



TECHNOLOGY RESOURCE GUIDE

January 2022

GENERAL TOOL
RENTAL-SPECIFIC SOFTWARE

WELCOME



What to look for when choosing **GENERAL TOOL RENTAL-SPECIFIC SOFTWARE**

Find out
which
features
others find
to be the
most useful

Providing helpful equipment and event rental industry research, and a technology focus, became two of the key pillars of the American Rental Association (ARA) strategic plan. To support those objectives, ARA has increased the quality and quantity of research, purchased new survey tools, increased the research team and is improving the collaboration of technology providers with rental businesses.

One of the ARA research findings for ARA members concentrated on rental-specific software. Choosing equipment rental-specific software can be a daunting task for first-time buyers and for those who may be looking to upgrade their system.

More than 50 companies offer some form of rental-specific software. To help ARA members better understand what to look for, ARA surveyed members to find out which software features have been most important and useful in running an equipment rental business.

"This survey was designed to help ARA members identify those software features that their peers deem to be of the most value and determine which features they should consider when reviewing new software purchases," says Mike Savely, ARA director, program development.

"The results can show you if you are maximizing the opportunities available in

current software solutions and look at the features that have enabled larger businesses to expand," Savely says.

"The survey results ARA has compiled are a great place to start in formulating a formal request for quote (RFQ), which is a fancy term for your needs. You can use the survey results to brainstorm your key processes and needs to create a list of requirements your rental software should address for you. I also would recommend ranking them by importance. It is unlikely any software is going to check every box perfectly, so you need to know the must haves vs. the nice to haves," says Josh Nickell, ARA vice president, equipment segment.

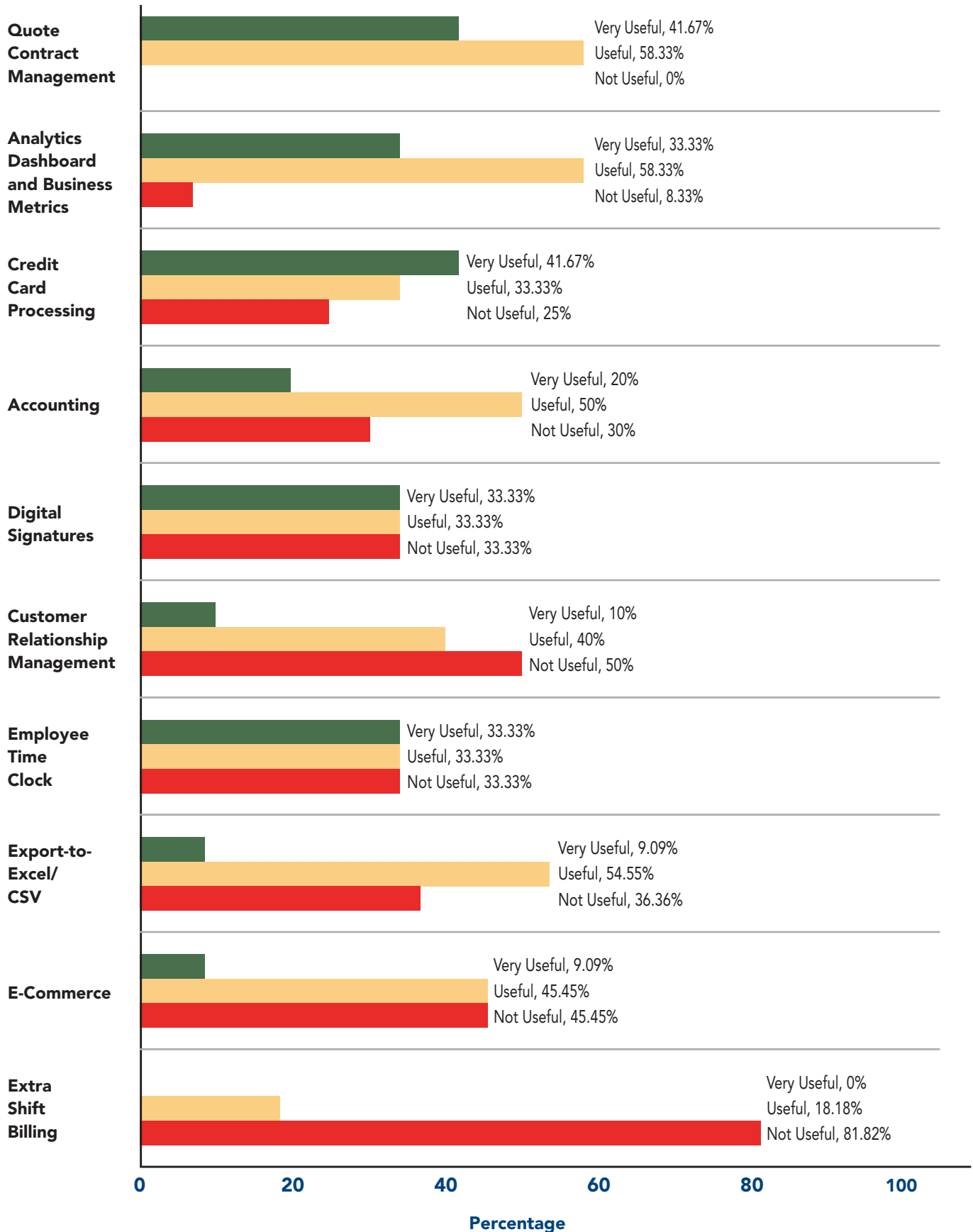
The following pages include the full survey results of those who identified as medium or small general tool rental companies. Each respondent rated 35 software features as either very useful, useful or not useful.

