

Facilitating Your Rental Business
With SAP And Fit-Rent In A Changing And Growing
Market

VALUE CREATION FOR RENTAL COMPANIES



The Best-Run Businesses Run SAP®

RENTAL IS GROWING: Globally rental becomes more and more important

Customer: Not 'possessing' the machine but 'having it available'

Increasing Rental Market

American Rental Association (ARA)

forecasts big market increase for the rental industry, where customer and market demands are increasing, and are becoming more complex.

ARA reports "total rental revenue in the U.S is expected to grow 4,5% in 2018 to reach 51,5 billion USD, 5,6% in 2019, 5% in 2020, and 4,4% in 2021".

Lack of efficient integration

There is an urgent requirement for companies in the Rental market to be more in control while managing equipment-related processes. Many of these companies work with an ERP solution like SAP, but increasingly struggle to gain control due to the lack of efficient integration between the different functionalities like Equipment and Fleet Management from a Sales and Material, Asset perspective, the Preventative Maintenance requirements, the Customer Quotation, and 360 view perspective and related Invoicing. Due to the fact that SAP AG has no suitable End-to-End solution to support the broad Rental requirements, FIT Global has accepted the challenge to provide a full-fledged SAP-embedded Rental Solution. Covering enhanced Rental functionality, optimally using SAP-existing functionality, a complete, End-to-End Rental Solution has been realized: **Fit-Rent Rental Solution.**

How do we pull ourselves out of this quagmire of complexity?

To get the most out of this new world of digital business, we need to run simple.

"Thanks to digitization, we are living through one of the most technologically revolutionary periods in human history. The Internet of Things, Big Data, smart phones and cloud-based computing are transforming the way we live and work."

Pierre Boels, ERA president

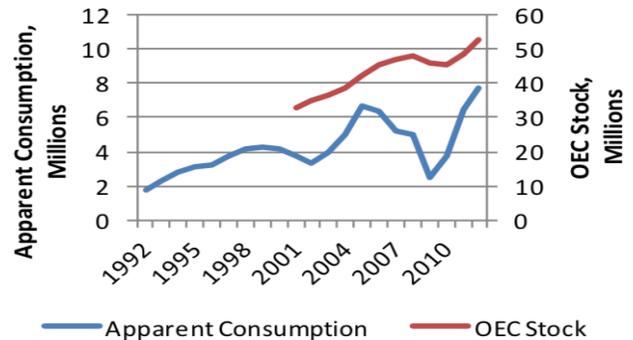


Figure 2: Changes in the apparent consumption and stock of tractor shovel loaders

The Answer is Simple: Fit-Rent

Finding ways to **run simple** matters more than ever in order to drive **business innovation and improve collaboration**. Running simple is when you reimagine business models based on real insights, not trends. It's when you can serve customers, not your process. It's when technology works for you, instead of the other way around.

This needs to be added to the business agenda.

When you use Fit-Rent, you can unify the customer experience across channels, weave together a seamless partner and supplier network, empower and engage your workforce, and make business processes work together.

Running simple is contagious. When you run simple, customers are enabled to run simple too.

Fit-Rent doesn't do simple. It creates simple. It delivers simple. It's simple to use.

Run Simple integrates digital systems and orientates you towards re-imagination so that innovation isn't restricted. Fit-Rent is fully embedded in SAP S/4HANA and is very user-friendly due to the use of SAP's Fiori user interface.

SAP S/4HANA and Fit-Rent are the great simplifiers.

As the foundation of digital business is a flexible, secure, real-time innovation platform that makes all this possible -- SAP S/4HANA together with Fit-Rent.

Fit-Rent supports to run your Equipment Rental as part of Intelligence Enterprise and leveraging the market opportunity



