

# How Rental Companies Can Do More With Less

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## KEY TAKEAWAYS:

- How driver and mechanic shortages can be mitigated
- How transportation departments can rein in fuel expenses
- How to prepare for what the future may hold



# Executive Summary



**From 2020 to present issues, the equipment rental industry has faced several crises and obstacles.** The COVID-19 pandemic and other factors have led to global supply chain disruptions that directly affect your access to equipment and components. Labor shortages make it difficult to meet demand and can impact the level of demand for your machinery. Rising fuel prices and an uncertain future are also significant challenges.

These challenges are multi-faceted problems. While they affect the equipment rental industry, they are also global issues that affect your suppliers and customers. Seeing both the global and industry-specific scope of these problems is a key step in identifying a way forward.

Thankfully, there are many opportunities to overcome these crises. Modern enterprise resource planning (ERP) software synchronizes communication and automates daily business tasks. These solutions not only free up critical time in your company but also assist your clients, customers, and suppliers in overcoming related challenges.

Success in the equipment rental industry requires doing more with less. The industry

may face significant challenges, but you can still be confident in the future of the industry by positioning your company for success. Wynne Systems equipment management software helps you take the first step in navigating the current economic climate.

## Introduction

The equipment rental industry is facing a unique set of challenges. Supply chain shortages, labor shortages, increased fuel prices, and uncertain future events are not only global issues but also affect the construction, equipment rental, and manufacturing industries in distinct ways. As 2022 progresses, the end may be in sight for some challenges, while others may affect the industry even more in the future.

As a leader in the industry, you need to explore ways to do more with less to overcome obstacles and maintain success. Dive into four main challenges facing your industry and viable solutions to each one, individually and collectively. See how Wynne Systems' Enterprise Resource Planning (ERP) platform may offer a way forward to improving utilization, managing inventory, analyzing margins, and reducing costs.



# Global Supply Chain Shortages

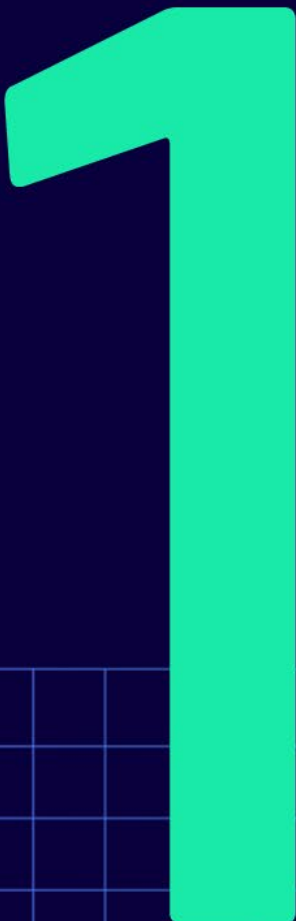
Supply chains across the globe have been strained, stalled, or collapsed due to a variety of factors in the past few years. While there are many causes and industry concerns related to these shortages, the global picture is one of uncertainty and disruption.

According to Accenture, an estimated 75% of companies feel their business has been negatively affected by recent disruptions. A Material Handling & Logistics study found that 82% of people have concerns that the ongoing issues will ruin important life plans. Another study found that approximately 66% of consumers believe these shortages will never end.

## History of Global Supply Chain Issues

While current supply chain issues and shortages are significant, these shortages faced since 2020 are not the first time the world has experienced supply chain difficulties. Here are just a few examples of historical supply chain problems:

- **1973:** Toilet paper shortages occurred throughout the United States caused by exaggerated media reports and a joke by Johnny Caron on The Tonight Show.
- **1991:** A global Nike boycott caused supply chain disruptions in the industry and limited demand for Nike products.
- **2000:** A major tire recall by Ford and Firestone resulted in a temporary supply issue for both tires and the Ford Explorer.
- **2014:** Damage to a resin manufacturing plant in Germany created a major automotive supply chain disruption as companies had to wait for a key material used in brake components, automotive seats, and fuel tanks.



- **2019-ongoing:** The emergence of COVID-19 forces Chinese construction equipment manufacturers to temporarily shut down, impacting supply chains globally. Even a couple of years into the pandemic, availability continues to be a fraction of what it once was, and shipping delays are common.

These are just a few examples of industry supply issues that created unforeseen delays and consumer problems. The current global supply chain disruptions, however, represent an unusual phenomenon, according to a [report by The White House](#).