The results are intended to help those looking to purchase new rental-specific software to have an idea of what features to ask about when speaking with vendors.

ARA will release an online version of this tool in Q1 2022. This tool will allow members to compare various features from software companies, better matching software to their needs, as well as providing a review. ♦

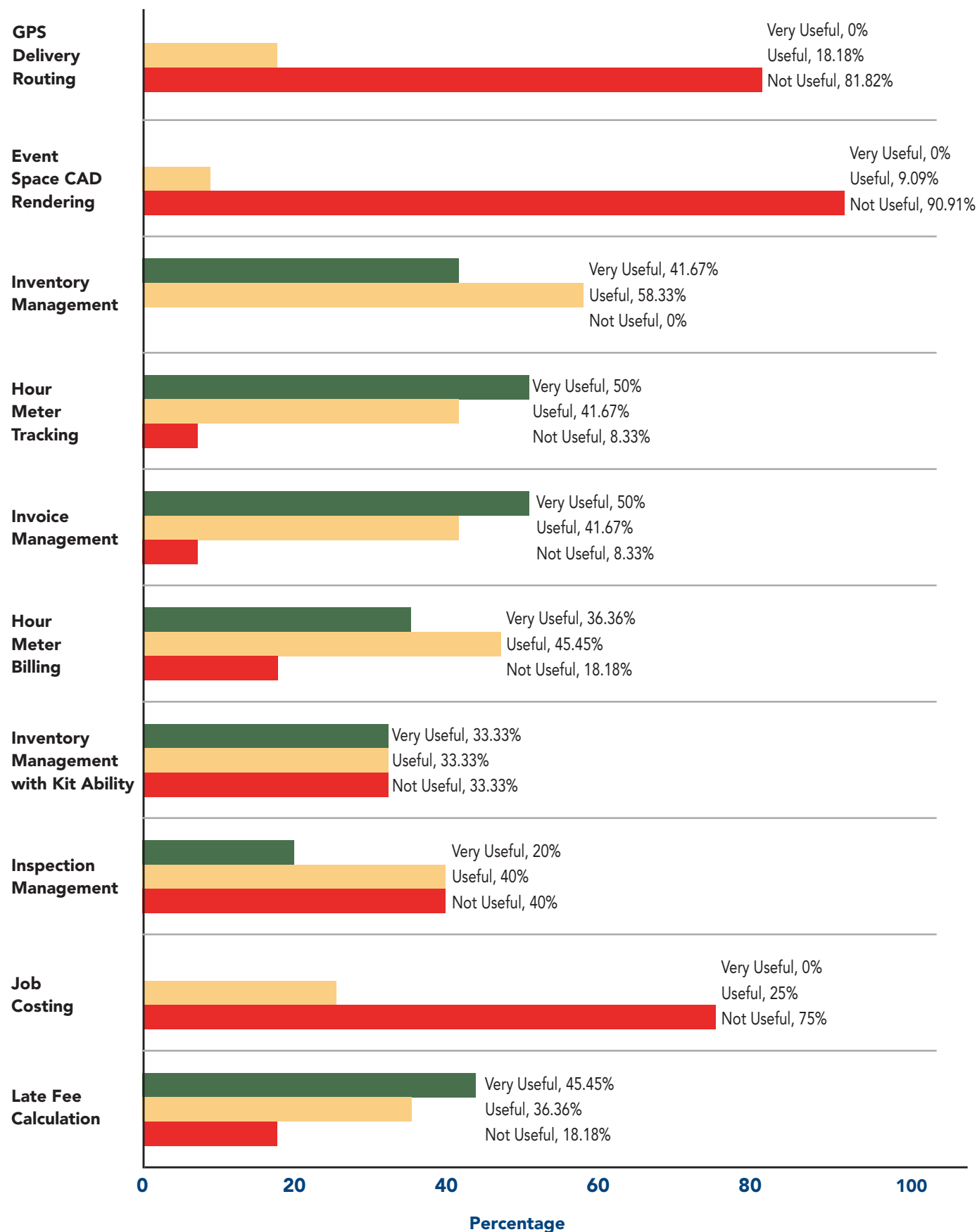
Small rental companies

*Small rental companies have revenue up to \$3 million.