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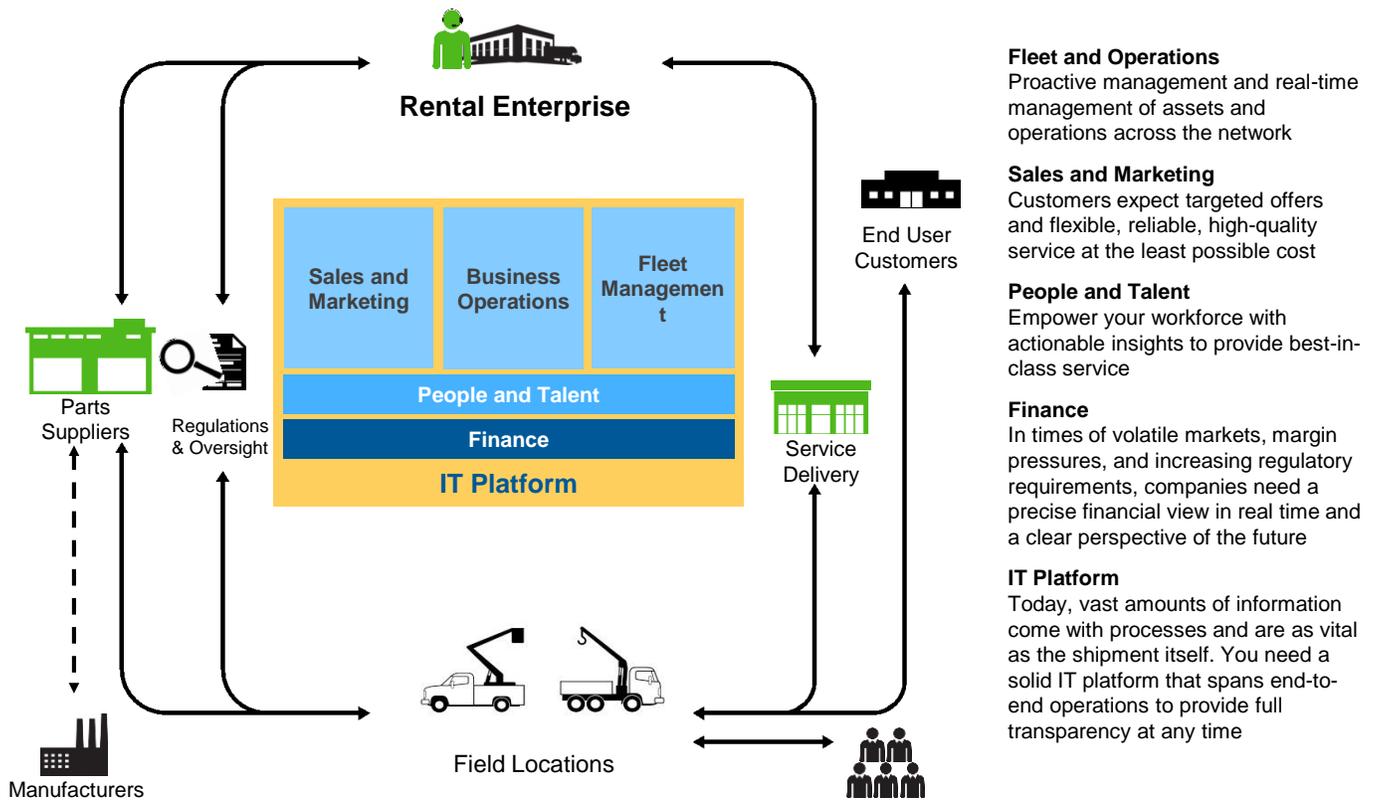


Digital Transformation

Rental Management Companies benefiting becoming Data Driven

Globalization, competitive pressure, and ever more demanding customers require equipment rental companies to continuously optimize operations and to be agile to adapt to change and stay competitive. Real-time information is becoming a new global currency and the ability to **anticipate or predict** change is becoming more and more vital to thriving companies.

An innovative, real-time data platform that can transact, analyze, and optimize billions of data inputs from different sources is critical to meet those challenges.



A Digital enabled IT-Platform leveraging FIT-Rent supports your business becoming a data driven business

RE-IMAGINE YOUR BUSINESS

INNOVATION, CONTINUOUS PRODUCT DEVELOPMENT IS KEY

Companies, markets, technologies are continuously changing, developing. Fit-Rent is very flexible, extensible, fully SAP embedded solution that can easily grow, and change according to the described requirements. Usability, user adoption is key, therefore SAP's latest user interaction capabilities of Fiori serves front-end users with an easy connection to Fit-Rent via any browser driven device like a laptop, tablet, or even a mobile phone, where the all inquiries, processes are streamlined. Tool, Small-Medium, Large Equipment rental companies, Heavy equipment dealers can benefit, and facilitate growth with Fit-Rent.



EASE OF USE FIORI

Just connect easily to Fit-Rent, and according to your role, you can access various Fit-Rent Fiori Apps to execute relevant processes.

