



# ADVANTAGE

## The RMI ADVANTAGE Solution

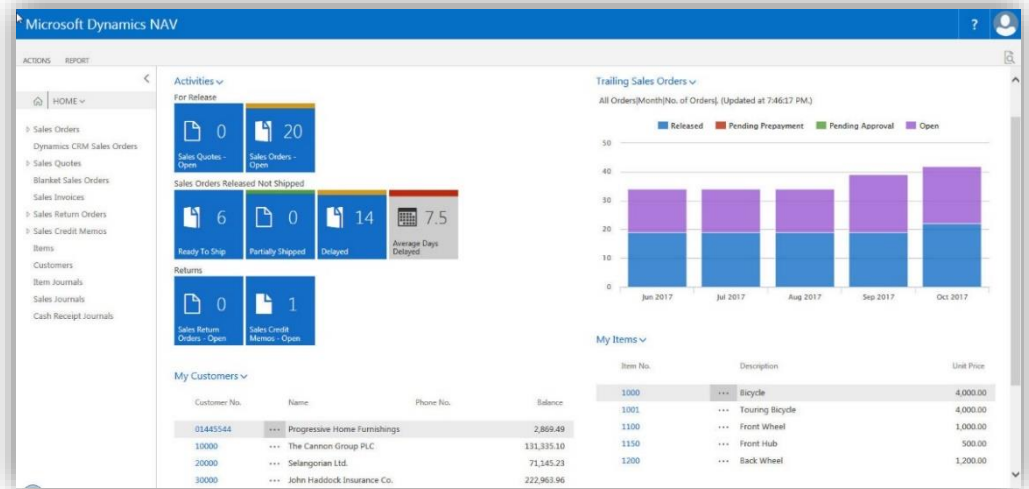


### The RMI ADVANTAGE Solution

**– It’s not just a software; it’s a business solution –**  
**The integrated, all-inclusive, end-to-end business management solution, ADVANTAGE® streamlines processes, delivers robust reporting and business intelligence, and connects employees, customers, and partners across a global marketplace.**

#### BENEFITS:

- **Fuel productivity from the start.** Work with a familiar, intuitive user interface that enables employees to focus on information specific to their job functions, quickly and easily.
- **Accomplish more with rich Microsoft Office® integration, all included with ADVANTAGE®.** Work easily across ADVANTAGE and familiar Microsoft Office® programs like Excel and Word to access, analyze and share information.
- **Make decisions with confidence.** Monitor business operations, evaluate performance and pursue the right opportunities more effectively by extracting and analyzing the precise information you need – when you need it.
- **Maximize the benefits of your IT Investment.** Achieve greater value with Cloud computing and best in class productivity tools. ADVANTAGE® software includes Microsoft products and technologies, including Microsoft Office® and Skype for Business®.



- **Utilize software tailored to your Industry.** Deploy a solution backed by expertise in the container, trailer, medical, heavy equipment, and specialty equipment industries.
- **Certified by Microsoft®.** RMI is certified for Microsoft®, giving you confidence that ADVANTAGE® meets the high quality standards set forth by Microsoft that your business deserves. *Work smarter. Your team stays focused on the key activities related to their job with user-friendly, role-centric dashboards.*

Flexible and easy to use, ADVANTAGE® offers a user experience tailored to people’s roles within your organization— helping them work productively, make confident decisions, and respond quickly to new marketplace opportunities.

For more information on ADVANTAGE and RMI, Visit [www.RMIUSA.com](http://www.RMIUSA.com) or call 800.252.5011



## **Gain insight for confident decision-making**

With hundreds of reports included out of the box, employees can easily access and analyze up-to-the-minute data about every aspect of your organization, including individual transactions, key performance indicators, trends, and growth opportunities. ADVANTAGE's® user interface focuses your staff on the tasks specific to their job responsibilities, giving them the tools necessary to become more productive. A variety of reporting and analytical options empowers users across your organization to extract and analyze data, generate and share reports, and export to a PDF, or Microsoft Excel® and Word® for further analysis and graphical presentation.

