



# RCMS

## Rental Software by Pacific Rental Solutions, Inc.

Improve Efficiencies and Increase Profits

RCMS enables you to increase revenue, reduce capital expenditures, and operate at maximum efficiency while providing a level of customer service that sets you apart from your competitors. Many of our clients report that RCMS pays for itself two or three times over in the first year alone. Brian Swank from Transitions Group says “Our revenue has increased because RCMS has helped us eliminate lost billing opportunities. As a result, RCMS has paid for itself many times over.”. See additional testimonials on page 2. or read the full customer success stories on our website.

### What Problems Do You Face on a Daily Basis in Your Rental Business?

- Frustrated by expensive errors and duplication of efforts by maintaining separate inventory, quoting and accounting systems?
- Having problems knowing the future availability of inventory for any particular order?
- Wishing you didn't need so many customer service people to provide efficient service to customers?
- Wondering if it's time to sell under-utilized inventory?
- Having problems keeping your sales and service personnel on the same page because of lack of connectivity between your rental system and your Contact Manager Software?
- Wasting time maintaining and updating inventory pricing and images within your rental software and on your website?
- Struggling with recurring billings, prorating partial add-ons and returns?

You can solve all these problems at once with Rental Control Management System (RCMS) Professional, an affordable, end-to-end rental management solution. RCMS enables you to increase revenue, reduce capital expenditures, and operate at maximum efficiency while providing a level of customer service that sets you apart from your competitors.

### Exceed Customer Expectations

The pace of business is hectic and your customers need and expect fast and efficient customer service. Contract and quote entry in RCMS Professional puts information at your service representatives' fingertips. A graphical schedule view allows them to check availability at a glance. For out-of stock items, the system can suggest substitutions, and quotes can automatically be converted to reservations or contracts. RCMS Professional further streamlines customer service with point-of-sale cash management, optional deposit and damage waiver management, and the ability to rent and sell items on the same contract.

## Streamline Delivery and Pick Up

Efficiencies continue as delivery and/or return work orders are automatically generated from orders, reservations or contracts. You can also create service work orders. Graphical scheduling allows you to drag and drop drivers, vehicles, and technicians on to work orders.



You may also drag work orders to different time slots on the calendar or drag the bottom of the work order down to lengthen the duration of the time slot. Once you have completed your scheduling you can print assignment sheets for your drivers and technicians.

## Take Control Of Your Inventory

Inventory is the lifeblood of your business. You need to have plenty of stock on hand to avoid turning away business. On the other hand, products with low utilization are an expensive burden. With RCMS Professional, you can track an inventory item throughout its lifecycle for a complete view of profitability, revenues, and the cost of maintenance.

With RCMS, you'll have the information you need to make effective decisions regarding the purchase and disposal of inventory. You can review usage at the model or item level for period-to-date, year-to-date and cumulatively since the purchase.

RCMS accurately calculates depreciation on inventory items, posting the depreciation expense at the end of each month. At anytime you can review the book value, period-to-date and year-to-date depreciation for any of your items. It will even recapture accumulated depreciation upon the sale and post all of the appropriate journal entries.

## Speed Up Collections

The faster invoices go out, the sooner the payments flow in. The efficient, flexible billing capabilities of RCMS allow you to get invoices out quickly, with recurring invoices, automatic proration and invoice generation. The system allows for either arrears or advance billing methods. Once generated, invoices can flow automatically into the integrated accounting system for aging tracking and statement production.

## Eliminate Duplicate Data Entry

The wasted time and potential for error arising from duplicate data entry is a thing of the past when all your business processes are integrated. A truly seamless solution is achieved by implementing RCMS Professional with Sage Pro ERP accounting software. Further integration and efficiencies are provided through integration with some of the most popular CRM (Customer Relationship Management) programs. We also offer a robust, feature rich fully integrated E-commerce module that reads inventory and customer information from RCMS and can write orders back to RCMS.

## Testimonials

Bryan Swank  
Controller  
Transitions Group

"Our revenue has increased because RCMS has helped us eliminate lost billing opportunities. As a result, RCMS has paid for itself many times over."

Tom Doherty  
President  
Complete Computer Rentals

"I had a good feeling about Pacific Rental Solutions right from the start. It's obvious that they know the rental industry and designed RCMS around the needs of companies like mine."

