



## solutions commits to the total customer experience— new brand and website debuts at the rental show

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The screenshot shows the SBC website homepage. At the top left is the SBC logo. To its right is the text "We're waiting to talk with you. 800-950-2221" and a "Customer Center" button. Below this is a navigation bar with links: Home, Markets Served, Rental Software, Services, Customer Success, About Us, and Blog. The main content area features five product solution cards: Construction Equipment, General Rental, Party and Events Rental, Audio/Visual Rental, and Specialty Equipment. Below these cards is a central banner with the text: "We have the right software solutions for the way you rent. Direct rental. Rental by distributors, retailers or others. Non-rental asset management." The bottom section contains several informational boxes: "Insider Tips for Buying Rental Software" with a laptop icon, "We Do Rental Right" with testimonials and award logos (AAA and RRA), "Info Center" with "Get a Demo" and "Request a Quote" buttons, and "Articles from our Founder" with a link to "Read Jack Shea's latest article, Rental Software Integration". At the very bottom, there is a "Rental Software News" section with the headline "Would you like fries with that?"

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If you were at the ARA national convention in Orlando, you were one of the first to see our fresh new look and perspective. We're moving forward as SBC, with a new, more robust website and a message that leads the pack when it comes to rental systems: When Experience Matters. There is more than one kind of experience at work here, and it's all to your advantage:

First, there is your experience with the SBC customer relationship. We want you to realize every possible benefit from your system: financially, operationally and strategically. You have goals,

and we invite you to draw on our three decades of rental expertise to help you reach them.

Second, and equally as important, is the experience of your own rental customers. We are focused on providing technology and services that are designed to help you provide great experiences to your customers: seamless, stress-free and enjoyable. They should be experiences that encourage positive word-of-mouth and repeat business. It goes beyond software—we are committed to making sure you get the advice you need to optimize your business.

For a taste of our transformation, visit our new website at www.solutionsbycomputer.com. You'll find a user-friendly site, rich in useful content, including a blog, white papers and articles. There's also a portal to sbcXchange, our virtual community for support subscribers.

In February, we released these details to the rental press, making it official: SBC has entered the new decade by taking rental to the next level—and we're very glad to have you on board!