- **Laptop, Tablet, Mobile** accesses are all supported to connect to Fit-Rent very quickly, and flexible
- **Fit-Rent Fiori Apps** provide access to Quick customer, rental equipment information, and streamline all business steps from rental quoting up to rental contracting processes
- **Accurate equipment status information** – real-time status and location information of all rental assets
- **Graphical planning board** – visualization of the entire rental fleet for checking availability, or for fleet planning purposes
- **Rental pricing** – handling of hourly, daily, weekly, 4 weekly (monthly) rates with best rate calculator, and different levels of customer, campaign, or equipment specific discounts



EVOLVING SOLUTION FIT-RENT

Rental business related specifically requirements, functionalities are key to be addressed, and continuous evolution is required.

- **Always evolving** the solution scope based on customer's, and market demands
- **Committed** to delivering annually new Fit-Rent releases to enrich the capabilities of the running solution
- **Our customers** can drive, and influence Fit-Rent the product development roadmap directly
- **Always aligned** with the latest SAP technologies, and SAP software versions and upgrades are supported via best practices and migration tools
- **SAP S4/HANA** engine is an ultimate engine to rely on for long-term and to integrate easily to any other SAP product from SAP's product portfolio
- **SAP C/4** – to manage marketing campaigns, lead and opportunity processes



BEYOND RENTAL ALL IN ONE

Rental requires integrated business processes within the same centralized solution to support rental operation globally.

- **Finance and Controlling** – fully integrated with finance, where financial postings happen automatically across the system
- **Fixed Asset, Asset accounting** – as part of finance all rental equipment, assets can be maintained as fixed assets with depreciation management
- **Fleet management** – fleet transfers (e.g. new to rental), fleet logistical transfers was never so easy, built on centralized equipment master data concept
- **Procurement / Production integration** – all your procurement, and production processes are out of the box integrated within Fit-Rent
- **Service management** – management of unplanned, and planned rental fleet related maintenances, services

FIT-Rent is ready for the future of your Rental Business



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SAP S/4HANA and Fit-Rent SOLUTION: THE GREAT SIMPLIFIER FOR RENTAL

In order to re-imagine everything in the digital economy, agility and flexibility are required in the rental business to adjust course at any time. This involves two key concepts: **Simplification, Innovation, and Flexibility** to be a leading Rental company.

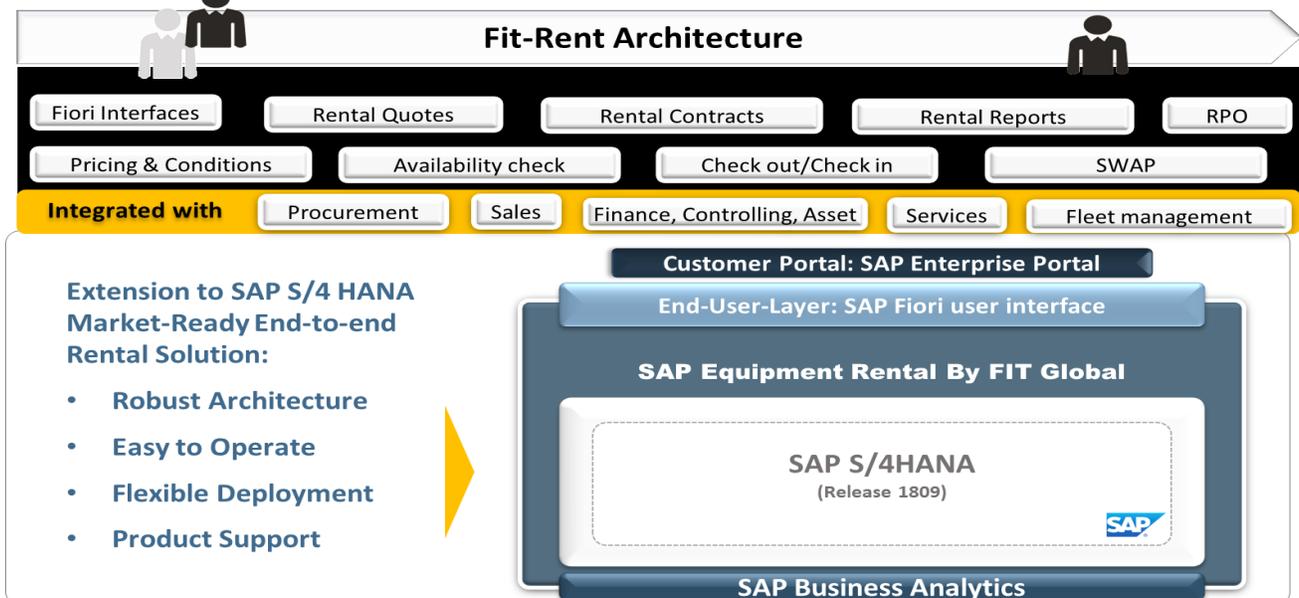
- **Simplification** is all about doing what we are already doing BETTER, FASTER, CHEAPER, AND MORE EFFECTIVELY.
- **Innovation** is all about re-imagining business models and customer value by leveraging the required technology and market trends, manage fast customer interaction with Fit-Rent rental specific vertical solution extension built on standard SAP software.
- **Flexibility** is all about quick reaction on a changing rental market, new market demands, and customer requirements, considering a continuously growing, extending organization, and business even across multiple countries, territories, and lines of businesses.