Jim Senker  
President  
Southern Suites

"With RCMS, I'm able to run the business efficiently and wisely. It works beautifully."

Norma Sniadach  
Accountant  
Equipment Management Technology

"RCMS has made a huge difference in our operations. It's definitely paid for itself, many times over."

## Optimize Warehouse Efficiency

Accidentally delivering the wrong product to a customer is a costly mistake you can avoid when you add our wireless data collection solution to your rental management system. Not only can you eliminate errors by barcoding and scanning items as they go out, but you will instantly improve the efficiency of your warehouse staff. Choose to use a handheld scanner or wireless device. RCMS also speeds returns; items can be scanned and removed from the rental contract as they are off-loaded from the company trucks.

## Empower Your Sales Team

Once a quote or estimate has been provided to a customer, is your sales team effective in following up and turning those quotes into contracts? By integrating SugarCRM (or one of the other Customer Relationship Management software packages that we integrate with), you can create powerful workflow and follow up reminders for your sales team. SugarCRM is easy to use and can quickly be deployed using out-of-the-box but configurable business process automation.

From within your CRM software you will have the ability to see customer balances and credit limits, current rental contracts and invoices. You'll even be able to gain competitive insights with the ability to track reasons why opportunities did not close.

## Rent Online

With the E-Commerce solution from RCMS, you can quickly give your customers the convenience of ordering 24/7 on the Web. They can browse images of your products, select exactly what they need, and create their own quote or generate an actual reservation. An online presence can eliminate the need for expensive brochures, and can save your customer service people hours of time describing your product offerings over the telephone.

If you already have a Web presence, you may be spending long hours keeping your Internet product offerings current. Not so with the RCMS E-Commerce solution. The information about the products you rent, including pricing and images, are pulled directly from the RCMS inventory system, so your Web site is always up to date.

## Make Informed Decisions

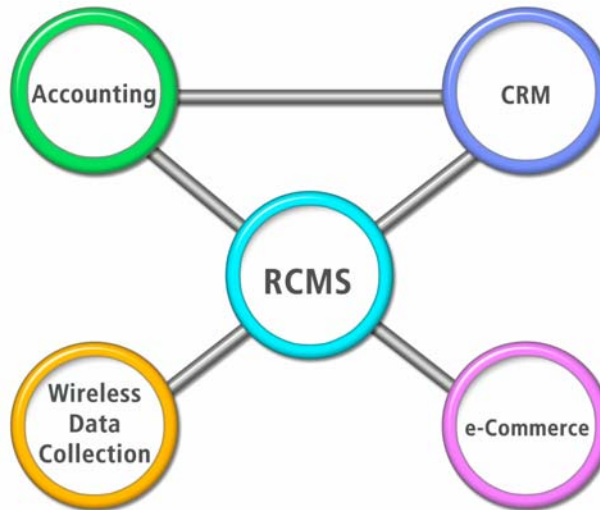
With an integrated rental management system, you'll be able to pull information from all aspects of your business to gain valuable business intelligence. Choose from over 200 built-in reports, including item profitability and usage. Reports can be filtered and sorted by relevant criteria, modified on-the-fly with simple drag and drop editing, and then saved as a custom report or exported to Microsoft Excel for further analysis. With RCMS, you'll have the information you need to make effective business decisions.

## Achieve Fast ROI

Your investment in the RCMS rental software system will quickly pay for itself, and then go on paying you back many times over. With the efficiencies gained, you'll do more business without increasing staff. And with inventory utilization and profitability information, you'll quickly weed out low-performing products and replace them with profitable ones.

Statistics show that an annual increase in inventory utilization of just 1%, results in savings of \$10K for every \$1M in gross sales.

Combine this with increased efficiencies, lowering staff requirements, improving customer service and eliminating missing inventory to create a much more profitable company. The question is not whether you can afford to purchase RCMS, the question is can you afford not to.



## Minimize IT Costs

You can choose to implement the RCMS rental software in the traditional way, on your own servers within your business. Pacific Rental Solutions also gives you the option of hosting the software on Pacific Rental Solutions' ASP servers, allowing you to avoid capital expenditures and enjoy predictable IT costs. Choosing to host your software allows you to focus on what you do best — running your rental business.



