

## 2<sup>nd</sup> Quarter 2010 — Spring into Summer!



### Hot Spring and Summer Rev Up Specials until June 15<sup>th</sup>!

If you missed us at our two displays at The (ARA) Rental Show in Orlando, here's another way to save. Call Alert Sales now for Rev Up Specials to help you increase efficiency and boost profit! (More on Pg. 3)



#### **Alert's new exhibit- Orlando 2010**

Foreground right: Chris Zaroni, Senior Developer (seated). Jean-Pierre Chastagnol, VP, Software Development (standing).

#### **In This Newsletter:**

- ✚ **Operator Dashboard** is *The Next Big Thing* in rental software. We are so sure, here's a sneak peak now! A Revision 12 limited edition is available. Some restrictions apply, but you can sign up now. (More on Page 2)
- ✚ See our **Spring Rev Up Specials** (Page 3). High impact upgrades at special "busy season" prices and hot terms: 12 months/0%.
- ✚ Revision 11.06 **Warranty Service Update** is now available. It includes new credit card security and STR fixes, along with numerous small enhancements (Pg. 4)
- ✚ Focus on... **Financial Management**. Here is the complete article by Tom Ross, which was quoted in the April Issue of Rental Management Magazine. (pages 5-6)

# Operator Dashboard- *The Next Big Thing in Rental!*

Ticket	Loc	Customer Name	Out Date	Due Date	Total	Paid	Due	Rental Item	PO/Job Num	Job Name
R 5774	100	ADAMS, JOEY ANDREW	05/31/10 1:46 PM	06/02/10 1:46 PM	18.23	0.00	18.23	3" DISCHARGE HOSE 50'		
R 5780	100	BARLOW, JOHN	04/28/10 1:57 PM	05/01/10 1:00 PM	159.54	0.00	159.54	2" CENTRIFUGAL PUMP 80C		THOMPSON MANSION
R 5783	100	D & S AUTOMOTIVE	04/26/10 9:04 AM	04/28/10 9:04 AM	22.23	0.00	22.23	ENGINE STAND	PO 488-2221	COBRA REFIT
R 5784	100	EHLING, DAREN	05/13/10 9:07 AM	05/17/10 6:50 AM	544.75	0.00	544.75	FOLDING CHAIR		WEDDING
R 5772	100	JEFFERIS, WALTERR	06/15/10 1:44 PM	06/18/10 1:44 PM	127.65	0.00	127.65	MORTAR MIXER 7.5 CU. FT.		
R 5775	100	LITER, DAVID	06/08/10 1:47 PM	06/10/10 1:47 PM	364.66	0.00	364.66	TRENCHER VERMEER RIDI		
R 5781	100	LOPEZ, ROBERTO M	04/15/10 2:01 PM	05/13/10 2:01 PM	328.19	0.00	328.19	GAS TRIMMER STRAIGHT SI		
R 5786	100	MAMMARELLI, HENRY	06/02/10 9:12 AM	06/04/10 9:12 AM	1278.00	0.00	1278.00	20X40 CANOPY		

*Operator Dashboard makes it quick and easy to get the information you need. In addition, it is a total work environment that organizes your paperwork and assets so you can take care of business with fewer clicks!*

Get control on any time-frame with **Operator Dashboard!** It provides the most intuitive, easy-to-use work environment ever. Review and work on any open ticket, organized by date range and status. Active hyper-links allow you to drill down and get to work.

Get instant access to rental equipment, listed by equipment on-yard, equipment out-on rent, down for maintenance, and more. You can even write a new contract, P.O., or generate a work order\* on a highlighted asset without ever leaving the Operator Dashboard. (\*Requires Work Order system.)

No more digging for reports. No more flipping through menus. It's a whole new way of running your business. You'll never go back!

## **Introductory Offer:**

*Get **Operator Dashboard** as part of a pre-release edition of Alert EasyPro 12.0! See below. Call Alert Sales now for further details, a demonstration, and to sign up for this limited offer. (Some restrictions apply.)*

## **Features**

- Tree folders with file tabs keep assets and paperwork organized for quicker look-up
- Hyper-links display counter documents in one click, including bids, contracts, reservations, work orders, P.O.'s, and more.
- Uses Key Word Search to make it easy to find everything
- Select on any date range, or use "radio buttons" to view tickets by Day, Week, or 4 Weeks.
- Multi-store view selection lets you quickly toggle or see tickets and assets from all stores.

