

3rd Quarter 2010



IAUA 25: Rebuilding Rental

You are cordially invited to join the entire Alert team to learn the trade secrets of the World's most intelligent and successful rental store owners and operators...

Like You! Click here to register now for IAUA 2010:

http://quest.cvent.com/d/G-0EHkBzmEeys7-kU_QNNw/h7bb/P1/1Q



Early Registration Special

Early Birds get one free hotel room night (per business registration) at the Antlers Hilton in Colorado Springs, November 11-13, 2010. Early registration ends August 31st. Limited offer: Register now, we'll bill you later. Registration is still just \$425. Guests are \$250.

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IAUA Preview (Pg. 2)

Learn why you should attend the industry's largest and longest-running computer software user event: IAUA.

Alert Revamps Web Site (Pg. 3)

We are proud to unveil the best web site in the rental software industry:

www.alertms.com.

RER Software Interview (Pgs. 4-6)

We were recently asked to respond to a series of questions for use in the August edition of RER. Here are our answers.

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Forget about back-ups forever. Here's how you can do it: Guaranteed.

Tom Ross at ARA Chicago (Pg. 6)

Oct. 12 meeting features our CEO!



IAUA 25: Rebuilding Rental

Please join us for the 2010 Annual International Alert Users' Association Conference, from Thursday, November 11th, 8am, through Saturday, November 13, 2 pm, at the Antlers Hilton in downtown Colorado Springs, Colorado.

Each year we focus on improving the sales and profits of our clients. This year we are putting special focus on how to revitalize our businesses in the current economic climate.

The theme for this year's conference is "Rebuilding Rental" and will include classes, roundtables and speakers on increasing your profitability and leveraging your Alert EasyPro system in the rebuilding that all of us must do to re-establish revenues and profits of previous years.

In our 25th year of hosting the IAUA Conference, we continue to offer nationally recognized keynote speakers, courses designed around the new features of Alert EasyPro revision 12.0, roundtable discussions led by your peers and other leaders in the rental industry, and hands-on opportunities to try new hardware and software.

The overwhelming success of the conference is a testament to the value of our clients networking with each other to exchange ideas, learn about the Alert EasyPro software, and vote for enhancements to the program. We believe this is also a key to the success and longevity of Alert Management Systems. The IAUA Conference is unique in the industry. We invite you to take full advantage!

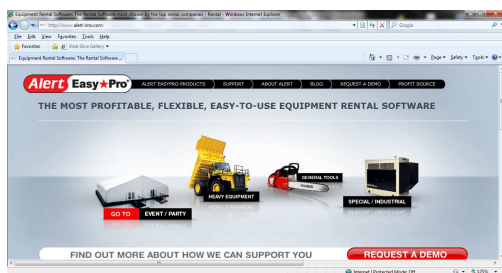
About the Keynote Speech: "Nothing Happens until a Sale is Made."

This year's Keynote Speech will be delivered by Dave and Andy Neal of Neal and Associates, a Sales Training and Customer Relationship Management (CRM) software firm based in Phoenix, Arizona. Dave and Andy have many years of experience presenting to business groups and helping small and large businesses maximize sales performance. You are sure to learn powerful sales and sales management techniques that you can apply in your business immediately.

Neal and Associates has prior experience consulting with rental businesses, including a major event rental company. They will be available for individual meetings on Thursday-Friday during the Conference, after their presentation.

Alert Launches New Web Site

Alert Management Systems has launched a completely revamped web site loaded with information and services for current and prospective Alert clients. Tom Ross, Alert Chairman/CEO said, "Our web site should provide the highest level of service and support for our clients. The new design makes it possible."



The New Alertms.com

Featuring a modern, easy-to-navigate user interface, it also expands our service offerings. In addition to descriptions of all the latest Alert products and services, highlights include:

Client Source, our self-service support site, is easier-to-use and navigate. It includes Report Share, the unique 'shareware' service for custom reports. The 'Knowledge Base' includes hundreds of helpful documents indexed for easy keyword retrieval. Software manuals, educational PowerPoint presentations, upgrades to new revisions and a growing number of other useful services are all available now. Client Source is free for all Alert clients on any Support Plan: 24/7. (Note: Some elements are still under construction. Sorry! Need a password? Contact Client Care.)



Tom Ross is on the Weblog!

Profitability Blog (Chairman's Corner) provides business-building concepts and up-to-the-minute breakthrough ideas in short, one-week installments. Written by Alert's Chairman/CEO, Tom Ross, you'll find interesting articles from the author, as well as contributions from leading experts in the rental field. Best of all, we invite **your** feedback and contributions in Blog format.

Profit Source provides a virtual library of Alert publications, speeches, press releases, newsletters, upcoming events, and other content developed for rental businesses. It is a goldmine of helpful information on how to use rental technology to be profitable, and it serves as our most complete resource on the latest Alert news and happenings.

The Users' Group (IAUA) has its own home page, explaining the concept of the Alert user group and how it works for you.

Curious about Thoughtlab, Alert's partner on the Web? Go to www.thoughtlab.com for more!

The RER Software Technology Interview 2010- RER's Managing Editor, Brandey Chewing Smith, recently asked us to provide our insights for an article scheduled for the August issue of RER. Here is how we answered.

RER: Tell us about the latest technological advances and functionalities of your rental business software?

Alert: Over the last two years, Alert Management Systems has made dramatic improvements in its Alert EasyPro (Windows) software by reorganizing its user interface around the "Dashboard" metaphor. This is allowing us to eliminate navigation clicks and nested screens, streamline work flow, organize content by user role, and eliminate unnecessary waiting time for report presentation.