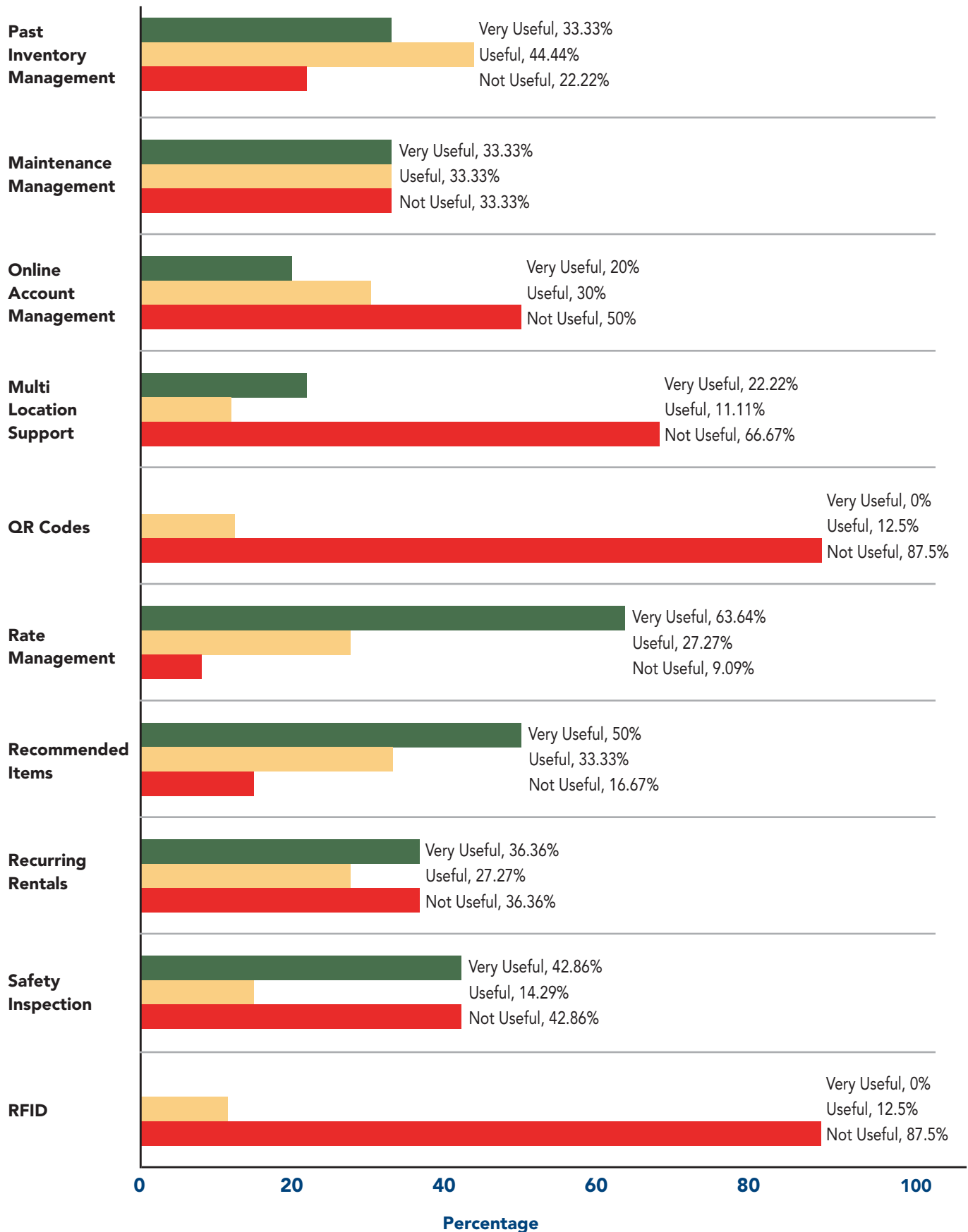
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