## Spring Rev Up Specials-



Now's the time to speed up your system and add options to boost productivity. **Spring Rev Up Specials** are good through June 15<sup>th</sup>, 2010. Each Alert EasyPro system (and network) is unique. An Upgrade Project Plan will be prepared for your approval, taking into account your system configuration and hardware. Terms: **0%/12 Months!\***  
(\*By Allied Financial Solutions. Requires credit qualification.)

**Pre-Release Revision 12 (Limited Beta)** The full Revision 12 will not be released until January 2011. The June 2010 Edition includes **Operator Dashboard**. A number of other productivity enhancements are included, like Cut and Paste, and other innovations. (Price includes time and materials for an Alert technician to install and test your system remotely.)

Regular Price for Operator Dashboard: ~~\$2,500~~  
One-Time Buy Price: **Now \$1,500.**

**Executive Dashboard** The 2009 RER Innovative Products Award-Winner has dozens of improvements for 2010. If you haven't seen it, ask for a demonstration and a free trial. (More below, in the Tom Ross by-line article on Financial Management.)

**FREE TRIAL** with Priority Support for up to one year.  
One-Time Buy Price: ~~\$5,000~~ **Now \$2,000.**

**Printer Productivity Package** Two new Advanced/Alert Options were released with Revision 11 this year: Printer Groups (\$1,500) and Batch Ticket Printing (\$1,500). **Now \$750 each.** For more information on how these dynamic new products will improve efficiency in your store(s), call Alert Sales now.

**Counter Intelligence** A suite of Advanced/Alert Options is available to help you speed up and provide better customer service, lower credit card processing costs, and improve security. They include Integrated Credit Card Processing, Integrated Fax and E-mail, Signature Capture, and Driver's License Imaging. **Call Alert Sales for Spring Rev Up Specials now.**

**Looking for something else?** Call Alert Sales. We'll put together a Project Plan to handle your unique circumstances at a special price.

## Revision 11.06 Warranty Service Update

This Update is provided free under your Support Agreement. If you are already on Revision 11, you will be contacted by Alert Support soon to schedule your installation.

### Enhancements:

- Added on-line meeting menu option on "Help" menus
- Added a Tax Breakdown report to Monthly Sales Journal
- Added several credit card security measures to ensure PCI Compliance
- Expanded View Area for the VSILOG
- Cleaned up Phone # display on fax cover sheet
- Added ability for kits that contain only bulks kit items to change the kit item quantities as the kit header quantity is changed
- Added the ability to save credit card information for a new customer at the counter
- Added a new Credit Card Transaction Report
- Added the ability to get a PDF copy of ticket through the Customer Portal
- Closed tickets/work orders shows the "CLOSED" status
- Added an option to pull stranded ticket from the counter ticket screen
- Improved the handling of packages vs. units on P.O.'s
- Fixed asset import program now replaces the quantity in the bulk record rather than adding to existing quantity
- Added notification on the Reservation Conversion detail screen to indicate any ticket that either did not print ("P") or tickets that were in the work

file ("L"). A red highlight helps draw attention to failures

- Blocked the ability to run the GL export for the same day's transactions. Warning asks the user to call Support

### Adjustments:

- Updated the on-line Customer Manual to version 11.0
- Corrected allocation errors caused by \$0 sales of rental equipment
- Corrected problems with e-mailing to some addresses directly from Alert
- Corrected problem e-mailing tickets to multiple recipients
- Removed the diagnostic code displayed when taking a new credit card on a Work Order
- Enhanced the display of the reason when credit cards are declined
- Resolved problems caused by two items w/questionnaires on the same ticket
- Corrected the NER (National Equipment Registry) report to only list current assets
- Fixed the Peachtree GL Interface export file created by End of Day
- Fixed the QuickBooks Interface export to include the Finance Charge file
- Corrected handling of non-numeric check numbers in Received on Account payments
- ...And other minor adjustments!

### Did You Know?

Alert EasyPro Revision 11 includes optional Microsoft Outlook Calendar integration in the Customer Contacts "Tickler" area. This a great way to remind yourself of important tasks, A/R collection calls, and more.

## **Maximizing Financial Success**

**By Tom Ross,  
Chairman/CEO**

*Editor's Note: This article was quoted extensively in the April Rental Management Magazine cover story, Making Cents, on ways to improve Financial Management.*

At Alert Management Systems, we understand how important it is to have the right financial information available in order to help you maximize your revenues, reduce expenses and increase profits.