## **Maximize the value of your investment with Cloud Computing**

Take advantage of innovative data management, security, collaboration, anti-virus, and information-sharing capabilities, all within RMI's Cloud. RMI delivers best in class productivity tools by including ADVANTAGE software along with Microsoft technologies, including Windows Server®, Microsoft Office® (Word®, Excel®, PowerPoint®, Outlook®), and Microsoft Office 365® to deliver communication and collaboration through Exchange Online®, Skype for Business®, and customized document management through SharePoint®. Additionally, choose to include a fully functional Customer Portal to give customers the opportunity to self-serve from your website.

Gain the benefit of the latest technologies. Application improvements are installed regularly with the latest features of ADVANTAGE® and security improvements for Microsoft applications. Major system upgrades are also completed on a regular schedule – at no additional charge.

## **Choose a solution that fits your business size and needs**

RMI's ADVANTAGE® Solution can evolve with you for the life of your business. RMI's licensing model is cost effective, enabling you to choose the level of access each employee needs, while maintaining the flexibility to adapt as your business requirements change. ADVANTAGE® users may be added or subtracted month-by-month as your business evolves. No long term contracts or commitments.

Phased deployment and extensive out-of-the-box functionality enables you to enhance the productivity of your business through support, training, and best practices delivered to you by highly knowledgeable and product-certified staff.

## **FUNCTIONALITY**

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### **Business Intelligence and Reporting**

Bring strategic insight into your business processes with sophisticated reporting, analysis, and budgeting solutions that help you improve and propel critical decision-making throughout the organization. Direct access to real-time, business-critical information and a wide range of analytical and reporting tools can help you manage budgets, create and consolidate reports, and look for trends and relationships.

### **CCH Sales Tax Rates**

Maintaining accurate and up-to-date Sales Tax rate tables can be a full time job! With ADVANTAGE®, you will always have accurate tax rates for the U.S. right at your fingertips. RMI's partnership with CCH®, the leading supplier of tax information, delivers monthly updates directly to ADVANTAGE® so that you're always sales tax compliant. ADVANTAGE's® Sales Tax reports ease your burden at tax time by compiling all the required numbers in one place.

### **Credit Card Processing**

Increase cash flow and reduce collection efforts by accepting credit cards on all business transactions. Credit Card payments are accepted for one time sales or services, and for recurring rental billings. ADVANTAGE® includes many automation features including the ability to run billing, email invoices, and charge credit cards. Automatic cash applications keep your receivables in line with customer records. The solution is PCI compliant and does not require any 3rd party software purchases or maintenance. It also supports the transfer of Level 3 information, giving you the lowest possible rates.

## Customer Portal

With RMI's ADVANTAGE® solution, you may choose to add a Customer Portal. This is a personalized website, integrated with ADVANTAGE®, where your customers can check the status of their account. They can print and pay invoices or check on existing quotes, review the equipment currently on rent, or submit a request for service. Customer Portal requires very little setup to launch and may be expanded with additional pages to customize your web presence.

## Customer Relationship Management

Customer relationship management can automate many day-to-day tasks for sales, customer service, and marketing professionals. Manage customer records and sales histories, create and launch marketing campaigns, and track customer activity.

RMI's Customer Portal - Invoice Payment

## Dealer Management

Reduce redundant data entry and streamline workflows through electronic transactions with your suppliers. Dealer Management automates the electronic submission of Purchase Orders, Parts Returns and Warranty Claims to the manufacturers with whom you do business. Easily import vendor parts files to create new and update existing records. ADVANTAGE® supports both single-line and multi-line dealers.

## Document Management

Easily store and retrieve any type of document or image within ADVANTAGE®. Document Management allows you to attach an unlimited number of files to master records, such as spec sheets or pictures for an asset, or transaction files, including orders and vendor invoices. Customizable Word® and Excel® templates streamline the creation and storage of common communications, such as collection letters. RMI is experienced in the creation of industry-specific SharePoint® sites that make your information searchable and accessible to your employees to help centralize infrastructure.

