the contract," explains Doherty.

The process works equally well in reverse; returned items are scanned and automatically placed back into the available rental inventory.

Real-Time Availability Of Data

Access to up-to-date information about item availability is essential to providing good customer service in the rental industry. RCMS offers a graphical availability calendar that shows at a glance what stock is available during the rental period requested by a customer. "We often get requests for rentals far out into the future, and RCMS allows us to reserve inventory for our customers to ensure that we don't over-commit that item," explains Doherty.

Staff also relies on a Due Back report that provides a quick snapshot of inventory currently out on rental contract, and when it is due to be returned.

"I consider RCMS as not only a tool, but an investment in the business," concludes Doherty. "If I can't deliver on my promises, this business doesn't survive. RCMS helps me deliver."



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