

EQM

Equipment Rental Management

Serving the **A/V, Staging & Event Marketplace**

Rental Management

The Rental functions are fully Integrated with Sales, Service, and Financials. Handle Serialized, High Value, and Bulk Items. Full Utilization reporting with Asset tracking and Depreciation. Linked Items, Bulk supplies and expendables.

Key Functions

User Dashboards for easy Navigation; Integration with Microsoft Office: Built in CRM. Dispatching, Mobile, Crew Scheduling, Integration. Sales and Rentals. Bar Coding Full reporting of financial and physical asset Utilization. Counter Sales and website integration. Multiple pricing algorithms. Event Management

Operations

You can Dispatch deliveries, pick-ups, and assign Drivers and schedule your Event Personnel. Turn Quotes to Contracts and handle the most complex pricing and Billing algorithms. Use the Availability Calendar to better manage assets at multiple locations.



If you supply rental equipment and personnel for Special Events then you NEED.....

EQM-A/V Staging

EQM utilizes the logic and proven technology of Microsoft Dynamics NAV, the underlying ERP software used daily by over 2,000,000 users at over 200,000 companies in over 50 countries. Running on the Microsoft SQL database, EQM can scale to over 1,000 users. EQM is published and supported worldwide by Armada Dynamics, AS. **EQM - A/V Staging** is a proprietary version specific to the Special Events Industry.

- Designed with the latest Dashboard Interface for users to address daily tasks.
- **EQM-A/V Staging** is a single software system that handles all your Rental, Sales, Service, and Financial requirements.
- Handle high value serialized assets, bulk items and supplies, labor, delivery and pick-up charges, outside processing, sub-rentals and re-rents..
- The Availability Calendar lets you know exactly where your inventory and people are committed and when they're available. Get full Utilization reporting and know what's making money and what's not.
- **EQM-A/V Staging** enables you to assemble and manage Kits. This is particularly important when you rent a high value or serialized items that need to be delivered with supplies.. All costs and Inventory levels are automatically tracked.





Business—Your Way

Short & Long Term Rentals, Events, Crew Scheduling, Cascade or Stair Pricing, Linked items, Kitting, Swaps, Switches, Re-Rents, Sub-Rentals, Free Days, Service & Maintenance, Supply Deliveries, Rolling Stock Inventories and much more.

License Options

We offer you the option of Running your EQM software at your own premises, or in the Cloud, as a subscription (SaaS), or any combination of the two. We can upgrade your present system to EQM and give you advanced Technology for growth

Business Intelligence

EQM offers you a wide variety of reporting tools so you can Monitor and forecast trends , Profitability, Utilization, and Customer service levels. Provide your Banker with the financial reporting they need in order to help you grow your business.

Financing Options

We offer Microsoft financing as well as special options to spread out your payments and increase your ROI. Ask us how we do it!



Competing in today's marketplace, means you need to control costs, manage your inventory, and provide stellar Customer Service.

If you don't know what assets and promotions are making money, you are flying blind! You also need to know what your margins are on your sales and rental items, as well as your services.

Only when you can control your operations and know your margins, can you grow your business. EQM is one complete system that gives you the ability to meet customer demands and provides you with the Business Intelligence to maintain control.

EQM-A/V Staging lets you manage your rentals and sales for maximum profit. Assets that have lived their useful life can be sold off. Track all your service costs for parts and labor, so you can know your true profit levels. Project tracking gives you the net profit for shows, production shoots, large accounts and special promotional programs. The built-in CRM functions let you track all marketing, service and sales activities for better customer service and operational effectiveness.

EQM-A/V Staging provides the users with easy navigation through the use of a Dashboard interface. Utilizing a 3 tier architecture, EQM's web services layer enables easier integration with other sub-systems, such as Mobile and Web based Applications like dispatching, crew scheduling, your website and shopping cart.

Integration with Microsoft Office means easier user adoption, less key strokes, and higher productivity. Excel and SQL reporting services means better Executive visibility over the business operations.

CORPORATE SERVICES

- **Business Consulting**
- **Rapid Implementation Methodology**
- **Application Support**
- **Systems Integration**
- **E-commerce and POS**
- **Shipping Solutions**
- **I.T. Technical Support**
- **Cloud Subscription Licenses**



170 S. Green Valley Pkwy. Suite 300
Henderson, NV 89012-3145
NV: 1.702.990.3290
CA: 1.818.831.1070
Fax: 1.818.368.5048
www.whitestarusa.com