

**For Immediate Release  
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## **RMI Increases Benefits & Reduces Fees**

**AVON, CT— OCTOBER, 2010**— RMI Corporation announced today that its cloud based ADVANTAGE Solution now includes Microsoft Dynamics NAV ‘A-La-Carte’ functionality, retailing at over \$200,000, at no additional charge. The additions include Service Management, Jobs Suite, Manufacturing Suite, advanced Warehouse Management and more. Today’s announcement also signals a reduction in fees to RMI’s existing ADVANTAGE Cloud customers who had previously chosen to include these optional granules.

“Some businesses have expressed concern that a cloud solution might lock them into a system where prices increase year over year. However, with Cloud solutions, there are economies of scale gained over time and RMI is committed to passing along those price reductions when they occur. For clients using the advanced functionality, this represents the second price reduction that RMI has extended this year.” said Lauren Dorman, VP of Product Development at RMI.

Most business solutions are purchased in a granular format. On the surface it seems reasonable to choose only the functionality required today. However, businesses evolve and expand into new markets. Traditional on-premise business software requires additional purchases of functionality and services to meet changing business conditions. The ADVANTAGE Cloud delivers all RMI and Microsoft Dynamics NAV functionality in one simple, low monthly fee allowing our clients to expand their business in new directions without the purchase of new software or services.

## **About Microsoft Dynamics**

Microsoft Dynamics is a line of financial, customer-relationship and supply-chain management solution that helps businesses work more effectively. Delivered through a network of channel partners providing specialized services, these integrated, adaptable business management solutions work like and with familiar Microsoft software to streamline processes across an entire business.

## **About RMI**

Founded in 1983 and headquartered in Avon, CT; RMI Corporation is the leader in Enterprise Rental, Sales and Service Solutions delivered on a SAAS model for mid-market companies. RMI is fully dedicated to the equipment rental, sales and service industry and offers an industry standard solution including software, implementation, training, data conversion, consultation and support to help their clients maximize efficiencies and reach their full business potential. RMI currently has thousands of users, representing various segments of the industry, managing their business with ADVANTAGE. For more information on the ADVANTAGE Solution and RMI Corporation, please visit their website at [www.rmiusa.com](http://www.rmiusa.com).

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