## Enterprise Edition - Integrated Accounting

Our enterprise edition is tightly integrated with Sage Pro ERP or it can export to any accounting system. All accounting functions are accessible from within the RCMS application.

Sage Pro ERP is a Microsoft-based accounting solution from Sage Software, a worldwide leader in software publishing.

With over 2.4 million customers in the North America alone, Sage Software is skilled at developing robust accounting solutions for small- to me-



medium-sized businesses. Sage Pro ERP offers sophisticated accounting capabilities right out of the box, and can also be customized to your exact specifications thanks to its modifiable source code and easy-to-use customization tools.

Information flows smoothly back and forth between RCMS rental software and Sage Pro ERP:

- Customer billings from RCMS roll up directly into the Sage Pro ERP Accounts Receivable module, where powerful reporting capabilities allow you to stay on top of outstanding receivable balances.
- Receipts from purchase orders created in the Sage Pro ERP Purchase Orders module add the items purchased directly into your rental inventory system, and integrates with Accounts Payable for vendor reimbursement.
- All transactions within RCMS automatically create journal entries that post to the Sage Pro ERP General Ledger for inclusion on your financial statements.

## Small Business Edition - Export to QuickBooks

The Small Business Edition has all the same great features as our Enterprise Edition but interfaces with QuickBooks and other small-business accounting systems.

RCMS handles your inventory, contract administration, customers, automatic billing and proration, and invoice generation. All accounting functions (including Accounts Receivable) are performed in the familiar and easy to use QuickBooks program.

Finally small businesses can have enterprise class features in an affordable and fully integrated rental and accounting system.

The interface with QuickBooks is provided through an excellent export routine that allows you to export

- Customer Records—any new or changed records
- Invoices and Credit Memos
- Inventory Receipts
- Sales Tax Information
- Journal Entries

At the end of each day you would run the export routine within RCMS Professional. All of your invoicing and accounts receivable would then be done through QuickBooks. We will be providing links to other small business accounting packages in the future.



The Small Business Edition offers the same high-end features once only obtainable by large organizations, such as accounting integration, e-commerce and wireless data collection.

## Serving Your Industry

Thousands of users in hundreds of rental companies across North America are enjoying the benefits of the RCMS Professional integrated solution. Because each business is unique, the software incorporates many options that can be turned on or off to tailor the software to your organization. RCMS is used with great success in the following industries:

- Computers
- Audio Visual Equipment
- Soundstage and Lighting
- Furniture
- Camera Equipment
- Broadcast Equipment
- Tool and Equipment Rental
- Oil Rig Equipment
- Storage Container
- Party and Event
- Test and Measurement Equipment
- Medical Equipment
- Mobile Communication Equipment
- Hydra Geological Equipment

## About Pacific Rental Solutions

With over 25 years of experience in the rental industry, Pacific Rental Solutions understands and solves rental business challenges. Prior to focusing on software development, we operated the largest computer and audiovisual rental company on the West Coast.

Pacific Rental Solutions has solved business problems for hundreds of organizations throughout North America.

## Sign-Up for a Free Webinar Today

To learn more, attend one of our free twice-weekly Web seminars. Call (707) 544-4778 to make a reservation, or complete the online reservation form at <http://www.pacificrentalsolutions.com/contact/>.

## Rental Software

Contract	Cust	Level	Type	Status	Start	End	Billing	Rental Term	Total	Contact Name
10434	AWT001	Contract	Rental	Active	03/23/04		Evt-Adv	Daily	10.88	Jim Jenkins
10435	AWT001	Order	Rental	Pending	03/23/04		Evt-Adv	Daily	108.76	Jim Jenkins
10436-003	AWT001	Contract	Rental	Active	03/23/04		Per-Arr	Monthly	1957.59	Jim Jenkins
10438	AWT001	Contract	Rental	Active	03/23/04		Evt-Adv	Daily	0.00	Jim Jenkins
10439	AWT001	Contract	Rental	Active	03/23/04		Evt-Adv	Daily	163.13	Jim Jenkins
10440	AWT001	Contract	Rental	Active	03/23/04		Evt-Adv	Daily	0.00	Jim Jenkins

## E-Commerce Software

## CRM Software