### Causes of the Current Disruptions

Disruptions in the supply chain at this scale are caused by many factors. Not only are there issues with raw materials and labor shortages, the global disruption of the COVID-19 pandemic has also caused bottlenecks throughout the transportation industry. Here is an overview of each of these causes before diving into the effects they have on the equipment rental and construction industries.

First, raw material extraction and sourcing have been delayed due to labor shortages and COVID-19 prevention measures. Delays in mining, farming, timber harvesting, and other raw material processes spill over across the entire supply chain.

Once the economy started up again, different links in the chain moved at different paces. The result was a considerable number of bottlenecks in the process. These bottlenecks resulted in [record-breaking shipping container](#) dwell times at major terminals and on cargo ships waiting to be unloaded.

As the COVID-19 lockdowns ended, the

# 10%

*2021 - 2022 used equipment price increase*

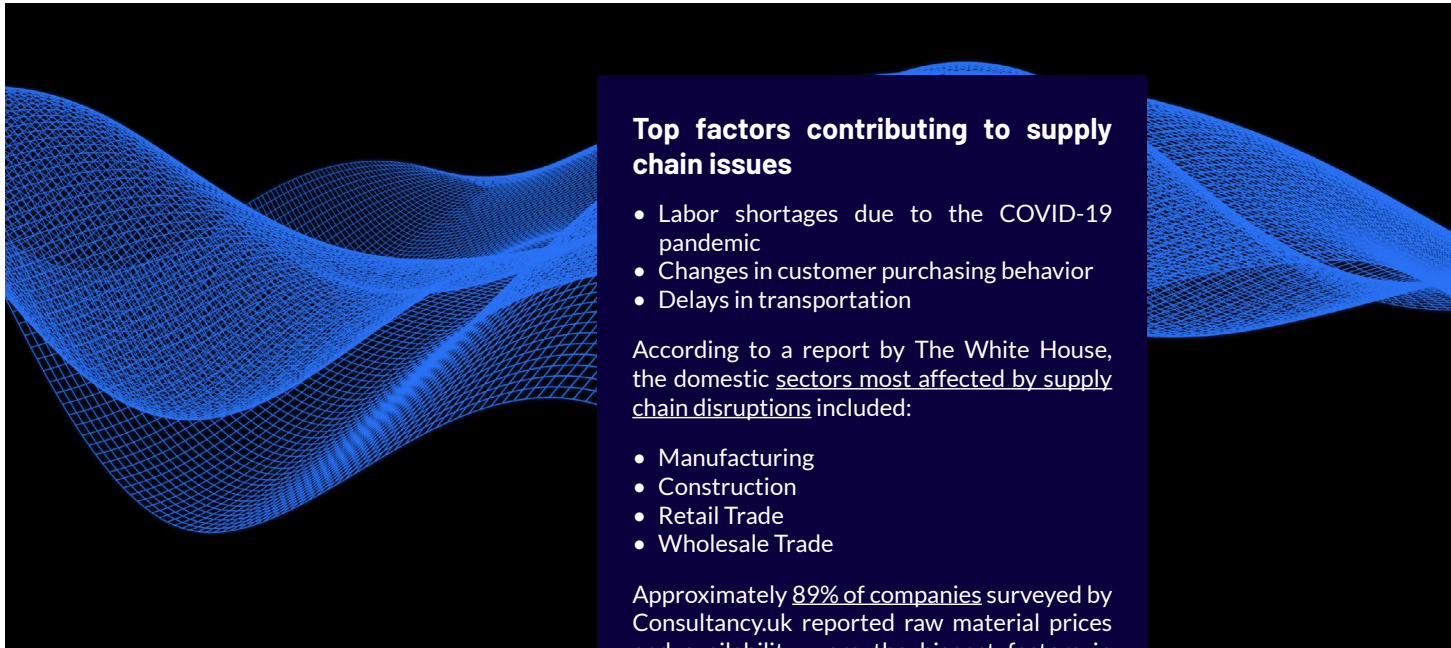
[Russian invasion of Ukraine](#) and resulting sanctions caused further global supply chain disruptions. As discussed below, global labor shortages, particularly in the manufacturing and transportation industries, go together with supply chain issues.

### Effects on the Equipment Rental Industry

Supply shortages are a double-edged sword in the equipment rental industry. Disruptions in equipment and parts manufacturing directly affect your ability to acquire inventory and perform prompt repairs. It also, however, means your clients are unable to or are having difficulties with purchasing their own equipment. With 95% of members [of the Association of Equipment Manufacturers experiencing supply chain issues](#), low supply levels can lead to high prices for new machines and repair components.