Description
<b>Assets:</b>
Cash and Cash Equivalents
Receivables (Net)
Inventories
Prepaid Expenses
Other Short Term Assets
Rental Fleet (Net)
Property, Plant & Equipment (Net)
Other Long Term Assets
<b>Total Assets</b>
<b>Liabilities:</b>
Trade Payables
Other Payables and Accrued Expenses
Accrued Taxes / Taxes Payable
Floor Plans Payable
Other Liabilities
Notes Payable - Short Term
Notes Payable - Long Term
<b>Total Liabilities</b>

## Excel-Based Reporting

RMI delivers custom reporting in ADVANTAGE® using Excel®, a tool your staff already knows and loves. RMI creates and delivers many Excel-based reports for your use, designed specifically for rental, sales and service organizations. You'll be able to write an unlimited number of custom reports for your business, all with the ability to drill into the actual ADVANTAGE® data used in the report.

## Financial Management

As the backbone of your business management solution, ADVANTAGE® can help you efficiently manage your general ledger, payables, receivables, inventory, analytical accounting, fixed assets, and cash flow, as well as perform bank reconciliations and collections. You can also manage your financial processes across multiple currencies, languages, locations, or companies. ADVANTAGE® is Sarbanes-Oxley compliant and includes additional regulatory/compliancy functionality.

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## Human Resource Management

ADVANTAGE® provides support for your human resource processes by helping you organize and control information about your employees. Attach comments to employee records, track absences, and generate reports to help you keep on top of your most important asset—your employees.

## Manufacturing

ADVANTAGE® provides an integrated suite of manufacturing applications that give you the tools to plan, manage, and execute a world-class manufacturing operation. Manage your entire manufacturing process from product configuration, scrap tracking, supply, and capacity requirements planning to scheduling and shop floor.

## Mobility

ADVANTAGE® is made for all employees whether they sit all day, or never sit down. Never experience an interruption in productivity with ADVANTAGE's® multi-platform design. Whether your workers are in a desk, a truck, or the yard they will have all the same abilities from their selected mobile device, as they will from a desktop.

## Rental Management

Give your employees the power to manage your rental operations within one integrated system that is linked with all other departments. Plan for future availability and demand to avoid double-booking. Utilize user-definable attributes to search for equipment and deliver a product to the customer that meets their exact specifications. Automatically select accessories or add-ons to up-sell during the order process. Flexible billing models and emailing of invoices gets invoices into the hands of your customers faster. Analyze revenue, margin earned to date, and up to the minute return on investment for any item in your fleet.

