

Lease & Rental Momentum Optimization

Summary

Lease & Rental Momentum Optimization strengthens asset uptime and revenue protection by shifting preventative maintenance from reactive tracking to system-driven execution within Fusion.

By integrating preventative maintenance visibility into daily service workflows and eliminating manual tracking, this engagement reduces avoidable downtime, increases fleet availability, and protects recurring rental revenue.

This is not simply maintenance improvement — it is asset revenue protection optimization.

Program Objectives

- Reducing unplanned downtime
- Increasing asset availability
- Protecting recurring rental revenue
- Strengthening cross-department coordination

Program Structure & Deliverables

Phase 1 – Fleet Performance Diagnostic (2-3 Weeks)

- Fleet size and utilization review
- Preventative maintenance compliance analysis
- Downtime frequency and duration baseline
- Emergency vs planned repair ratio review
- Breakdown trend analysis
- Manual tracking workflow audit
- Revenue-at-risk modeling

Phase 2 – Preventative Maintenance Framework Design (3-4 Weeks)

- PM schedule framework (time / mileage / hours-based)
- Manufacturer guideline alignment
- Service check-in visibility mapping
- Alert & threshold configuration guidance
- Rental availability governance rules
- Downtime capture & reporting structure
- Cross-department workflow integration plan

Phase 3 – Implementation & Parameter Reset (3-4 Weeks)

- Fusion configuration guidance
- Service writer PM visibility training
- Lease/Rental team alignment workshop
- KPI dashboard implementation
- Downtime tracking setup
- Emergency repair monitoring framework

Phase 4 – 90-Day Performance Monitoring

- Downtime reduction tracking
- Utilization change measurement
- PM compliance improvement validation
- Revenue protection confirmation
- Emergency repair reduction analysis
- Executive performance summary

Core Engagement Duration

- 8-12 weeks
- Includes 90-Day Optimization and Monitoring

KPIs

- **Asset Availability**
 - Fleet utilization %
 - Rental downtime per unit
 - Days unavailable per asset
- **Maintenance Discipline**
 - Preventative maintenance compliance rate (Target: 95%+)
 - Emergency vs planned repair ratio
 - PM completion cycle time
- **Revenue Protection**
 - Revenue lost to downtime
 - Customer credit frequency
 - Breakdown-related rental interruption rate
 - Renewal retention impact

ROI/Financial Impact

Conservative Example

Assumptions:

- Fleet size: 50 units
- Rental rate: \$150/day
- Average breakdown downtime: 3 days
- One avoided breakdown per unit annually

Revenue Protected:

50 units x 3 days x \$150 = \$22,500

Labor & Administrative Savings

- 100 hours annually spent on manual tracking
- Average wage: \$20/hour

Labor Savings: \$2,000

Utilization Lift Impact (1% Improvement Example)

If average annual revenue per unit = \$50,000

1% utilization lift across 50 units =

50 x \$50,000 x 1% = \$25,000

Total Potential Conservative Annual Impact

- Downtime reduction: \$22,500
- Labor savings: \$2,000
- Utilization lift: \$25,000

Total Impact: ~\$49,500 annually

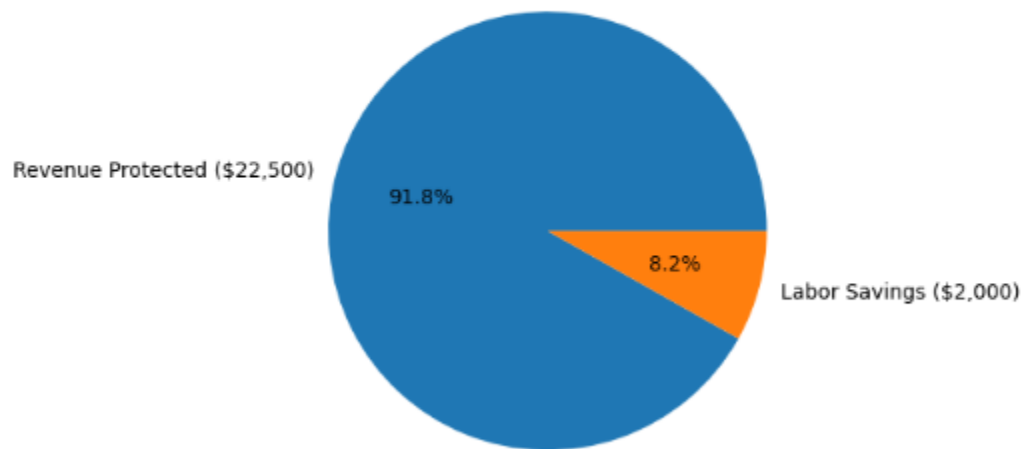
Does not include:

- Reduced emergency freight costs
- Lower overtime labor premiums
- Improved customer retention
- Avoided concession credits
- Reputation protection

Qualification Questions

- How is preventative maintenance currently tracked?
- Is PM visible to service writers at check-in in Fusion?
- What percentage of repairs are emergency breakdowns?
- How often are units returned to rent still overdue for service?
- What is your current fleet utilization rate?
- Do you have system-based controls preventing rental past service thresholds?

Lease & Rental Performance Optimization
Annual Financial Impact Breakdown (\$24,500)



Lease & Rental Performance Optimization
Operational Impact Drivers