The diagram below is at the heart of the Fit-Rent rental business automation. The idea is very simple but it took years to make it a reality: Supporting key rental specific processes, functionalities, and bringing together rental related scenarios, transactions, and analytics on the same platform centralized SAP platform. Fully integrated, packaged, available for deployment!

With Fit-Rent your rental operation gets 100% end-to-end support:

- **Leverage Rental** from central rental equipment management through rental specific pricing conditions, Rental Purchase Option (RPO), SWAP (equipment change), extensive rental quoting, contracting processing based on real-time information supported by easy to use Fiori user interface.
- **Extend the business process** to interoperate with business partners close to real time via advanced cloud-based (option above on-premise) business networks.
- **Modernize business processes** from rental to finance to logistics (check-out, check-in, transportation), running them in real-time with no data replication and no batch programs.
- **Reporting, Analytics** from the centralized database was never so easy. Both operational, and management related Business Intelligence (BI) reporting is supported to analyze your business, and trends globally.

These capabilities open infinite new ways of optimizing rental business, reducing cost, increasing customer satisfaction, and providing the agility required in fast-changing market, and world. It does not matter where you run your business – you can fully rely on Fit-Rent.



SMARTER DECISIONS + SMARTER TRANSACTIONS = SMARTER RENTAL BUSINESS

FIT GLOBAL COMMITTED TO CUSTOMERS, AND RENTAL MARKET

Vision Help the Rental companies Run Better and Improve business

Mission Help Our Customers Run At Their Best, and satisfy our Customers

Strategy Become the leading SAP based Rental solution provider with Fit-Rent



- Improved profitability
- Enabling seamless company, operational growth
- Fast Return on Investment (ROI)
- One step ahead of competition



- Full Finance integration, improved Financial controls
- Company, or even Equipment based Profit and loss reporting
- Asset integration, Asset accounting



- Fully centralized solution based on SAP software
- Easier, and lower cost to maintain (lower TCO)
- Optimizing IT resources
- Aligned with latest SAP technologies
- Integration capabilities to other SAP solutions (Ariba, Hybris)



- Simplified, integrated, and automated rental business processes
- FIORI easy to use user interface – mobile enabled
- SWAP, RPO (Rental purchase option), KIT (Rental kits), Best rate calculator, Fleet mgmt.
- Improved utilization



- Continuous new annual releases with extended rental features, functionalities
- Our customers can influence Fit-Rent roadmap directly
- Always aligning with latest SAP technologies, software versions



WHY Fit-Rent?

- Dedicated to the Rental Industry
- Customer Focused and- Committed
- Business Value Oriented
- Fully SAP-Based Solution Approach
- Continuously evolving solution

Years of innovation, strategic investment and the forging of powerful relationships to build the end-to-end Fit-Rent rental management solution. Optimize implementation approach to maximize customer benefit and enable very fast Return On Investment.

