

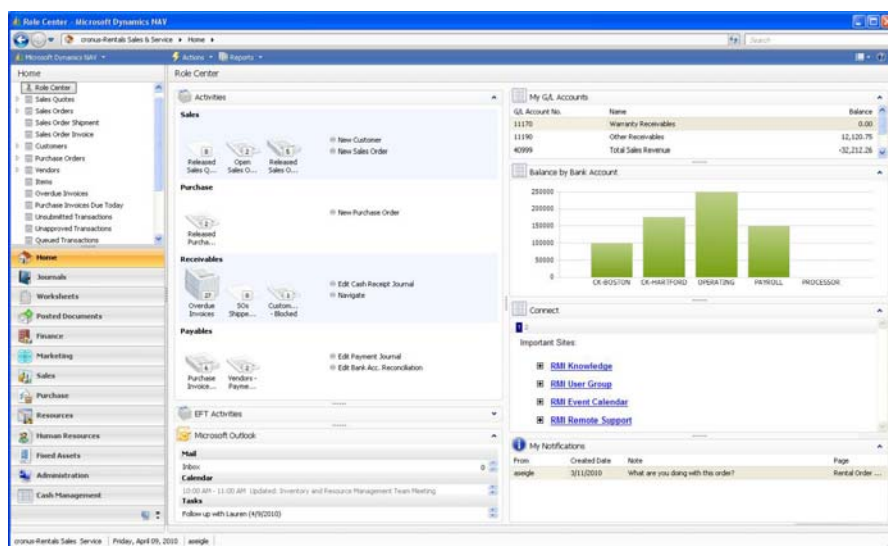
ACHIEVE

The RMI ADVANTAGE Solution

BENEFITS:

- **Fuel productivity from the start.**
Work with a familiar, intuitive user interface that enables people to focus on the information specific to their job tasks quickly and easily.
- **Accomplish more every day with rich Microsoft Office® integration.**
Work easily across ADVANTAGE and familiar Microsoft Office system programs to access, analyze and share information.
- **Make decisions with confidence.**
Monitor business operations, evaluate performance and pursue the right opportunities more effectively by extracting and analyzing the precise information you need – when you need it.
- **Maximize the benefits of your IT Investment.**
Achieve a low total cost of ownership with Cloud computing. RMI's best in class productivity tools by including ADVANTAGE software along with Microsoft products and technologies, including Microsoft Office®, Windows Server®, Microsoft SQL Server®; and Jet Reports®.
- **Utilize software tailored to your business.**
Deploy a solution that is backed by over 25 years of experience working with the service, sales and rental industry and is designed to meet your unique business needs. RMI's ADVANTAGE solution is Certified for Microsoft Dynamics – NAV, giving you confidence that ADVANTAGE meets the high quality standards set forth by Microsoft that your business deserves.

Equip the people in your organization for success with RMI's **ADVANTAGE Solution** - integrated, adaptable business management software. RMI's **ADVANTAGE** can streamline processes, deliver robust reporting and business intelligence, and connect employees, customers, and partners across a global marketplace.



Work smarter. Your team stays focused on the key activities related to their job function with Role Centers that can be personalized by user, empowering them to make decisions based on easily accessible and up-to-date information.

ADVANTAGE is adapted to the way your business works, designed specifically to meet the needs of member of the service, sales, and rental industry. ADVANTAGE works like and with the other Microsoft products and technologies people already use, helping to ensure a smooth implementation, minimize training requirements, and providing a solution that can move your company into the future.

Flexible and easy to use, ADVANTAGE offers a user experience tailored to people's roles within your organization— helping them work productively, make confident decisions, and respond quickly to new marketplace opportunities.



Gain insight for confident decision-making

Easily access and analyze accurate, up-to-the-minute data about every aspect of your operation, including individual transactions, key performance indicators, trends, and growth opportunities. ADVANTAGE Role Centers focus your staff on the tasks specific to their job responsibilities, giving them the tools necessary to become more productive. A variety of reporting and analytical options empowers users across your organization to extract and analyze data, generate and share reports, or export to Microsoft Office Excel® and Word® or other familiar programs for further analysis and graphical presentation.