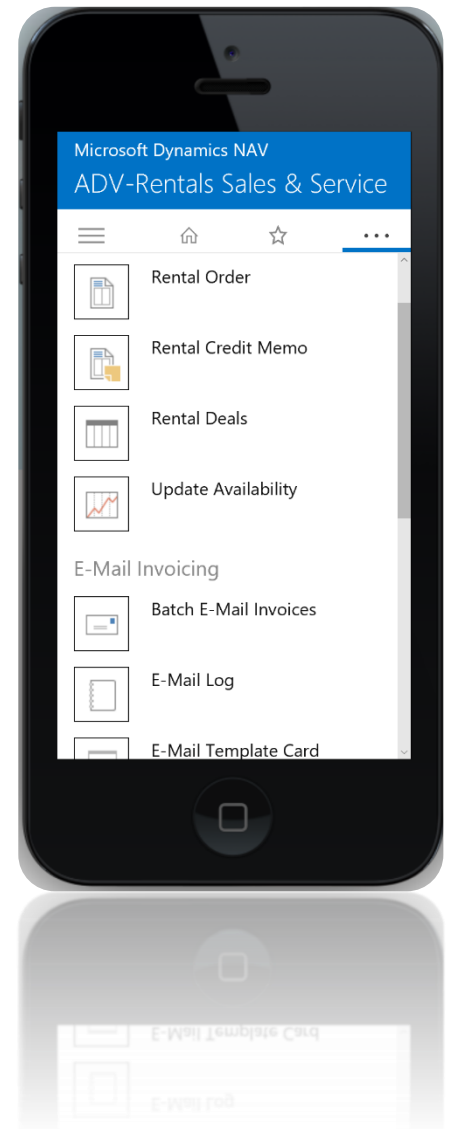
## Sales and Supply Chain Management

Tailor your sales, purchasing, and pick/pack/ship cycle processes to meet specific needs and keep pace with competitive markets and low margins. Help increase customer loyalty with better responsiveness, rapidly pursue new market opportunities, and improve your profitability by working efficiently with partners. Improve inventory management, manage single or multisite warehouses, and handle order processing and demand planning.

## Service Management

ADVANTAGE® provides your business with extensive service management functionality to keep both company and customer-owned equipment running at peak performance. Planned Maintenance schedules may include one time and recurring services to keep equipment running its best. Schedule service as needed or establish contracts with customers to prevent wear and tear. Dispatch technicians to various jobsites and keep track of their time and materials. Submit warranty claims directly to the manufacturer for speedier processing with less paperwork. All areas of ADVANTAGE® are fully integrated, linking departments together to improve efficiencies and communication.

Keep your mobile work force on task with delivery tickets that can be assigned to drivers individually or from a dispatch board. Being device-independent and Cloud-based means ADVANTAGE® is accessible from any internet-connected device on the road or in the office.



## INDUSTRY SPECIFIC SOLUTIONS



### Trailers and Chasses

- Stay on top of your planned maintenance
- Record and charge for miles, refrigerated unit engine hours, fuel use, tread wear, or any other quantifiable meter.
- Manage IFTA Reporting
- Sales, service, rentals, leasing
- Track insurance information and expiration dates

### Medical Equipment

- Pro-forma invoicing
- Keep track of patient name and room number
- Unit days billing options
- Professional setup of Document Management site included (great for keeping signed delivery tickets)
- Flexibility to make changes on customer site from mobile device

### Containers

- Wholesale, leasing, rentals
- Modifications – as complex or simple as needed
- Depot Management
- Flexible billing
- Easy up-selling features for parts or additional rentals

### General Equipment

- Keep track of planned maintenance services
- Sell, service, rentals, leasing
- Record and charge for meters like engine hours, tread wear, fuel usage, and more
- Dispatching
- Track insurance information and expiration dates
- Jobs Costing

### Specialty Equipment

- Sales, service, rentals, leasing
- Flexible billing models
- Complete mobile functionality
- Contact management
- User-friendly interfaces

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## FEATURES

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### Three Levels of Access

- **Foundation Layer**
- **Level 2**
- **Level 3**

Every member of your team is tasked with specific roles and responsibilities that influence their access to your business solution. That's why RMI's ADVANTAGE® Solution is available in 3 distinct levels, with one that is right for each of your employees. While all employees get access to the ADVANTAGE® tools that are available in the Foundation Layer, only select employees will have Level 2 or Level 3 access.

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### Intuitive User Experience

Gain efficiency with an intuitive user interface that is aligned with the job responsibilities of the user.

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### Cloud Based Computing

Lower your cost of ownership and be assured that you're using the latest technologies and toolsets to best manage your business. RMI's Cloud solution includes the best productively tools, in addition to all server and hardware components. Your business data will be secure and accessible from anywhere, anytime.

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### Certified for Microsoft®

Proven. Tested. Recommended.

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### Easy Customization

ADVANTAGE® is ready to go out of the box, but user screens and reports can easily be customized.

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### Integration with Microsoft Programs and Services

Maximize your technology investments through tight integration with other Microsoft products and technologies.

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### Rapid Implementation

Count on a quick, efficient implementation. RMI ADVANTAGE® is delivered with many of the setups completed specifically for the rental, sales, and service industry. RMI includes data conversion, support, training, and implementation services in every project.

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### Multicurrency and Multilanguage Support

Extend your business across international borders with confidence when you can set up and maintain multiple currencies and accommodate more than 30 languages.

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