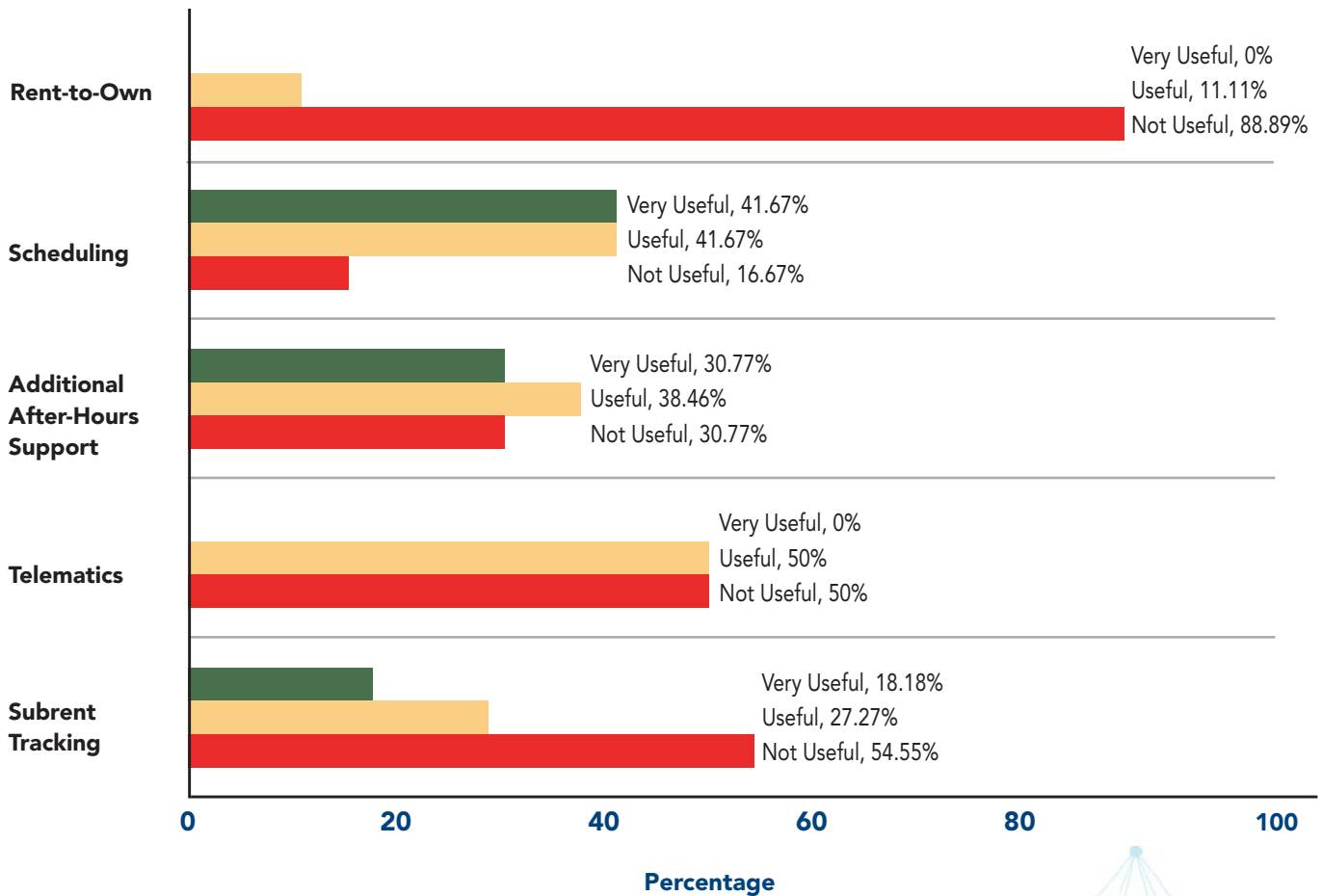