This may mean that you need to age your fleet beyond your normal cycle. For most companies, this means continuing to utilize equipment that is over four years old.





### Top factors contributing to supply chain issues

- Labor shortages due to the COVID-19 pandemic
- Changes in customer purchasing behavior
- Delays in transportation

According to a report by The White House, the domestic sectors most affected by supply chain disruptions included:

- Manufacturing
- Construction
- Retail Trade
- Wholesale Trade

Approximately 89% of companies surveyed by Consultancy.uk reported raw material prices and availability were the biggest factors in supply chain issues.

Heavy equipment manufacturing is expecting delays until 2023 or beyond due to supply chain problems, such as a shortage of microchips. This and other reasons have caused dealer rental fleets to be about 15% to 20% down.

Orders for new equipment are being pushed into 2023, according to Equipment World, while the price of new equipment rose approximately 9.7% in the fourth quarter of 2021. From 2021 to 2022, the price of used equipment rose at least 10%.

### How to Overcome Supply Chain Issues

Despite supply issues, the industry has a strong outlook for the next five years, according to the American Rental Association. Part of this strength comes from the increased demand for equipment rentals, which means an increase in revenue for companies in the industry. Supply chain and/or materials issues were rated as the top concern for construction contractors in 2022, so your current inventory is likely to see high levels of demand and utilization.