Maximize the value of your investment with Cloud Computing

Achieve a lower total cost of ownership and take advantage of innovative data management, security, collaboration, and information-sharing capabilities with Cloud computing. RMI delivers best in class productivity tools by including ADVANTAGE software along with Microsoft technologies, including Windows Server®, Microsoft SQL Server®, and Jet Reports®. Optionally include a fully functional Customer Portal or Microsoft's Business Productivity Online Suite (BPOS), delivering communication and collaboration through Exchange Online, SharePoint Online, Office Live Meeting, and Office Communications Online.

Gain the benefit of the latest technologies. Application improvements are installed regularly giving you access to the latest features of ADVANTAGE and security improvements for the Microsoft applications. Major system upgrades are completed on an 18 month schedule – at no additional charge.

Choose a solution that fits your business size and needs

RMI's ADVANTAGE Solution can evolve with you for the life of your business. The flexible foundation and cost-effective licensing enables you to choose a solution that's right for your organization while maintaining the flexibility to adapt as your business needs change. ADVANTAGE users may be added and subtracted as your business needs evolve.

Phased deployment and extensive out-of-the-box functionality help maximize the value of your investment while enabling you to enhance the productivity of your business through support, training, and best practices delivered to you by highly knowledgeable and product certified staff.

FUNCTIONALITY

Customer Relationship Management

Customer relationship management can automate many day-to-day tasks for sales, customer service, and marketing professionals. Manage customer records and sales histories, create and launch marketing campaigns, and track customer activity.

Customer Portal

With RMI's ADVANTAGE solution, you may choose to add a Customer Portal. This personalized web site is integrated with ADVANTAGE, giving your customers the ability to check the status of their account, print and pay invoices or check on existing quotes. They may also review the equipment currently on rent, check availability for new business or submit a request for service. Customer Portal requires very little setup to launch the site and may be expanded with additional pages to customize your web presence.

Rental Management

Give your employees the power to manage your rental operations within one integrated system that is tied back to all other departments. Plan for future availability and demand to avoid double-booking. Utilize user-definable attributes to search for equipment and deliver a product to the customer that meets their exact specifications. Automatically select accessories or add-ons to up-sell during the order process. Flexible billing models and option to email invoices gets invoices into the hands of your customers faster. Analyze revenue, margin earned to date and up to the minute return on investment for any item in your fleet.

Service Management

ADVANTAGE provides your business with extensive service management functionality to keep both company and customer owned equipment running at peak performance. Planned Maintenance schedules may include one time and recurring services to keep equipment running at its best. Schedule service as needed or establish maintenance contracts to prevent wear and tear. Dispatch technicians to various jobsites and keep track of their time and materials. Submit warranty claims direct to the manufacturer for speedier processing with less paperwork. All areas of ADVANTAGE are fully integrated, linking departments together to improve efficiencies and communication.

Credit Card Processing

Increase cash flow and reduce collection efforts by accepting credit cards on all business transactions. Credit Card payments are accepted for one time sales or services, and can be used for recurring rental billings. Automatic cash applications keep your receivables in line with customer records. The solution is PCI compliant and does not require any 3rd party software purchases or maintenance.

Sales and Supply Chain Management

Tailor your sales, purchasing, and pick/pack/ship cycle processes to meet specific needs and keep pace with competitive markets and low margins. Help increase customer loyalty with better responsiveness, rapidly pursue new market opportunities, and improve your profitability by working efficiently with partners. Improve inventory management, manage single or multi-site warehouses, and handle order processing and demand planning.

Dealer Management

Reduce redundant data entry and streamline workflows with electronic interactions to your suppliers. Dealer Management automates the electronic submission of Purchase Orders, Parts Returns and Warranty Claims with the manufacturers with whom you do business. Importing parts files to create new records and update existing parts files is easy. ADVANTAGE supports both single line and multi-line dealers.