Given today's extremely difficult economy, especially for general and construction rental companies, having the necessary financial tools is critical to survival.

Working with our most successful clients, we have developed a number of new tools to help you maximize efficiency and profitability. In addition, we have developed a unique way to help you increase your own awareness of the financial trends affecting the rental industry and the economy as a whole.

Here are three concrete examples we hope you will consider, if you are not already taking full advantage of them.

### **Executive Dashboard**

Many CEO's don't work with rental software programs regularly. Others may not have the time it takes to run all the reports necessary to have a firm grasp on the financial condition of the company. It is also frustrating to have to wait until the end of the month or quarter to receive and cross-check financial reports from the accountant.

Alert's award-winning **Executive Dashboard** provides many of the Key Performance Indicators (KPI's) you need to manage rental, sales, service, and multi-store operations. The numbers are current and are expressed graphically, making them easier and quicker to understand.

In a broader sense, what we are providing is Business Intelligence (BI) software, a fast emerging category in itself. Although software systems designed around rental have come a long way, Executive Dashboard is a break-through in the way financial management can be combined with performance goals and KPI's to create a "data-centered" business.

Up to now, BI tools or Dashboards have had to be customized to each organization versus being "packaged" at a fraction of the cost, and they have not been written to present the KPI's that are unique to rental.

We are constantly adding to it, but some typical KPI's that CEOs like to be able to monitor regularly include:

- Accounts Receivable, in total and aged (30/60/90/120) in days compared to goals.
- Trailing 12 months revenue, for the past three years. This metric eliminates the distorting effect of seasonality and provides a true measure of a company's revenue trend – up, down or sideways.
- Rental, sales and service revenues vs. goals, by store.
- Ticket trends, including average size and count, for the last 12 months, by location.
- Equipment analysis, sales forecasts by salesperson, and many more.

The Executive Dashboard provides over 50 metrics, with access securely limited by company role, including owner, manager, and accountant.

Now, with Executive Dashboard, we are hearing CEO's say things like:

- *"Even I can do this."*
- *"This is like the report-writer, only somebody else does all the work for me!"*

### **Commission Manager System**

Many rental companies are struggling with the need to reduce fixed costs as much as possible to adapt to the dynamic market shifts that have taken place. On the other hand, many have shied away from a "pay-for-performance" sales compensation model, because of the high cost of administration, potential for inaccuracy, and the inability to reduce compensation enough to match all the brutal exceptions and issues of "the real world."

Nonetheless, establishing a viable pay-for-performance model is becoming more critical to the financial health of rental companies.

Alert's **Commission Manager** was designed to allow you to accurately compute sales commissions using agreed-upon rules and principals, but also account for exceptions down to the line-item level. Rules for discounts can be tiered differently, for example, for different rental and sales products. Pay is reduced according to the sales rules, and it can be withheld or eliminated if the account doesn't pay in full or violates timely payment terms. All calculations are detailed and updated instantly from Alert EasyPro, unlike trying to keep up with hand-entered Excel spread sheets.

There is no administrative overhead. The system even logs exceptions and management over-rides.

While making the transition to a Pay-for-Performance model, some of our clients use this set of tools and reports as a "Sales Performance" system first, since it so accurately measures salesperson results. You can also easily manage lower and higher commission plans in any combination.

However you choose to implement it, this program will help you lower fixed costs and move to a more predictable and profitable sales model.

### **Alert Users' Association**

There is another dimension to how we can help you focus on achieving superior financial performance. We urge you to participate in a three-day Annual Conference sponsored by the IAUA (International Alert User's Association), which will soon be celebrating its 25<sup>th</sup> anniversary. (November 11-13, 2010 in Colorado Springs— mark your calendar now!)

The IAUA has many powerful roles in shaping Alert's policies and software, including Advisory Councils by market focus, and voting on new features. The IAUA also includes interactive sessions on developing your own strategies to improve financial performance.

Some presentations include data distilled from the ARA's Cost of Doing Business Study, which we encourage you to embrace. (By participating in the study, you get it free.)

A sample of other financial management articles is available free on [www.alertms.com](http://www.alertms.com). Just click the 'Profit Source' button. Or, contact Tom Ross for more: (719) 457-7170, [tross@alertms.com](mailto:tross@alertms.com).