#### UTILIZE AN ERP PLATFORM

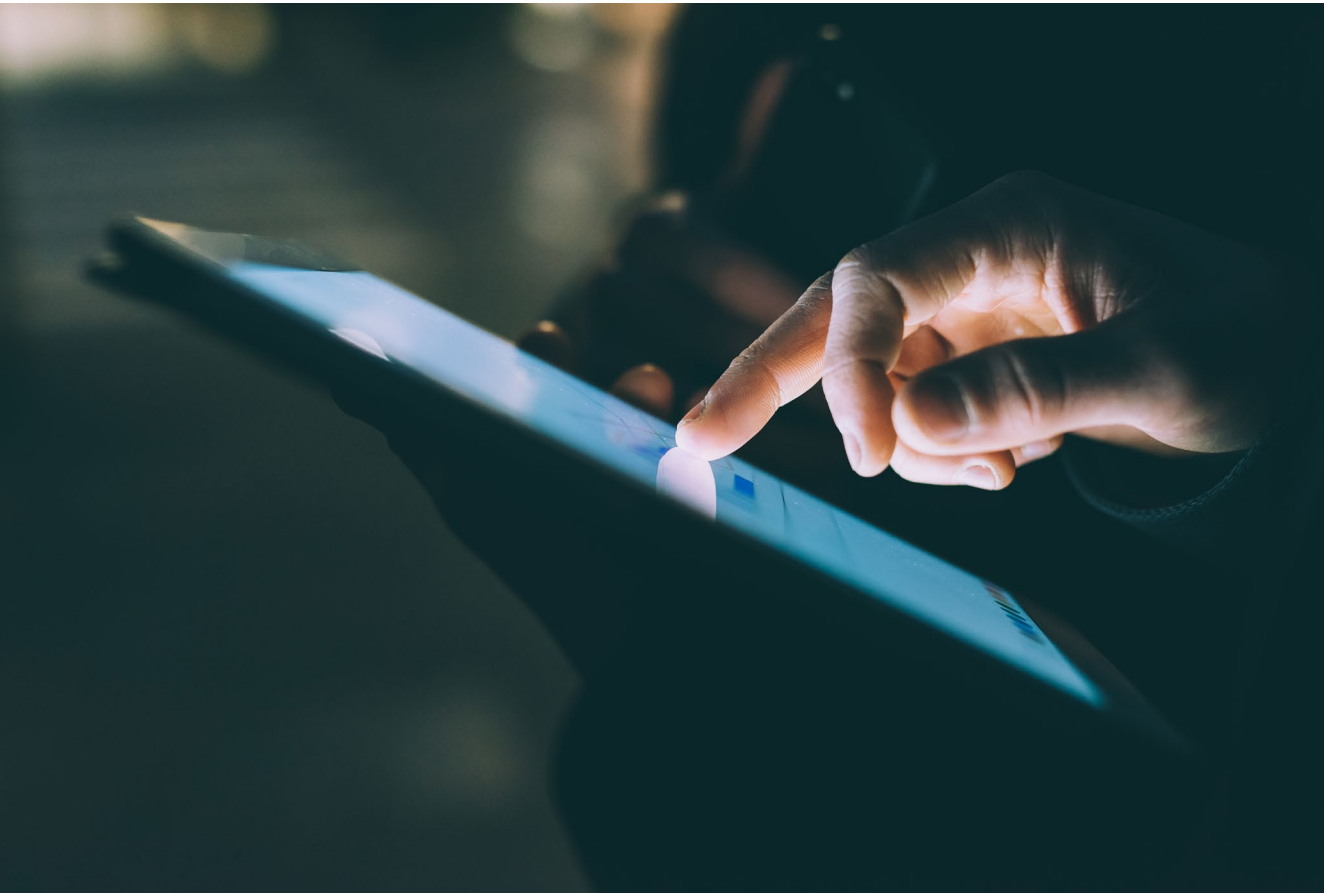
Meet the high demand for vehicle and

machinery rentals with a fleet ready for rental. Minimize days sales outstanding (DSO) and increase wrench time with service management software. Start by taking control of your fleet and streamline your management with an ERP platform. Wynne Systems RentalMan software, for example, allows you to track the lifecycle of every asset starting at the purchase.

#### LEVERAGE YOUR SERVICE DEPARTMENT

Additional computerized maintenance management system (CMMS) strategies include leveraging your service department. When a single missed rental day can cost an estimated \$2,739 for every \$1 million in revenue, it is imperative to stay ahead of maintenance schedules and repair tasks.





### MANAGE VENDORS

Identify potential bottlenecks in your supply chain and work to increase the flow of raw materials, parts, equipment, and other essential supplies. [RentalMan](#) is one software solution that helps you improve your communication with vendors.

Managing vendors may not solve every upstream supply issue but it can help you maximize your workflow and identify relevant shortages before they cause your rental company to grind to a halt.

### INCREASE AVAILABILITY

Use software solutions and other strategies to maximize your available fleet. Through effective asset tracking, inventory management, and other strategies, [equipment rental companies](#) can ride the wave of increased equipment demand and prepare for a transition in the future. The level of demand for rental equipment may cool slightly as machinery and tools become available again for construction companies to own rather than rent.



# Labor Shortage: Skilled and Unskilled

The height of the COVID-19 pandemic saw more than 30 million U.S. workers unemployed and over 120,000 businesses temporarily closed, according to the U.S. Chamber of Commerce. While these levels have decreased significantly in the past two years, the U.S. Bureau of Labor Statistics still reported 11.5 million job openings in March 2022. Review what these job openings mean for the rental equipment industry and what you can do to overcome these challenges.

## Labor Shortages in 2022

As COVID-19 restrictions ease and employees come back to work, why are there still over 11 million job openings? The answer is slightly different in different industries. There are also varied factors affecting skilled vs. unskilled labor shortages. As a broad overview, here are some of the basic reasons over 47 million Americans quit their jobs in 2021, and the nation still has a significant number of unfilled positions, according to the U.S. Chamber of Commerce and Federal Reserve Bank of Richmond President Tom Barkin:

- **Increased savings:** Americans collectively have saved more than \$4 trillion (about \$12,000 per person in the U.S.) since the start of the pandemic, in part because 68% of unemployment claimants earned more while on unemployment.
- **Decreased access to childcare:** Approximately 3.5 million mothers left their jobs in 2020 due to childcare access issues, creating the lowest levels of women in the workforce since the 1970s.





- **More new businesses:** Over 10 million new businesses were launched from 2020 to 2022, significantly reducing the labor pool.
- **Earlier retirements:** About 3 million adults decided to retire early in 2020 and 2021, which was far more than expected in this period.
- **COVID-19 concerns:** The global pandemic has caused a diverse range of reactions and reasons for leaving the workforce, including long-term health issues, workplace safety concerns, and hesitations related to mask and vaccine policies. These reactions have been a contributing factor to workers leaving the workforce or choosing alternative employment opportunities.
- **Upskilling:** A [2021 PwC survey](#) found that 40% of workers improved their digital skills during the COVID-19 lockdown, and 77% wanted to learn new skills or train for a new career.
- **Work-life balance:** Americans increasingly value more time with family, more flexible schedules, and work-from-home convenience. Remote-friendly positions saw fewer layoffs and stronger recovery levels than other types of jobs.

