

# The Leading Edge

News and insights  
about your rental software

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*Solutions by Computer's training  
center in the west is now located in  
this state-of-the-art Scottsdale,  
Ariz., facility (below).*



Headquarters:  
191 Chestnut Street  
Springfield, MA 01103 USA  
Tel: 800.950-2221  
Tel: 413.737-0499  
Fax: 413.733-1684

[solutionsbycomputer.com](http://solutionsbycomputer.com)

## The possibilities are now greater than ever

When I started in this business, there were very few technology tools available to rental businesses, and relatively little demand for them. It has been very satisfying to see Solutions lead the advancement of rental technology, with the result that rental owners can now choose from a range of capable software options available.

One of our goals at Solutions is to utilize our technology and industry expertise to deliver software that is not just another version or flavor of the many standard rental software packages out there today. We believe that if our software can help our diverse customers do something different or better than the competition's software can, then we are helping that customer be more competitive and successful in their market.

As I now look around the rental industry, it is evident that the concept of renting has spread to all kinds of products and services that would have been unimaginable 20 or even 10 years ago. That's why Enfinity's unique design, which is object-oriented, is so exciting. We have the ability to meet the needs of even the most unusual rental operations - something that wasn't

always possible in the past.

There's a tremendous amount of inherent flexibility designed and built into the basic architecture of Enfinity. That's evident in the Inventory Management Database and the Customizable Forms module we're rolling out now in Release 2.0. Further flexibility comes from our open architecture and its ability to accommodate third party software integrations like PartyCAD®. Finally, ultimate flexibility can be achieved through efficient, tool-based custom development, like the custom order entry function we recently did for a rental company with a propane delivery service.

I've always believed that rental owners are looking for as much flexibility as possible in their systems, without losing the robustness needed for asset management. This has always been our development philosophy with CounterPro and now with Enfinity. It is very gratifying to see it rise to the challenge and meet a broad range of different needs in such a diversity of rental businesses today.

Jack Shea  
CEO



## Backup data now, avoid regrets later

In this economy, you may be delaying capital purchases of rental inventory and business vehicles. If this also extends to your rental system, bear in mind that the older a processor gets, the more chance there is of system failure and months or years of data loss. Regular data backups, always important, are even more essential with older systems.

All Solutions systems are delivered with a backup capability, either with magnetic tape or DVD. As an alternative, you could choose our Automated Data Backup option called Venyu®. This has the advantage of offsite storage at a very low cost. Either can be arranged with a call to us at (800) 950-2221. The main thing is, *don't forget to back up!*

## Enfinity Release 2.0 highlights relationship and inventory management

Enfinity software release 2.0, now in distribution, enhances inventory management, sub-rents, transfers and special rates, and addresses the competitive need of all rental businesses to forge strong bonds with customers. Here are some of the highlights of the new Internet Customer Portal and other Enfinity enhancements (at right).

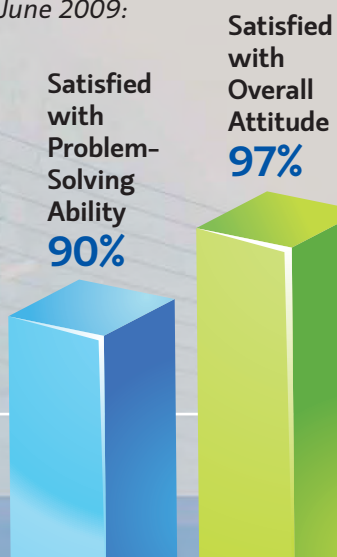
### Release 11 reminder for CPRO credit card software users

Release 11, now in distribution, offers increased security for credit card transaction sessions, including the visual encryption of card account numbers so that only the last four digits are displayed.

*Important:* If you plan to install Release 11, your system must be running on CPRO Release 9.3.7 or later. If you're not sure what release you're running on, you can find that information printed on the top left-hand corner of any CPRO contract or report.

### Support stats

The latest results tabulated from our customer support survey shows strong satisfaction ratings in these key metrics for June 2009:



**Internet Customer Portal.** You can now offer your own customers online visibility into the status of their accounts, with reports that help them manage their equipment usage, budgeting and cash flow. The Customer Internet Portal is a customer-facing technology designed by Solutions to strengthen your relationships with customers by giving them:

- The ability to create quotations and reservations online using customer-specific pricing.
- A real-time view of all equipment currently on rent by jobsite, showing rates and duration of rentals.
- A real-time view of all equipment currently reserved, by jobsite.
- An off-rent request function (designates equipment as ready for pickup).
- Accounts receivable aging with invoice dates.
- Easily accessed, printable screens.
- Convenient, password-protected login from any PC with Internet access.

