



White Paper

White Paper on IT & Audio Visual Rentals

A Solution for:

Need for integrating the IT & Audio Visual rental Plan into the overall IT plan

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Identifying and establishing a relationship with a professional and dependable supplier for IT Equipment rentals.





This white paper is for IT managers & their subordinates/ team members.

As an IT manager/ team member , the whole organization makes umpteen demands on you and your team. You are faced with the challenge of keeping costs in control & managing your people while at the same time ensuring that the organizational IT systems are running smoothly and simultaneously planning the best way to manage the IT needs of the organization for today and for the future.,

Given only 8 to 10 working hours in a day the question you face is:

How best can I deliver to my organization in a professional, timely and effective manner?

This “White Paper” is intended to help you in identifying a right IT and Audio Visual Equipment vendor who could be a small but important part of your answer to the above question.

An IT equipment rental vendor whom you could consider a part of your team and would take care of your IT rentals related needs, with the least amount of intervention or supervision from your part. It is from this perspective that this white paper was created.

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Integrating the IT & Audio Visual rental Plan into the overall IT plan

There are many reasons why it is important to investigate and establish a relationship with a source for IT Equipment rentals for an organization.

From planned business including special events and building expansions to unexpected rental needs, having a temporary rental plan in place is crucial to ensuring the rental you need is there when you need it.

Rental services can be beneficial in a variety of circumstances including:

- ✓ Planned or sudden short term requirements.
- ✓ seminars,
- ✓ trainings,
- ✓ conferences,
- ✓ meetings,
- ✓ to sudden requirements at remote sites,
- ✓ new or expanded facilities,
- ✓ seasonal peak load needs and
- ✓ unscheduled maintenance on equipment.
- ✓ Late or delayed delivery of new equipment.
- ✓ Joining of new employees.
- ✓ Limit on capital expenditure
- ✓ Requirement to show it as revenue expenditure.



When choosing a rental service as part of an overall IT plan, it is of primary importance to establish the provider's credibility from both a service and an equipment standpoint.

A rental system you rent is only as reliable as the supplier that backs it. Hence your vendor selection criteria is most important.



Key indicators of a credible IT Equipment rental provider.



Key Indicator 1

The orientation of the IT Equipment supplier towards you

A supplier who thinks his business is to supply IT Equipment should be avoided.

Look out for a supplier who knows his business is to be a complete, reliable and trustworthy partner to your organization and provide such solutions as you may need from time to time in a prompt and effective manner.

The supplier should be able to understand your needs and the importance to your organization of the reliability of the equipment that he supplies to you.

Its basically an issue of perception - aptly described by the cheeky computer term GIGO - Garbage in , Garbage out or in other words, wrong perception, wrong outcomes!



Key Indicator 2

List of clients or Client Profile.

The old saying “ A man is known by the company he keeps” holds very true especially in this case.

A quality of the vendor can be known by the companies it caters to. Check the client profile. If the supplier is catering to good companies, he has to have a certain level of competence and equipment quality, besides good service to be able to get such clients.

But importantly, check to see if his clients are just one time clients or are regular ongoing clients....which brings us to the 3rd key indicator which is.....



Key Indicator 3

Customer Retention Ratio.

Having good clients on your client list could be a reflection of the past. Ask for a current client list. And ask the suppliers customer retention ratio.



If a company is unable to retain its customers, then the writing is on the wall.

Besides the Customer Retention ratio also is a great indicator for the trust generated by the rental vendor from his customers. The higher the trust generated by the rental vendor, the higher will be the Customer retention ratio.

Another way to check brings us to the 4th key indicator, which is.....



Key Indicator 4

Customer references or testimonials.

Ask for customer references...or still better, pick up a few companies from the customer list and ask your IT rental equipment supplier to provide references from them.

This the best way to separate the wheat from the chaff!



Key Indicator 5

Wide range of Quality equipment.

Look for a full service provider.

Someone who can supply you with almost whatever you may ever need in IT and Audio Visual Equipment rentals.

The different demands made by the organization on its IT department are hard to envisage or predict accurately. E.g you may suddenly need some laptops for some executives who have come in for some training, or you may need a high end server for some testing, or a workgroup printer or a copier cum printer in a workgroup environment for high volume printing.

You need to have someone dependable whom you can access with just a call and all your requirements should be met promptly and efficiently.



Key Indicator 6

Extensive Geographical reach.

For those who have offices in different cities, the advantages of having a single vendor who can address your needs across the country is obvious.

For others, even though you may not have requirements outside of your region today, you never know what tomorrow brings.

Suppose your CEO is traveling to Delhi and his Notebook stops working. What will you do then? How stressful or how easy would it be for you to give your CEO a solution to his problem in a timely manner?

Choose a full service provider (see key indicator 5 above) who can supply you across India in a prompt and effective manner. It is good contingency planning and should be a part of any effective IT rental plan.

A one point source is what you should look for.

A supplier who can coordinate and execute perfectly your requirements in different cities, freeing you for more important functions.