It is also important to note that some labor shortages were occurring before the COVID-19 pandemic. The truck driver shortage, for example, was [an issue in 2019](#), with an estimated shortage of 59,500 drivers that year. The 2022 estimate is now 80,000 drivers (about the seating capacity of the Los Angeles Memorial Coliseum) missing, which could increase to over 160,000 by 2030.



## Skilled vs. Unskilled Labor Shortages

Many of the positions that are going unfilled are classified as skilled. According to the National Association for Business Economics Business Conditions Survey, about [57% of respondents reported skilled labor shortages](#), while only 25% reported unskilled shortages.

This gap is particularly obvious in the construction industry. According to the Associated Builders and Contractors industry forecast, there are approximately [650,000 unfilled construction positions](#) in 2022. The number of entry-level construction workers has increased by 72.8%, while the total number of workers in the industry only increased by 24.7%. This means many skilled workers are retiring or leaving the industry while they are mostly being replaced by entry-level, unskilled employees. Despite the increased number of workers, the Rental Equipment Register found that about [4.4% of construction jobs](#) were unfilled in 2021.

## How Labor Shortages Affect Equipment Rental Businesses

The equipment rental industry is affected directly and indirectly by labor shortages in the United States. Indirect effects include delays in the supply chain and increases in cost due to unfilled positions in the manufacturing, transportation, and construction industries.

Direct effects include unfilled positions in key areas, such as service technicians, transportation professionals, and office workers. Explore how these shortages may be holding your business back

before reviewing top strategies for overcoming them.

### MECHANIC AND SERVICE TECHNICIANS

Mechanics are skilled employees and perform essential roles in your equipment lifecycle. According to a report by the Associated Equipment Dealers, about [73,500 technicians](#) will need to be trained and hired before 2026 to meet industry demand. Fewer service technicians means that, even with more wrench time, your service department may struggle to keep up with maintenance demands.

### TRANSPORTATION PROFESSIONALS

Truck drivers are a key component in the journey of your equipment. From the first delivery from the manufacturing facility to your routine machine relocations from job site to job site, transportation keeps your company working effectively.

Because of the shortage of truck drivers, many rental companies have turned to third-party haulers and offering overtime for their drivers. While these steps cover the current needs, they are often costly, short-term solutions that do not address the industry-wide shortage of skilled drivers.

### CUSTOMER SERVICE, IT (INFORMATION TECHNOLOGY), AND ACCOUNTS RECEIVABLE TEAM MEMBERS

Customer-facing roles are particularly susceptible to burnout and workplace concerns due to the COVID-19 pandemic. Whether interacting primarily with customers online or in person, your customer service, IT, and accounts receivable team members may be experiencing fatigue and feeling underpaid. These feelings may even turn into separations and a lack of candidates to fill open positions.



## Steps To Overcome Labor-Related Challenges

You do not need to shrink your revenue or business goals to overcome labor-related challenges. Fewer technicians, truck drivers, and customer service team members are all challenges facing the rental industry, but there are many steps you can take to rise above these challenges and do more with less.

### USE SERVICE MANAGEMENT SOFTWARE

Thanks to service management software, like [Service Solution](#), you can optimize wrench time and prioritize technician services to take charge of your maintenance program. Service Solution allows you to enhance utilization and streamline communication with your technicians.

The result is that you can enjoy fewer Days Sales Outstanding (DSO) and maintain an efficient fleet with fewer technicians and mechanics.

### MAKE USE OF TRANSPORTATION MANAGEMENT SOFTWARE

You can also manage your fleet with the same level of intuitive features, enhanced communication, and automated tasks. [Logistics Solution](#) is a transportation management software solution that can drive profitability by providing real-time data and visibility. Easily schedule loads, connect with drivers, and maintain compliance to improve the efficiency of your dispatchers and drivers.

For drivers, Logistics Solution makes route planning and logging status easy. These features can reduce the number of hours drivers work when they are not behind the wheel, giving them more time to rest before taking another route.

### IMPROVE COMPANY CULTURE AND OTHER INCENTIVES

Company culture is a current buzzword in many industries. While the specific business strategies and habits that make up a strong corporate culture vary and can be hard to define, their importance is obvious to candidates. Approximately [46% of job seekers](#) feel that company culture is a principal factor in finding a new job. As many as 94% of entrepreneurs also find it highly important.