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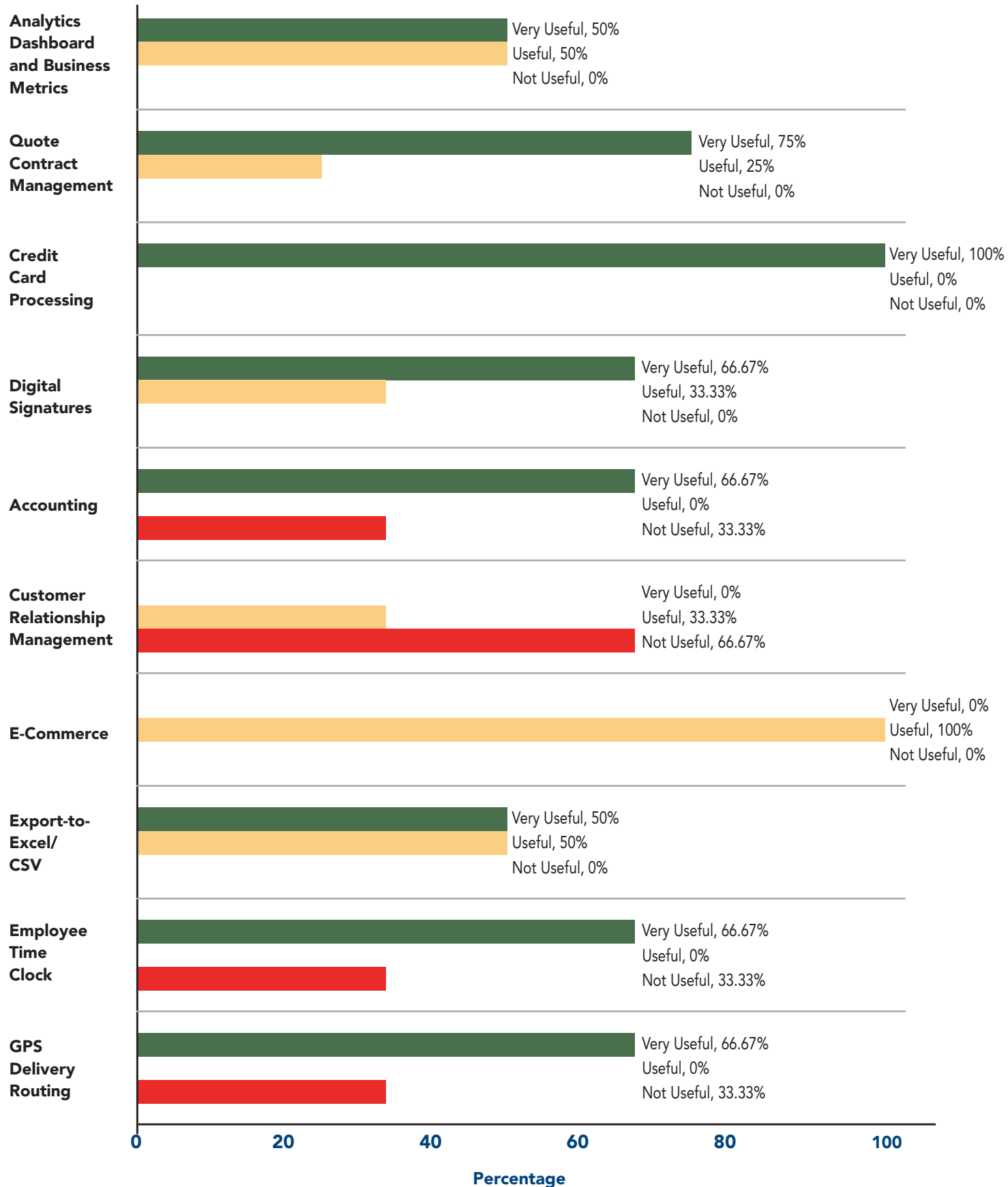