**Intermediary Special Pricing.** In addition to handling special pricing at the customer and the customer type levels, Enfinity now allows multiple price adjustments to be applied to intermediary third parties in a transaction. In a separate enhancement, Enfinity now features an expanded rate display.

**Watchdog.** This feature, a favorite in CounterPro, maintains a wait list of unfulfilled rental requests, monitors late returns to reduce overbookings, and automatically follows up on quotations and AR promises to pay.

**Overbooking and Subrenting.** Enfinity allows you to make a reservation knowing that it's an overbooking. Then the operator has the flexibility to solve the overbooking at a later date prior to the rental by checking with other locations for the item, subrenting or wait-listing.

**Transfers.** Multi-location businesses that want to temporarily or permanently relocate rental and resale inventory among branches can use Enfinity to schedule transfers in advance, track future availability of transferred items and move depreciation and cost basis data with the asset record.

**Customizable Forms.** Enfinity Release 2.0 gives you the ability to copy the report file (the one Crystal Reports uses to define the format and content of a report) for an Enfinity standard report into a User Reports Directory and then modify it with your own customization from there. When you run the report, Enfinity looks first into the user directory and then, if it hasn't found the report, in the standard reports directory to determine the format.

### Welcome to Our User Advisory Board Members

The Advisory Board of Enfinity system users, announced in our last issue of The Leading Edge, is now complete. We are very pleased to welcome these Solutions customers to the board; their input will help shape plans for future enhancements:

**Bob Nally**, Apache Rentals; Phoenix Arizona  
**Clay Nicholson**, Taylor Rental Center; Greenville, Mississippi  
**Todd Phillips**, Jefferson Rent-All; Jefferson, North Carolina  
**Robert Sivek**, The Meetinghouse Companies; Elmhurst, Ill.  
**Stuart Smaller**, Rent-All, Inc.; Salem Massachusetts

As always, we welcome feedback from all our users of Enfinity and CounterPro. Keep those suggestions coming!

*Robert Sivek (pictured) is one of five Enfinity users on the new Advisory Board.*



## Enfinity Success Story

Interview with Rose Rambo

Assistance League® Of Los Altos Costume Bank™, Los Altos, Calif.



Solutions By Computer has a tradition of taking on even the most non-standard rental businesses. So when The Costume Bank of Los Altos, Calif., (a non-profit organization) selected Enfinity from a field of over 20 competing rental software packages, Solutions decided it was up for yet another challenge of meeting the specific requirements of a rental business with its own set of constraints.

The Costume Bank is run by the Assistance League of Los Altos. It is staffed entirely by volunteers, and all net proceeds generated by the organization are directed to just a few select charities. The principal charity is a subsidized apartment complex that is made available to Stanford University Medical Center patients and their families who are in serious need of assistance. The other charities provide assistance to children in need of critical school supplies, help to needy families, and support for single teenage women with children struggling to establish themselves.

Rose Rambo is The Costume Bank's volunteer System Administrator. She has been working with Enfinity for a little over a year now, transforming a rental operation that previously had been paper-based.

"Solutions has enabled us to take our inventory management and customer service quality up several notches, allowing us to devote more time to serving customers. Checking in is faster; checking out is faster. That's been one of the biggest quantitative changes: how much faster the overall process has become," Rose says. "The more costumes we can move, the more net proceeds get channeled to our charities.

"The costume rental business has some complexities of its own," Rose adds. "One of these is managing complex combinations of items in various costumes. Enfinity's powerful inventory management capability has enabled us to really make this work, reducing lost items and enhancing our productivity.

"Costume combinations and protection of our assets is very important to us. The Costume Bank does not use mass-produced costumes. All of our costumes are originals, obtained selectively from donations and often painstakingly sewn together by volunteers. So, you can imagine, improving our inventory management to make the most of our uniqueness was really important to us."

When asked what other Enfinity benefits have accrued to The Costume Bank, Rose points out that access to more data has been increasingly helpful in analysis and planning. "Before Enfinity, we never had the kind of data we are getting now, but even so we feel like we are just scratching the surface. We are working with Solutions to go deeper into mining information out of our data.

"Another benefit of automating with Enfinity," Rose notes, "is that it raised the level of professionalism and service in our organization. Increasingly, we've become less of a small, homey fundraising group and are perceived more as a real service organization with differentiated offerings.

"We see the implementation of Enfinity here as a work in progress and a labor of love. We know that we are one of Solution's smaller customers, and one with a very unique profile. Our contacts with the Solutions staff have demonstrated their affability and helpful attitude. While Solutions' delivery and service processes are perhaps geared to larger and more resourceful organizations, they also work for us," Rose concludes. "We are definitely making major progress, and we have the sense that Solutions is the kind of company that will ultimately support us in achieving our goals."