Consider ways to offer incentives or wage increases to attract new hires. Across the United States, there has only been an estimated [wage increase of about 1.2%](#) from April 2020 to April 2021. The inflation rates] this year was approximately [4.70%](#) in the same year, meaning employees have less extra income now than they did in 2020. Increasing wages may not be as simple as choosing a rental software solution to manage your time but it can be a

57%

*National Association for Business Economics Business Conditions Survey respondents reporting skilled labor shortages*



powerful way to attract skilled workers and overcome labor shortages.

### FOCUS ON RETENTION AND “BOOMERANG EMPLOYEE” STRATEGIES

Employee retention increases productivity and helps your workers feel valued. It also reduces the number of unfilled positions in your company, easing the stress and work of finding the right candidate for a position.

There are many strategies and [benefits of employee retention](#) strategies, but one modern solution is to target individuals known as boomerang employees. These employees have separated from your company for several reasons and are now interested in being hired again.

As many as [2.1 million manufacturing positions](#) will go unfilled by 2030.

Approximately [4.4% of construction jobs](#) went unfilled in 2021, which means the industry needs [about 2.2 million workers](#).

Labor shortages may not be caused by an actual shortage of workers. In 2021, the U.S. Bureau of Labor Statistics found that there were [75.3 million new hires](#) and 68.9 million separations. The Great Resignation may be The Great Reshuffle.

In the past, it was standard practice to have a policy against rehiring workers who have separated from your organization. In 2021, however, these rehired employees accounted for approximately [4.5% of new hires](#).



# Increased Fuel Prices

Talking about current gas prices is as popular a past-time for many Americans as talking about the weather. Unfortunately, these daily facts and figures also have significant impacts on your business operations. Increasing costs of all types of gasoline can increase the operating expenses of your equipment, which can, in turn, take away some of your profits. Learn more about the history of fuel prices in the United States, the factors of the current spike in prices, and steps you can take to minimize its effects on your machinery rental company.

## History of High Fuel Prices in the United States

Fuel prices have been making headlines recently. When a barrel of oil reached over \$120 on June 13th, 2022, the cost of Regular Unleaded gas reached an all-time high of \$5.016 per gallon the next day. While this is a significant moment in the history of fuel and oil prices, it is not the only time costs have surged.

The previous high-water mark for gasoline was in 2008, at \$4.103 per gallon. Prices have similarly reached uniquely low points in the past 20 years, with December 2008 prices dropping to just \$1.745 per gallon and April 2020 seeing \$1.938 per gallon averages, according to the U.S. Energy Information Administration.

## Factors Affecting Fuel Prices

The price of crude oil, which directly affects the price of gasoline and diesel fuel, is historically volatile. There is not a single, definite source of the rising prices but there are some key factors that are affecting fuel prices.

### CONFLICT IN UKRAINE

One historically significant cause of the current oil price increase is the ongoing military conflict in Ukraine. Since February 24th, 2022, fighting between Russian and



## INCREASED FUEL PRICES

Ukrainian forces has continued to not only be an international tragedy but also has led to serious sanctions on Russia by the United States and other nations. Because of Russia's role as a leading producer of oil, these sanctions have resulted in decreased supply of oil in the United States.

### DECREASED NATIONAL REFINING

From [revoking the Keystone XL pipeline permit](#) to refining facilities choosing to slow down or close due to the transition to electric vehicles, the national production of oil has also decreased.

### INCREASED CONSUMPTION

Loosening of COVID-19 restrictions and the typical increase in driving after Memorial Day have both led to increased gasoline use. Increased consumption, along with decreased production, typically increases prices.

## What High Gas Prices Mean for Your Industry

Semi-trucks use about 20,500 gallons (about 77600.9 L) per year of diesel fuel. If the current high price of diesel remained throughout the year, the price of fuel for a year would be over \$100,000. These historically soaring prices are unlikely to last for the entire year but that highlights the significant investment in transportation costs.

## Solutions to Manage Rising Fuel Costs

Transportation is a necessary element in your company. While you cannot completely avoid high prices at the pump, you can use flexible solutions to minimize costs and maximize the efficiency of your heavy equipment and operators.



### TURN TO SOFTWARE SOLUTIONS

Leverage a 360-degree view of your transportation operation with [Logistics Solution](#). This convenient software application allows your entire team to stay in touch and to make data-driven decisions. Here are just a few ways it can help you minimize costs and increase profitability:

- Connect your team through centralized operations to increase productivity by up to 12%
- Increase visibility across the entire transportation team
- Maintain compliance and avoid fines
- Optimize route efficiency and reduce fuel consumption by up to 30%Reduce driver overtime by up to 15%
- Reduce unauthorized use by up to 12%

### CONNECT LOADS

Some rental equipment requires an oversized lowboy trailer and the full towing capacity of a semi-truck. Other loads are



lighter and do not fill up an enclosed or open trailer. Look for ways to synchronize your routes and connect two or more unrelated loads that are geographically close. This can reduce the amount of time and fuel used to transport your equipment.

