

Use Case

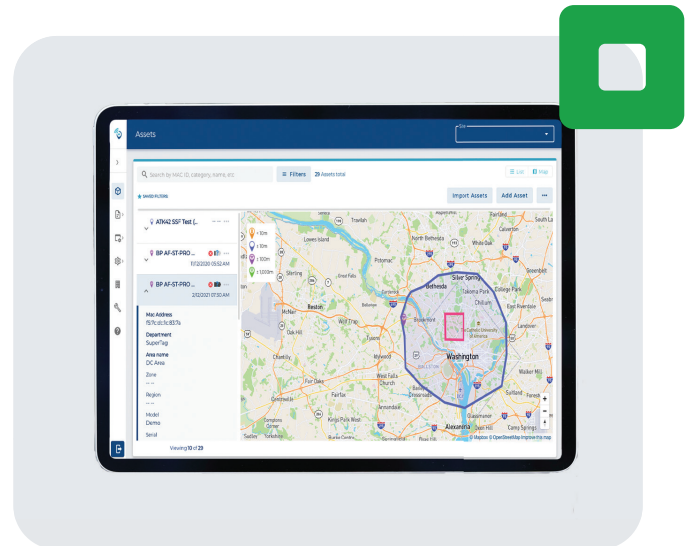
Equipment Rental Tracking

Importance of Equipment Rental Tracking

Rental equipment is expensive and can be difficult to keep track of. Knowing who has what equipment and when it's expected to return can help you determine how often equipment is being used and if you should purchase more equipment. It's also important to hold the renters accountable for any damaged or stolen equipment.

Benefits of Implementing RTLS for Equipment Rental Tracking

It's not easy to manually track who has rented out each piece of equipment, especially if you manage hundreds of large pieces of equipment. A real-time location system (RTLS) is a simple and automated way to monitor your equipment properly and it tells you where your equipment is at all times. An RTLS helps rental companies...



Prevented Theft of Equipment



Track Equipment Location



Monitor Equipment Maintenance



Monitor Equipment Usage



Equipment Rental Tracking Use Case Example

The Challenge

A large, heavy equipment rental company was not managing their rental equipment very well. They didn't know which equipment was set aside to be rented out, which was waiting on maintenance, and which equipment was available to be rented out. They would receive a call requesting a specific piece of equipment, knew that there were two available, but couldn't find them, sending the customer to a competitor.

Key Needs

An RTLS equipment tracking system

Link Labs Solution

This equipment rental company chose our AirFinder solution to track their equipment when it's in their warehouse and at customer sites. This full visibility has helped them manage their equipment much better than before. They can see how much of each piece of equipment is available and know exactly where to look for it so their customers don't have to make the switch to renting from their competitor.

Book a demo to get started

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