## Meet the team: Greg Mumma

Solutions customers who have upgraded their systems over the past several months already know Greg Mumma, who joined our marketing team earlier this year. Based in Denville, N.J., Greg is able to offer new and current Solutions customers the benefit of his technology and customer service experience.

Greg's background includes work with Honeywell® over a period of seven years, where he was involved in sales, service



and special projects, including the automation of the Honeywell Technical Support Library. While serving in a support role as help desk technician, Greg developed his talent for building business relationships by identifying technical needs. He then went on to apply his skills in diverse industries ranging from fuel oil to medical to rental.

Greg's communication skills are particularly valuable in today's business world, where many rental owners prefer the convenience of software demonstrations over the web. "That's especially true of multiple locations," Greg says, "or where the owner wants an after-hours demo. Online or in person, it's important to get a dialogue going, because every operation has unique needs."

Greg says he really enjoys helping rental owners with technology decisions. "Rental people are friendly and professional. They're down to earth, and they take time to listen. This is a great industry to be involved with."

[greg@sbcma.com](mailto:greg@sbcma.com)

Customer webinar:

**New features of Enfinity Release 2.0: Enfinity support subscribers**

Registration dates and times coming soon.

Industry education:

**Rental Equipment Register®**

Feature article on rental technology by Solutions CEO Jack Shea, May 2009: "Trend Without End: Rental Software Integration"

Upcoming events:

**Texas Rental Association Roundup**

September 18-20, 2009  
San Antonio, Texas

**The Northwest Rental Conference**

October 18-20, 2009  
Bend, Oregon

**True Value Rental Market**

January 6-8, 2010  
New Orleans, Louisiana

**The Special Event**

January 13-15, 2010  
New Orleans, Louisiana

**ARA: The Rental Show**

February 7-10, 2010  
Orlando, Florida

**Canadian Rental Mart**

March 9-10, 2010  
Toronto, Ontario

**Remember to Opt-in**

Don't miss out on future communications from Solutions! Opt-in by using your preferred email address to send your information to: [contact@sbcm.com](mailto:contact@sbcm.com)

## An inside look at SBC's support system

When you place a support call to any organization, it can be helpful to understand the dynamics involved. At Solutions, we take great pride in providing you with the best support in the industry. Most of the process takes place behind the scenes, which is why we thought you might like an inside look at our support system.

### Here's what happens when you call:

When you place a support call to (800) 950-2221 on a weekday between 8:00 AM and 5:00 PM ET, your call is routed immediately to our automatic call distribution system (ACD). The ACD places your live call into the queue so that the first available Customer Care Analyst can speak to you.

We have set a four-minute wait period for the call to be answered. If no Analyst is available within four minutes, your call is routed back to the receptionist, who will document your support issue in our case tracking system and queue it for a return call. If a call is an emergency (defined as Solutions system unable to process a transaction), a Priority email is sent to all Support Supervisors for immediate attention.

All Customer Care Analysts at Solutions, including those not based in Springfield, monitor the queue. As soon as an Analyst completes a call, he or she calls back the next pending case in the queue. If the issue cannot be resolved within 30 minutes on call-back, the Analyst moves the issue to a Level 2 queue, and responds to the next pending case in the first queue - or the second queue if the first is empty.

Non-emergency cases are queued by time entered. If neither of the queues have cases in them, Analysts will work on their assigned special cases or projects, continuing to

check the queues no less often than every 30 minutes.

### Proven effective

If no one is available to handle your call immediately, you will get the fastest response by having our receptionist enter your case into the first queue. This is generally much faster than waiting for someone specific to become available, because the queue presents your issue to all qualified Analysts for a response. After 5:00 PM ET weekdays, on weekends and on U.S.-only holidays, you can leave a message on the after-hours message system. A Solutions employee is alerted to messages via a paging system.

### Support@sbcm.com

Of course, email is always available as an alternative to toll-free calls for customer support issues. The Support email box is monitored regularly and issues are entered directly into the tracking system.

### sbcXchange

Solutions support customers also have hundreds of useful documents on our customer self-service website, *sbcXchange*. If you are not already signed up for this valuable resource, you can do so online at <http://www.sbcxchange.com>. In addition to a library of articles and support documents, you'll find interactive discussion boards where information is shared between our system users and support staff.

If you have any comments or concerns about Solutions support services, we want to know about them. You can contact Tim Johnson, Vice President of Support, at 800-950-2221 or [tim@sbcm.com](mailto:tim@sbcm.com).

Your input helps us attain our goal: to provide you with superior customer support at all times.

See "Support stats" box, page 2.