### ASSIGN BY PROXIMITY

When your dispatch team can see driver locations in real time thanks to [Logistics Solution](#), then assignments should be made by proximity. This means connecting drivers to nearby loads and job sites to minimize unnecessary fuel use.

### USE PRECISE COORDINATES AND COMMUNICATION

Basic instructions on job site locations and project information can lead to unnecessary drive and idle time. To conserve fuel and maximize efficiency, drivers should understand the exact place where a piece of equipment needs to be unloaded. Wynne Systems' Logistics Solution enables dispatchers to drop a GPS coordinate pin to precisely where a driver needs to be to fulfill a delivery or pickup, thereby significantly reducing idle time.

Other vital details also need to be shared with the driver. All-in-one software, like [Logistics Solution](#) allows for crucial details about the haul to be easily communicated. Work with your drivers to ensure they know the best time and, just as importantly, your customers have an accurate estimate of when a rental will arrive.

### LOOK TO ELECTRIFICATION AND THE FUTURE OF THE TRUCKING INDUSTRY

The United States Environmental Protection Agency (EPA) is encouraging the electrification of heavy-duty trucks as a way forward in the transportation industry.

The history of [gasoline prices in the United States](#), according to the U.S. Energy Information Administration:

- 1994: \$1.078 per gallon
- 2000: \$1.523 per gallon
- 2002: \$1.386 per gallon
- 2012: \$3.68 per gallon
- 2020: \$2.258 per gallon
- May 2022: \$4.545 per gallon
- June 2022: \$5.032 per gallon

February 1999 saw the lowest Regular Unleaded gas prices since 1994, at just \$0.962 per gallon. The current [highest recorded Regular Unleaded gas price](#) was \$5.016 on June 14th, 2022. Diesel prices reached a record high of \$5.816 on June 19th, 2022.

Demand for fuel decreased slightly due to high prices in June 2022, at [9.09 million barrels a day](#), according to AAA.

Over the past 20 years, barrels of oil have ranged in price from \$187.04 per barrel to \$21.48 per barrel, [according to MacroTrends](#).

Heavy-duty trucks average [6.5 miles per gallon](#) and use about [0.8 gallons per hour](#) when idling.

The [SmartWay](#) program includes grants, loans, incentives, and resources to promote greater reliance on battery technology. The goal of this program is to create zero-emission and near-zero-emission alternatives to standard heavy-duty trucks.

Another goal, more distantly on the horizon, is [automated trucking](#). Some routes are currently being tested, such as Phoenix to Tucson, and several leading manufacturers are investing heavily into the technology. Companies like Tesla, Aurora, and Daimler are all working on prototypes, while trials have also been performed in China and Europe. Current limitations to electrification and automation include a shortage of batteries, 5G network and electric grid infrastructure, safety concerns, and upfront costs.



# Uncertainty

Economic Policy Uncertainty has been developing as an index of uncertainty for countries around the world since 1997. The global index reached an all-time high of 437.17 in May 2020, with the United States' uncertainty reaching 503.96 in the same month.

Uncertainty levels may have stabilized since 2020, but companies around the globe are still unsure of future disruptions. The severity and specific causes of uncertainty change over time. Here are some current disruptions that leaders feel may affect industries soon:

- Inflation
- Recession
- COVID-19 resurgence
- Climate change
- Natural disasters

Explore each of these potential disruptions to see how they may affect the equipment rental industry and the global economy before identifying strategies to create more certainty for the future of your company.

## Inflation and Recession Concerns

According to the U.S. Bureau of Labor Statistics, the annual inflation rate in the United States increased by 8.6% in May 2022. This has been the highest level of inflation since December 1981. One of the key concerns during inflation is increased supply costs. It can also negatively affect demand for your services.

A related concern for the U.S. economy is a recession. A slowing U.S. economy can also decrease demand and decrease available supplies for your company. The real gross domestic product (GDP) of the United States decreased at an annual rate of 1.5% in the first quarter of 2022, according to the Bureau of Economic Analysis.