Service and Support.

Any IT equipment rental company which measures up to the above key indicators cannot do it without having :

1. a very good service and support record.
2. good internal systems
3. good and qualified people.

Otherwise it is difficult to accurately gauge the support level and support skills of any organization.



Evaluation Table



The following evaluation table is designed to help you determine the best vendor for I.T & Audio Equipment rentals needs.

	<i>Complete Reliable Rental Equipment Vendor</i>	<i>Regular rental vendor</i>
<i>One Complete & Reliable Solution</i>	<p>Will provide single source access to all your requirements, whether they be in IT, Networking, Audio Visual or office equipment in a professional and reliable manner.</p> <p>Will prove the high quality of his equipment in due course of time as and when you rent from them.</p> <p>Single vendor will understand your style of working and will understand your requirements in a better manner making it very easy and comfortable for you to interact with him.</p>	<p>Will be unable to provide All equipment which will necessitate the use of multiple vendors.</p> <p>Multiple vendors would mean multiple contracts & reliance on support and service from more than one vendor. This can be more expensive and inefficient besides time consuming.</p> <p>Multiple vendors means multiple interactions and commitment level of all vendors may not be equal.</p>
<i>Support</i>	A reliable rental vendor will ensure quality and timely support at all times.	Without quality and timely support, many problems can arise. Your equipment

<p><i>Quality of equipment</i></p>	<p>He understands your requirements in depth and would ensure that support levels are to your satisfaction.</p> <p>In times of emergency or special needs, he will ensure that priority is given to you and will make sure your needs are met on time, effectively and efficiently.</p> <p>A reliable vendors approach would be to ensure that he purchases the best quality equipment at all times.</p> <p>Because of the high quality of the equipment and the right technical knowledge used while purchasing, the equipment from the reliable vendor will not give you compatibility and other related issues.</p> <p>Buying quality equipment is the first step. Maintaining such equipment in the right manner is equally</p>	<p>is unutilisable till he comes and repairs it and more importantly, the user loses precious time till the equipment is brought back in working condition again.</p> <p>He lacks total understanding of your requirements and works on the principle, one size fits all.</p> <p>Because of the approach used of one size fits all, the vendor is not geared to provide emergency support or support for special needs in a proper manner.</p> <p>A normal vendors approach is to buy what is the cheapest available in the market.</p> <p>Because of the cost over quality approach, and the lack of application of right technical knowledge, compatibility and other issues normally would arise in equipment taken from such vendors.</p> <p>Not maintaining the equipment properly is the hallmark of unreliable vendors. They look for</p>
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<p><i>Price vs Value proposition</i></p>	<p>important.</p> <p>Maintaining the right way using quality new components instead of using repaired components ensures the equipment reliability over its lifespan.</p> <p>If repairing is inevitable, as it sometimes is, the reliable vendor would ensure that he gets the repairs carried out at the authorised service centre of the company.</p> <p>Reliable vendors will have economies of scale, fine tuned operations and management. This will ensure that their costs are competitive and market driven.</p> <p>In some cases, they may be marginally expensive at times, but in the overall value proposition they offer to your company, they are far more cheaper than other vendors besides giving you peace of mind.</p>	<p>quick fix and cheap solutions. And they would first & foremost try and use repaired components to maintain their equipment.</p> <p>Repairing is done at the cheapest available service centre. Reliability of the repair done at such a place always leaves a question mark.</p> <p>Cheaper is not always better. Lowest price is normally a result of reduced investment in per unit of inventory, compromise on critical issues like operations, customer support etc.</p> <p>And if you calculate the headaches, the down time of the equipment and the time lost by the user, the cheaper option turns out to be quite expensive!</p>
<p><i>Quality User Experience/ the human factor.</i></p>	<p>From simple things like supplying clean equipment to courteous & professional customer relationship right till proper accounting, a reliable vendor will ensure that you get a pleasant experience dealing with the company.</p>	<p>When the objective is just to supply equipment on rent, the other things lag behind in the priorities of the vendor. They work on low pricing and that is the only thing they bank on to generate repeat orders.</p>



Glossary **Commonly used terms in the rental industry**

- Period of hire** refers to the period for which the equipment is rented out.
- The rental company should only charge you from the date of delivery till the end of the agreed rental period or till the date the equipment is returned back, whichever is later. The period before the delivery which the company uses to configure your equipment is normally never charged to your account.
- Pick up date** is the date at the end of the rental period or the date which the customer has promised to return back the equipment.
- If the pickup date is later than the last day of the rental period, you should be charged for the extra days on a **prorata** basis only.
- Billing Calculation** is normally done on a monthly basis (30 days) in case of monthly hire or is calculated in no. of days in case of rental periods which are below 1 month.
- Normal practice is for the invoices to be sent along with the delivery.
- Renewal date** The very next day after the last date of the rental contract is known as the renewal date.
- Rental Cost** all rental rates are based on the equipment required, , the quantity required and the period or duration of rent for which it is required for.