

best

MAS 90

CUSTOMER

Newrent, Inc.

BEST VERTICAL MARKETING PARTNER

Business Computer Systems  
San Antonio, Texas  
Phone: 210-308-5505

CORPORATE PROFILE

Headquarters

Kearny, New Jersey

Type of Business

Commercial trailer sales and rentals

Number of Locations

Two

Number of Employees

17

Annual Revenue

\$2.6 Million

SYSTEM PROFILE

Computer System

- IBM PCs

Operating System

- Microsoft Windows NT

Users on System

- Six

MAS 90 Modules in Operation

- Accounts Payable
- Accounts Receivable
- Automated Rental Management (ARM)
- General Ledger
- Sales Order
- Inventory Management



## Newrent “Keeps on Trucking” with ARM and MAS 90

A hauling company needs an extra industrial-strength trailer for a four-day run, delivering chicken feed to the South. A manufacturer of license plates wants to buy a 53-foot container to store surplus inventory at its facility. A book distributor can't afford to buy its own 26-foot trucking container, and wants to rent one on a several-year contract. Who do they all call? Newrent, Inc. in Kearney, New Jersey.

For more than 70 years, Newrent has been the answer for large and small companies who want trailers. Its headquarters is surrounded by an eight-plus-acre parking lot, packed with road and storage containers for sale and rent. And business has been booming lately — a fact that spells good news for the company, but bad news for the previous accounting and inventory systems.

### THE CHALLENGE

Newrent had been limping along with a proprietary non-Windows billing system, which was old and slow. It required double-entry of rate information — once when a unit went off the lot for rent, and then again for monthly invoicing. The system was also incapable of distinguishing inventory, so Newrent staff never knew which trailers were for rent or for sale, and could not answer customers' inquiries quickly and accurately.

Even worse, as Newrent grew, its system began experiencing glitches with increasing frequency. The system simply wasn't built to handle the rental volumes that were bringing the firm such success. But who could expand it or fix it? Only the developer understood

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**Brian Fitzhenry**  
Vice President, Sales  
Newrent, Inc.

the proprietary code, and every time the system crashed he seemed to be sick, off on vacation, or otherwise unavailable.

Staff members eventually lost confidence in the system, and feared entering valuable data into it. Over time, the once-wonderful system became little more than a fancy adding and accounting machine.

“It was horrible,” recalls Brian Fitzhenry, vice president of sales. “We were using antiquated computers, and doing a lot of our work by hand, with a system that couldn’t keep up with us. Too many people were wasting too much time on paperwork. We were all acting like bookkeepers, instead of using higher-level skills.”

These company-wide inefficiencies were felt at many levels. When the firm couldn’t afford to continue with its manual tracking any longer, Fitzhenry began searching for a new automated package. Six months later, he discovered ARM and MAS 90.

## THE SOLUTION

Fitzhenry wanted one system that would automate everything, from accounting and billing to inventory management. After several frustrating attempts to find a reliable consultant with a suitable accounting solution, he finally met a reseller who demonstrated MAS 90 in combination with Automated Rental Management (ARM), a full-featured integrated rental application from Business Computer Systems. Fitzhenry was delighted with the prototype. He installed MAS 90 and ARM on six networked PCs, with one acting as a server. Now Newrent has a fully automated operation, with no redundancies, and a much better allocation of staff members’ time.

“ARM and MAS 90 do everything,” Fitzhenry says. “We use the system to print out rental agreements, complete with customer name, unit number, length and height of the trailer, license number, make, year, and even whether the unit has swing or overhead doors. The rental agreement does double-duty as an inspection report, where we note any dings or dents before the trailer goes out. The system also manages our inventory,

so we know exactly where each piece of equipment is, and how much it is being billed for.”

With the ARM and MAS 90 system, Newrent only has to enter customer and rate information once, when the trailer goes out on rent. Then, the information automatically follows the rental. The result has been a monumental savings in time — four full employee-days every week.

Even the company’s more complicated transactions are easy to track. For instance, sometimes customers will have two identical “pup” trailers billed at different rates, due to special negotiations or contract considerations. ARM “remembers” the arrangement, and then invoices appropriately.

Inventory used to be a big headache, as well. “I was getting really tired, hiking around the parking lot to see whether we had a specific container in stock,” explains Fitzhenry. With ARM all he has to do is glance at a computer screen, where a running list details exactly which items are available each day. When customers call with questions, he can type the account number into ARM and answer questions about pieces of equipment and individual rates.

Newrent found the new system very easy to use. “If you’re used to Windows, you can work with ARM and MAS 90 with no problems,” Fitzhenry comments. This has permitted the company to cut back on resources previously spent on administrative tasks, and boost sales, marketing and strategic planning efforts. “This solution is an excellent product,” he says. “It has saved us an awful lot of time, freeing us from clerical tasks so that we’re much more productive.”



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