Financial Management

As the backbone of your business management solution, ADVANTAGE can help you efficiently manage your general ledger, payables, receivables, inventory, analytical accounting, fixed assets, and cash flow, as well as perform bank reconciliations and collections. You can also manage your financial processes across multiple currencies, languages, locations, or companies. ADVANTAGE is Sarbanes-Oxley compliant and includes additional regulatory-compliant functionality.

Business intelligence and Reporting

Bring strategic insight into your business processes with sophisticated reporting, analysis, and budgeting solutions that help you improve and propel critical decision-making throughout the organization. Direct access to real-time, business-critical information and a wide range of analytical and reporting tools can help you manage budgets, create and consolidate reports, and look for trends and relationships.

Human Resource Management

ADVANTAGE provides support for your human resources processes by helping you organize and control information about your employees. Attach comments to employee records, track absences, and generate reports to help you keep on top of your most important asset—your employees.

Manufacturing

ADVANTAGE provides an integrated suite of manufacturing applications that give you the tools to plan, manage, and execute a world-class manufacturing operation. Manage your entire manufacturing process from product configuration, supply, and capacity requirements planning to scheduling and shop floor.

Document Management

Easily store and retrieve any type of document or image within ADVANTAGE. Document Management allows you to attach an unlimited number of files to master records, such as spec sheets for an asset or transaction files, including orders and vendor invoices. Customizable Word and Excel templates streamline the creation and storage of common communications, such as collection letters.

Configuration and Development

ADVANTAGE is ready to go out of the box. However, businesses who wish to further enhance the solution for a unique business practice may do so with built-in tools designed to help limit your requirement for highly qualified IT professionals. System administrators and programmers can add new and modify existing functionality quickly and with limited coding. In addition, you gain access to a suite of powerful industry-standard tools and technologies already used by developers around the world.

CCH Sales Tax Rates

Maintaining accurate and up to date Sales Tax rate tables can be a full time job! With ADVANTAGE, you will always have accurate tax rates for the U.S., its territories and Canada right at your fingertips. RMI's partnership with CCH, the leading supplier of tax information, delivers monthly updates directly to ADVANTAGE so that you're always sales tax compliant.

Jet Reports

Jet Reports delivers custom reporting using Excel, a tool your staff already knows and loves. RMI delivers 12 Jet reports for your use, designed specifically for rental, sales and service organizations. You'll be able to write an unlimited number of custom reports for your business, all with the ability to drill into the actual ADVANTAGE data used in the report.

FEATURES

Intuitive User Experience	Gain efficiency with an intuitive user interface that is aligned with the job responsibilities of the user.
Cloud Based Computing	Lower your cost of ownership and be assured that you're using the latest technologies and toolsets to best manage your business. RMI's Cloud solution includes the best productivity tools, such as Microsoft Office and SQL, in addition to all server and hardware components. Your business data will be secure and accessible from anywhere, anytime.
Certified for Microsoft Dynamics – NAV	Proven. Tested. Recommended.
Easy Customization	ADVANTAGE is ready to go out of the box, but you can easily customize user screens and reports.
Industry-Specific Solution	Tap into the expertise that comes with over 25 years of experience working with leading members of the service, sales and rental industry.
Integration with Microsoft Programs and Services	Maximize your technology investments through tight integration with other Microsoft products and technologies, including Microsoft Office programs and SQL Server.
Rapid Implementation	Count on a quick, efficient implementation. RMI ADVANTAGE is delivered with many of the setups completed specifically for the service, sales and rental industry. RMI includes data conversion, training and implementation services in each project.
Multicurrency and Multilanguage Support	Extend your business across international borders with confidence when you can set up and maintain multiple currencies and accommodate more than 30 languages.

For more information on ADVANTAGE and RMI Corporation,
Visit www.RMIUSA.com or call 800.252.5011