

Twelve compelling reasons why you should choose MCS and our hire management solutions



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This document presents 12 powerful reasons why you should choose MCS and our hire management solutions. It also takes into consideration the important factors you should consider when selecting a new hire management solution/supplier.

How do other hire management solution providers compare? Can other software providers demonstrate the same level of commitment and expertise, financial strength, product scope and a proven track record of installations?

01

Our solutions are completely focused on the hire industry

We're completely focused on the hire market and have been since we formed the company in 1983. Our MCS application and solutions will always remain 100% focused on and developed for the hire sector.

No one knows hire software better than MCS. It's what we do and what we have done for nearly thirty years. Our resources and finances are never diluted into other areas of business.

Our unbeatable industry knowledge and experience of best practice across the hire market, combined with our software development expertise, ensure that our applications are purpose-built for the rental market. This is in stark contrast to a larger software provider, whose software is often developed with a wider market appeal.

02

A quarter of our annual turnover is reinvested in our software products

Unlike other software solution providers, we are constantly reinvesting in our software and our people. In fact, annually we reinvest a quarter of our annual turnover in research and development. This demonstrates our dedication to our customers and the hire market. We recognise that continuous development of our software is essential to keep abreast of new industry and business requirements, furthermore this protects your software investment.

In addition, we continue to be an innovator rather than a follower in developing new technologies. For instance, we were first to market with integrated CRM, business intelligence reporting, mobile PDAs, online ordering and our proof of delivery and scanning solution. We often find that our competitors play technology 'catch up', lagging behind in meeting the requirements of the industry.

03

We have an excellent financial track record

We are a financially stable company which has seen and survived many economic ups and downs in its thirty year history. We run a 'tight ship', with no debt, and have always recorded a strong profit & loss and balance sheet. This position enables us to be a long-term strategic partner to your business.



04

We have customer references and success stories in many hire sectors

Our diverse customer base demonstrates our ability to satisfy the needs of a wide range of hire organisations from independents to multinationals. We have over 375 customers worldwide, with over 4,300 users, who rely on MCS rental software each day to run their hire business. Many of our customers provide excellent references to potential new customers and are only too willing to discuss how the MCS solution has helped them make performance gains.

What also differentiates us is the longevity of our customer relationships. We have a proven track record in customer retention. Many of our customers have been with us for years: Over 50% of our customers have been with us for over eight years; 15% have been with us for over fifteen years.

These hire companies, many leaders in their field, trust MCS implicitly and have built successful businesses using our systems. From greater profitability to personal time savings, reduced costs to increased business efficiency, we can demonstrate true return on investment throughout our customer base.



05

Our staff have hire experience

Our staff give MCS a key competitive edge. The average length of employment for an MCS staff member is eight years, but many have been working for us for much longer periods. They consequently have many years of experience working with hire organisations.

Indeed, many have joined us from hire organisations, so understand directly the complexities of the hire industry and the pressures that hire businesses face.



06

Our hire management solutions have unsurpassed software functionality and integration options

No other provider offers such a comprehensive and flexible hire management solution. With MCS you don't pay for functionality you will never use or need to compromise on a less than perfect fit.

Our software solutions not only automate all core hire processes, including hire, sales, service, invoicing, delivery and collections, they also deliver critical business information into the hands of those who need it, when they need it.

In addition, our solutions offer a fully integrated hire software application, with centralised contract, customer and equipment and wide-ranging functionality, including Financials, asset and stock management, purchasing, workshop and maintenance and much more.

You can start with what your business needs today and add on more functionality in the future. So, at a later date, you can get access to technology solutions, such as customer relationship management, a customer web portal, and business tools, such as reporting, business intelligence and smart alerts.

All of this helps you to retain tight control of your business. It supports your teams from the initial customer enquiry through to final accounts and business reporting – all understood, supplied and supported by a single supplier.

In addition, to protect any current technology investment, we can provide seamless integration to niche third-party products, such as leading third-party financial applications etc.

07

Our affordable software solutions are simple yet fully configurable to meet your specific requirements

Our hire software offers the simplicity of a packaged solution with the flexibility to configure a tailor-made fit where required. Our team of experienced consultants can work with you to configure the software precisely to support processes that are unique to your business or niche market. Our consultants understand your business pains and map the software accordingly, while our team of software developers can customise the software to your unique business processes.

Our software comes with the ability to support multiple companies, regions, depots, activities, currencies and languages, this helps you seize new opportunities and enter new territories.

08

Our software solutions are underpinned by the latest Microsoft technology

We use Microsoft technology, specifically Microsoft SQL server and terminal services for building robust, secure and scalable enterprise-wide systems with full data integrity.

As our software is Microsoft Windows based, it is simple and easy to use and has a familiar look and feel. This makes it very acceptable to your users. Minimal training is required, so you start to see a return on investment very quickly.

MCS is a Microsoft Partner, an accreditation which recognises our experience in technology development and deployment.

09

We have unbeatable experience in system migrations

There are very few situations, concerns or questions that we haven't encountered and resolved before. Whether you need to change from a legacy system or a small accounting/database application, we minimise disruption to your business.

We eliminate implementation guesswork by following a strict 10-step implementation procedure so the installed solution not only fits business requirements but will be integral to your success. The process incorporates: Business analysis, proof of concept, user acceptance testing, sign-offs, reviews and, above all, joint commitment to your goals.



10

We provide specialised services that support our hire application across your business

Support continues even when your system is up and running. Our guaranteed response times are based on 'severity of issue'. Critical incidents are quickly dealt with as a priority. Our on-line call management system allows you to track the status of your cases, such as support requests.

Different service level agreements match your support requirements and budget. We can also take on the end-to-end support of your third-party software and hardware.

In addition to our Help Desk services, specialist IT services are readily available to give you a single point of contact for all your hire solution needs, rather than the complexity – and lack of accountability – of dealing with a number of different organisations.

The MCS Customer Club provides exclusive, online, round-the-clock access to information and support. Professional training equips your staff with a thorough understanding of the hire solution, and can be tailored to suit your individual requirements. Our IT expertise addresses a broad spectrum of IT issues from performance monitoring, tuning and backups to major projects such as disaster recovery and major system migrations.

As other examples of our 'value add' as a software provider, special interest groups, our independent user group and web seminars give all our customers the chance to interact with us and each other, to discuss new software developments and new software releases.

11

We have close alliances with independent industry trade associations, vendor partners and accreditation organisations

Our solutions and business have been rigorously tested, and we work in close partnership with recognised and well respected independent industry trade associations, vendor partners and accreditation organisations.

As well as working closely with Microsoft, we have strong collaborative alliances with other leading technology vendors such as BT Engage, Sage, Enigma, HP, IBM and Postcode Anywhere.

Our membership of industry trade associations (such as HAE, DLR, ERA, IPAF, PLASA and Intellect) once again reflects our commitment to both the hire and IT industry and to keeping up to date with industry trends and legislation.

The ISO 9001:2000 accreditations acknowledge that we consistently maintain superior levels of successful implementation and closely manage the quality of our internal processes.



12

We are a growing international business with expansion plans

Year on year our business continues to grow and we are now a leading supplier in UK, Europe, Africa, Middle East and Australasia, with installations all over the world as far afield as Australia, Thailand, South Africa, Dubai, France, Sweden and the UK. You can also take advantage of the fact that our applications can be translated with ease and provide multi-lingual and multi-currency options.



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