“Good rental software can have an amazing impact on the bottom line of your business.”

— Josh Nickell, ARA vice president, equipment segment

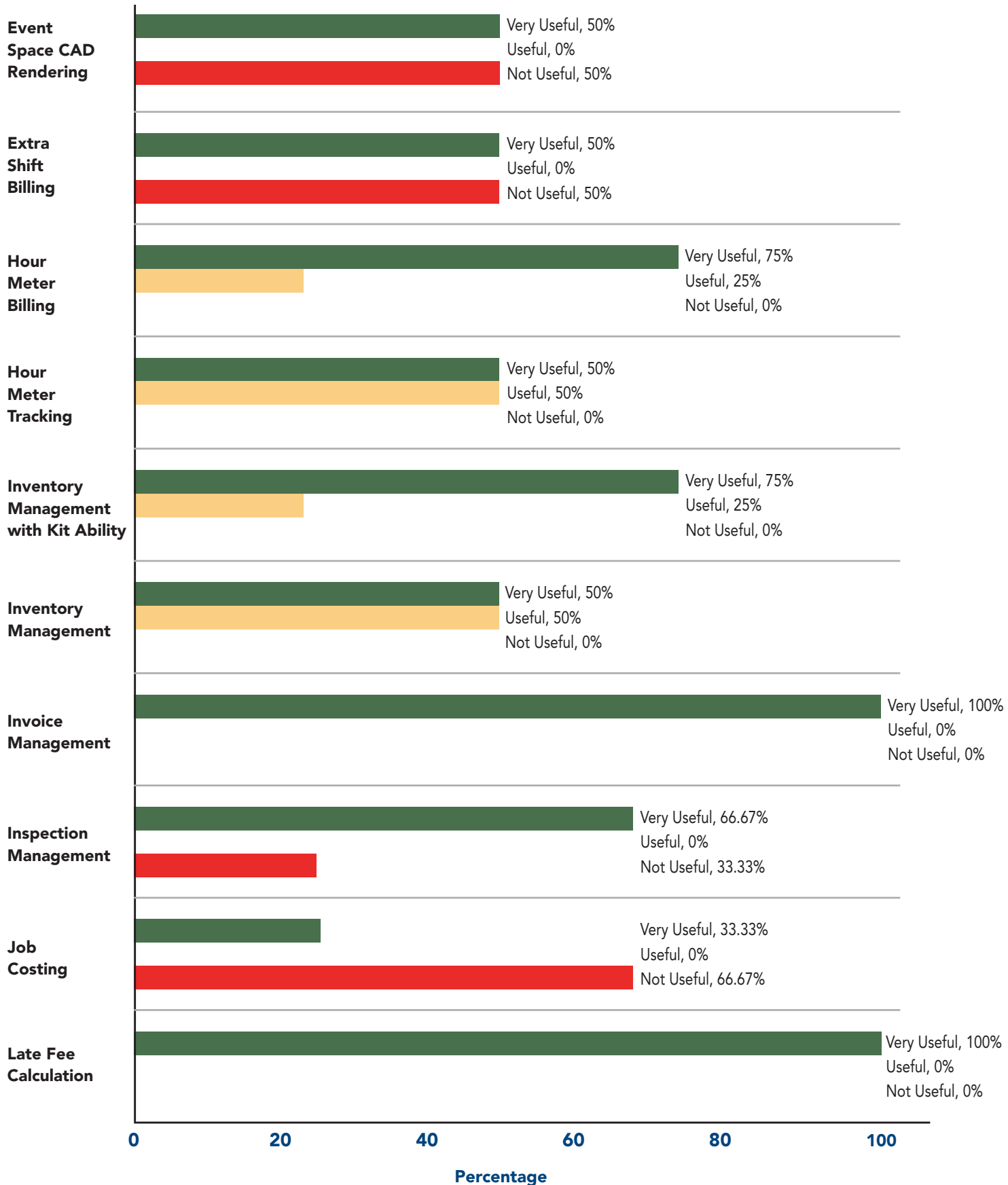
Medium-size rental companies

*Medium-size rental companies have revenue of \$3 million to \$30 million.



