

Stephenson's Rental Services: An Investment to Find Productivity Gaps

About Stephenson's Rental Services

Stephenson's is Canada's largest independent privately owned construction equipment rental company with over 60 years of history. The company enjoys a leading market share in southern Ontario, the largest construction market in North America and home to Toronto, North America's 5th largest city.

We spoke with Karim Nensi, CFO of Stephenson's. Karim's background in finance began with his first job after graduating university as a filing clerk to the CFO of a multi-billion dollar organization to his current role as CFO of Stephenson's Rental Services Inc.

“Since implementing Wynne, we have saved millions of dollars in our capital spend, significantly improved productivity and seen our service levels increase.”

— Karim Nensi, speaking about the financial return from implementing Wynne software



Can you tell us a little bit about Stephenson's?

Stephenson's combines traditional rental lines (light, heavy & aerial equipment) with a significant presence of specialty equipment such as small tools, scaffold and temporary heat. The specialty lines of equipment have been the foundation on which Stephenson's has been able to build an extremely successful company servicing the whole market from the largest institutional builders together with home builders of all sizes to the small & medium contractor and the do-it-yourselfer.

How did you learn about Wynne Systems?

About 3 years ago we came to the realization that the system we were using was not the system that was going to support our growth initiatives as the organization began to look at new markets within Canada and new ways to take our product offering to market. We did an extensive search of the available systems and Wynne Systems stood out far and above the rest.

Why did you choose Wynne over other more economical software systems available?

For us the answer is simple; if you are looking simply for a system that will produce contract, invoices and do the backend accounting, there are many systems that can do this and quite frankly other systems are far cheaper than Wynne. What we were looking for however, was a system that can help us to clearly identify, in real time, areas where we could achieve significant productivity improvements that would result in lowering our costs to serve our customers while increasing the level of service and reducing the time it takes to turn equipment around (from an off-rent back to available for rent). Since implementing Wynne we have saved millions of dollars in our capital spend, significantly improved productivity and seen our service levels increase. There is not a single system in the market that comes close to what Wynne can do with respect to data reporting; the system is truly “best in class”. The cost of the system is an investment that has paid for itself many times over.”



What made you choose Wynne Systems to run your back office?

There were many reasons however there was couple that stood out and made the difference: Wynne's commitment to invest and continue to develop their software is extremely important to us. Stephenson's has been a leader in bringing innovative products, rental programs and solutions to the market and we wanted to partner with a company that had the same commitment.

The other main reason was the extremely powerful and robust reporting tools. These reporting tools allow us to have absolute clarity on equipment availability, the lifecycle of our equipment, employee productivity together with customer activity and revenue, all in real time. This allows the organization to react quickly and with accurate verifiable data to changes both within and outside the organization. This level of reporting also provides us with the opportunity to find pressure points within the organization allowing the company to improve productivity, equipment availability and increase overall customer satisfaction.

What has your experience been like, regarding Wynne's services?

We have found the Wynne team to be helpful, responsive and above all a true partner. They seem to truly care about our challenges and are keen to find solutions, even when the solution is not readily apparent. For Stephenson's this is one of the most important elements as we are continually innovating and developing which requires us to have someone that thinks of us as a partner.

What were your expectations for conversion?

We expected the conversion to be a challenge as all conversions are however the Wynne team was incredible and made sure that the whole process was organized, well planned out and executed to plan. We could not have asked for a better conversion team as the cutover was done without any issue that was not able to be quickly addressed.

What would you tell other people about Wynne?

If you are looking for an organization to be your partner and to support your organization regardless of your future plans, I would recommend you take a close look at what Wynne System's has to offer; not only the enterprise system but also the people and service.

Would you recommend us to others?

Whether you are a small rental company or a large organization that is looking to grow or looking for productivity improvement and reporting solutions, I would highly recommend Wynne Systems.

Is there anything else you want to add?

Embarking on a process to change systems can be intimidating however I believe that companies owe it to themselves to put their organization in the best possible position for success. For Stephenson's, converting to Wynne Systems has provided us with the foundation to continue to implement our growth plans, to be able to continue to live up to our reputation as innovators and to provide us with opportunities to increase productivity and customer satisfaction. I believe that Wynne Systems can do the same for your organization.



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About Wynne Systems

Wynne Systems develops and maintains a fully integrated enterprise resource planning (ERP) solution for rental equipment and construction companies spanning the globe. With applications designed to help increase efficiencies across your entire organization, our comprehensive software suite gives you the tools to manage all aspects of your business with swift precision. We use the latest technologies to give you the competitive edge that will increase revenue, decrease costs and grow your operation.



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