Streamlining the user experience has also made Alert EasyPro more powerful, by making advanced features easier to use instead of more complex. Presenting several reports at once in one dashboard screen, for example, makes it easier for business owners to interpret and react to business changes. The benefits are many. Most importantly, you can make decisions faster, with more current information, with little or no wait-time for answers.

Specific improvements include:

Executive Dashboard, which has been expanded and improved to include 60+ screens of business results in colorful charts and graphs.

Operator Dashboard provides a single navigation screen to view, print, fax, e-mail, or change rental



contracts in any timeframe. Similar dashboards have been developed for managing customers and fixed assets. The new user interface reduces most tasks to a few mouse clicks, using embedded buttons and intuitive "hyper-links" to execute complex activities.

Dashboard Generator is a breakthrough for CFO's and CEO's because it allows experienced Excel users to create their own executive summaries (including P&L and revenue forecast models) which are automatically refreshed from Alert EasyPro. Dashboard Generator can eliminate the need for custom programming or tedious, error-prone manual spreadsheet updates between systems.

Truck Manifest System for Rental is the industry's first comprehensive system for tracking multiple equipment deliveries and labor crews for large events. It creates a visual dashboard of all transportation and crew activity for each rental contract. The paper trail includes manifests and exception reports from the time you load the first truck, through in-transit, on-site installation, tear-down and clean-up activities. This system also makes it easy to track and manage venue-to-venue product movements and outsource to common carriers.

RER: What are some of the improvements and new developments your customers have been asking for?

Alert: Although we have already invested a tremendous amount in our current suite of Web Services, the uses of the Internet are ever-changing and expanding. At our user group conference this year, for example, (Our 25th annual Conference, Nov. 11-13), we have several sessions devoted to our own web-based products as well as a presentation on the latest “cool” web-based tools that our clients can try out on their own. As the trend towards web-based “self-service” continues, the services available to rental customers will only increase. The good news is this can lower sales and administrative cost and help rental businesses become even more efficient and competitive.

RER: How have smart phones and hand-held devices changed the way rental companies manage their businesses? How will this trend continue to evolve?

Alert: A growing number of our clients are successfully accessing their Alert EasyPro systems from mobile devices and small laptops (“Net Books”) for routine purposes. Alert EasyPro can “plug and play” with software for controlling PC’s from mobile devices, including iPads and iPhones. Over time, as this market matures, we will offer more specialized mobile applications, including special small screen formats, web-optimized versions of

reports, and new “Portals” to better support mobile worker needs.

RER: What technologies are “must-haves” for rental businesses going forward?

Alert: Between intense competition and new government and insurance regulations, rental operators need the latest technology more than ever. Rental operators need to use technology to incorporate ‘best practices’ into every aspect of their businesses, including credit card handling, contract management, tax reporting, documenting maintenance and repair, providing safety instructions, and more.

RER: Have there been any surprises for you in terms of how rental companies are using technology in the face of the economic downturn?

Alert: Our customers are expecting us to provide “more for less,” just like they do every day. This year, our clients upgraded to our latest annual revision at a faster rate than any year prior. Our software development effort has intensified (not slackened) in response to the downturn, and it is being driven by intense demand for new features from both current clients and new customers. Consequently, we have been able to use the downturn as an opportunity to make Alert EasyPro even more competitive.



Alert EasyVault: Summer Special!

With our Summer EasyVault Special, you have no installation or setup fee. Get 15 months of protection for \$588. (Only \$39 per month—a new set of backup tapes cost more!) Total savings of over \$400.

Question: Are you tired of buying and swapping back up tapes, cleaning your tape drive and worrying whether your back-up system will really hold up against that next ferocious summer storm?

Answer: Alert EasyVault, our guaranteed off-site backup solution restores your data and your peace of mind!

Trouble-Free Restoration—

Eliminate the labor and replacement costs of magnetic tape back-up. Alert EasyVault provides you with an automated, trouble-free, nightly back up **which can be restored easily and quickly** through your Alert 'Counter Down' Emergency Support Service. State-of-the-art compression software along with the expertise of certified Alert support staff minimizes restoration time and allows us to guarantee results.

Esteemed Partnership— Alert Management Systems has partnered with DS3 Data-Vaulting to bring you Alert EasyVault. A premier data vaulting service used by Fortune 500 companies, DS3 DataVaulting has never lost a client's data.

Ultimate Security— The Alert EasyVault service is facilitated by

redundant Tier 1 Data Centers, to securely encrypt and archive two complete libraries of seven nightly back ups. An Alert staff member confirms your back-up daily—there are no tasks for you to remember.

Our staff has been certified to manage all of your Alert EasyVault installation and support needs. This is not a “do-it-yourself” service, with no prior knowledge of your rental software and no sense of urgency. (Services like Carbonite and Mozy are just not the same!)

System Requirements— Reliable high-speed Internet provisioning (DSL or better) is required for Alert EasyVault. Adequate disk space is required to install the DS3 software on your server. Only Alert EasyPro and its associated files will be backed up and restored. (This is the only way we can promise prompt and reliable restoration of your mission-critical system.)

Chicagoland ARA Invites Tom Ross to Speak at October Meeting

Tom Ross will present the latest version of How to Make a 20% Profit in the Rental Business to the Chicagoland ARA group at its October 12 dinner meeting. Starting with a brief update to the latest ARA-sponsored Global Insights study (State of the Rental Industry), he will share proven methods being used by Alert's most successful clients. (For more information, or to invite Tom to speak at your ARA or BAG Group meeting, e-mail tross@alertms.com.)