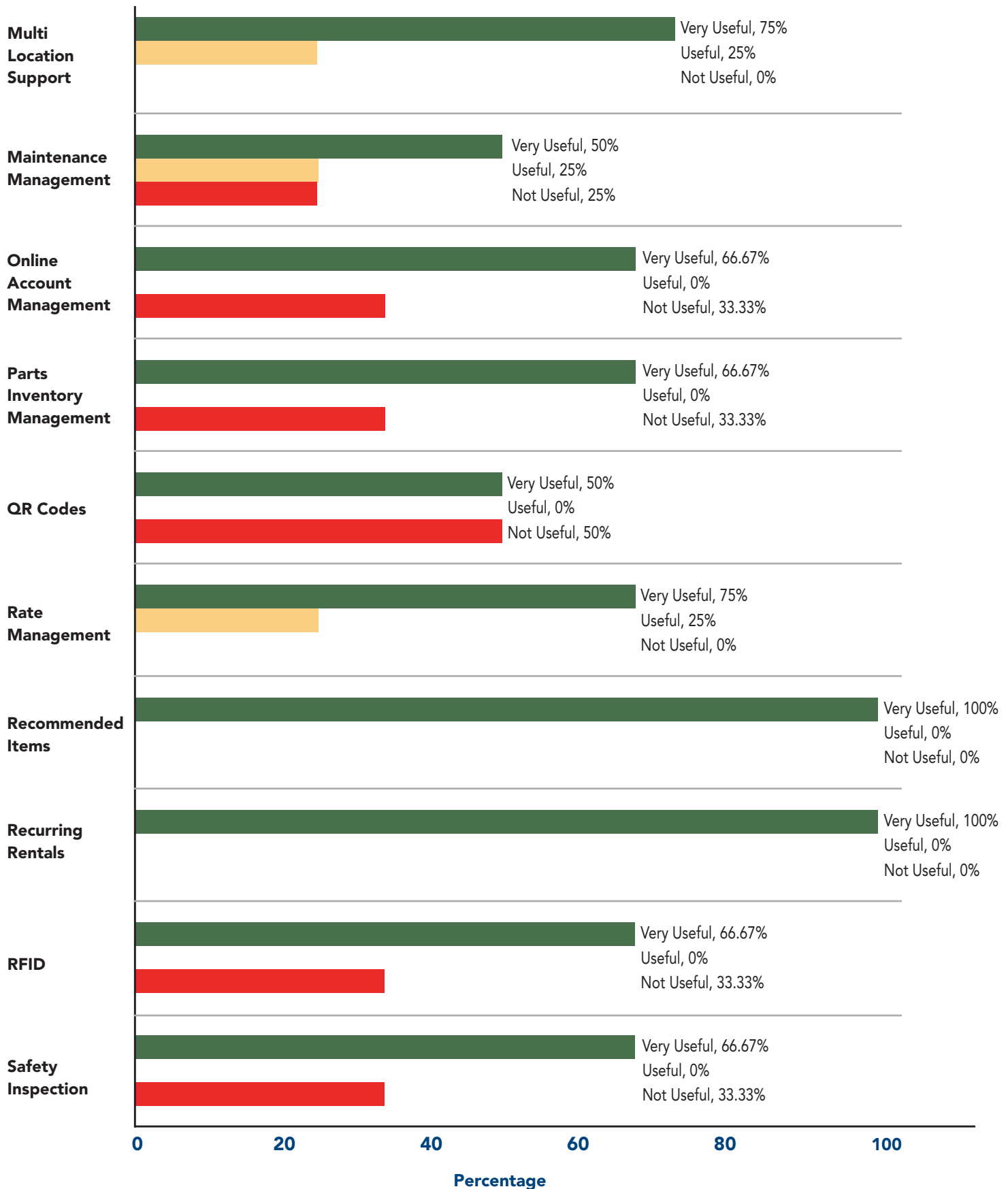
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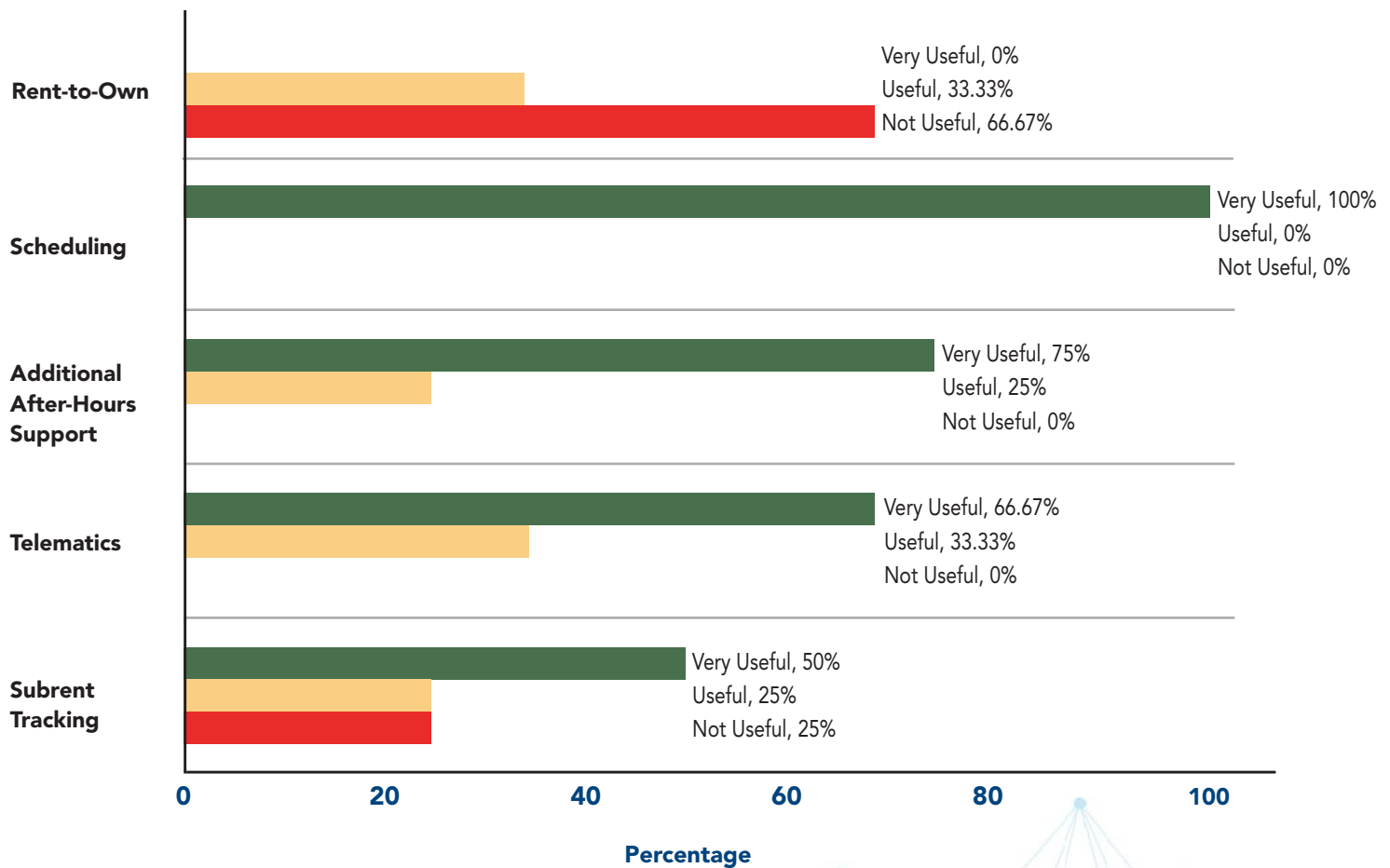
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ARA

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