FIT GLOBAL SERVICES AND SUPPORT TO DRIVE YOUR SUCCESS

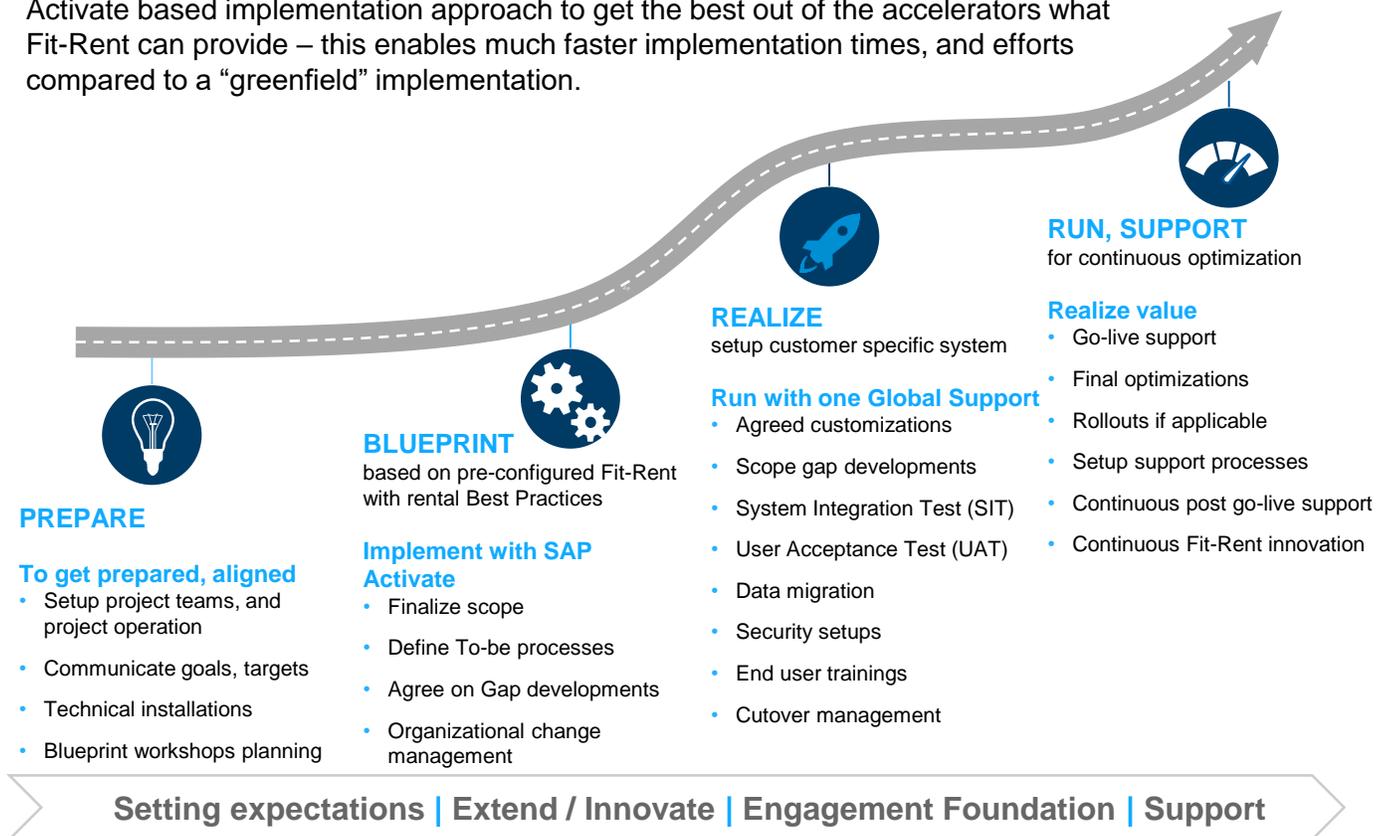
FIT Global, founded in 1999, has its headquarters in the Netherlands and has subsidiaries in Turkey, and Hungary. Over 150 employees work hard to bring the 'Fit-Rent Rental Management Solution' to new levels, and to manage deployments, and customer support worldwide.

FIT Global is dedicated, and committed to the Rental industry, and rental solution development. From the start, we service niche markets and provide unique solutions that extend industry-specific capabilities of standard SAP software.

FIT Global provides both choice and value within our services, allowing you to tailor the proper approach based on your needs and approach. Fit-Rent Rental Management Solution is an accelerator to implementations since it delivers industry-specific pre-configurations and best practices. Therefore implementation time, cost, and risk can be radically reduced and optimized.

All Fit-Rent project managers, solution architects, functional, and technical consultants have deep industry, market, and implementation experience to support you during your implementation. SAP's service model provides a consistent experience – on-premise, cloud, or hybrid to make sure your requirement will be hit.

To deliver the biggest value through Fit-Rent implementation we optimized the SAP Activate based implementation approach to get the best out of the accelerators what Fit-Rent can provide – this enables much faster implementation times, and efforts compared to a “greenfield” implementation.



www.fit-rent.com

info@fit-rent.com

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