## COVID Resurgence

Many companies face uncertainties related to COVID-19. While many governments have determined that the [total societal costs](#) caused by business restrictions, masking, and lockdowns have outweighed their benefits, the high infection rate of the Omicron variant makes it difficult to predict business, societal, and government responses moving forward. A COVID resurgence, whether it leads to business lockdowns or other government restrictions, is a major uncertainty faced by many businesses.

## Climate-Related Issues

Environmentally friendly technologies may be the future of the construction industry. As many industries turn to renewable energy, sustainable material sourcing, and low-emissions goals, companies may feel uncertain about how to move forward to promote a sustainable business model.

Similarly, natural disasters, particularly those affected by climate change, make regions and business models face increasing levels of uncertainty. This can create a need for a new business model for either your company or your customers.

## How Uncertainty Affects the Equipment Rental Industry

Another effect of prominent levels of national inflation is that your customers may be less likely to continue renting equipment. As economic issues, global pandemics, and natural disasters occur unexpectedly, construction companies and other customers may scale back rather than continue to rent your heavy machinery. Personnel may also turn to other industries or positions with flexibility and remote work opportunities.





Notable categories for annual inflation in the United States in May 2022, according to the U.S. Bureau of Labor Statistics:

- Food: 11.9% increase
- Gasoline: 48.7% increase
- Energy: 34.6% increase
- Electricity: 12% increase
- Natural gas: 30.2% increase
- Shelter prices: 5.5% increase
- New vehicles: 12.6% increase
- Airline fares: 37.8% increase

A recent study found that 79% of respondents worry that current events may lead to a recession. Another key finding is that about 43% report being too nervous to invest in the market due to current events.

## Solutions To Overcome Uncertainty

You may not know what the next major economic or environmental event may be, but you can develop a plan to overcome uncertainty concerns. See how an action plan and an increased focus on sustainability in the equipment rental industry may be the solutions you need.

### CREATE A CRISIS ACTION PLAN

Business as usual was not appropriate or even possible during the COVID-19 pandemic. The next crisis also requires an organizational structure that is suitable to the situation. Start by developing a crisis business model that allows you to operate quickly and efficiently in the face of unforeseen complications.

Next, identify the key signs that a crisis is emerging. This can include an early warning alert, a clear command structure, and transparency with your customers and employees.

Finally, a crisis action plan needs a method of reflection and evaluation. Unusual events may require actions that are not clear at first, so continual evaluation can help you determine whether your initial crisis action plan is working effectively.

Rentalequipmentsoftware, like [RentalMan](#), offers unparalleled communication and organization. As an ERP solution for your industry, RentalMan allows you to stay connected with clients, employees, and suppliers during a crisis.



### EXPLORE SUSTAINABLE STRATEGIES

By adopting the right technology and strategies, companies can bolster their transportation operations from uncertainty while also improving their sustainability. Here are just a few ways you can improve the stability and sustainability of your company:

- Promote asset management: Asset management software, like [Service Solution](#), creates opportunities to improve the efficiency and lifetime of your equipment.
- Invest in energy-efficient equipment: Modern fleets can require less fuel and maintenance components.
- Reduce emissions throughout your company: Consider investing in low-emission machinery and transportation options, like using cleaner diesel fuel. Limit fuel use by avoiding idling and optimizing route planning.
- Explore electrification options: Dramatically reduce the fossil fuel use of your equipment through electrification. While this technology has not fully penetrated the heavy machinery industry, it may become a promising option in the future.

### Learning To Do More With Less

The rental equipment industry is facing many challenges, including higher fuel prices, labor shortages, and supply chain issues. While there are specific solutions to cover specific issues, a broad strategy is to learn to do more with less. This could

# 79%

*survey respondents reported worrying that current events will lead to a recession*

mean fewer resources, employees, fuel, or a combination of them all.

You do not need to face these issues alone. A strategic partner in your industry can identify early warning signs of a new challenge and equip your team with the efficient communication channels needed to implement your crisis action plan. Leading strategic partners offer ERP software that is tailored to your industry and can match your company goals.

A key thread that connects these solutions is Wynne Systems. Through [RentalMan](#), [Service Solution](#), and other [rental management software solutions](#), Wynne offers you the capabilities you may need to face uncertainty in the future.

That is just one reason that seven out of the top 10 companies in your industry are using Wynne Systems solutions. The largest 100 companies using Wynne software have enjoyed 127% of the revenue of competitor companies during the current economic climate. [Contact us](#) today for a free consultation and do more with Wynne.





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