



ALERT NEWSLETTER

AT A GLANCE

2013 IAUA Conference
Announcement

Version 15 Highlights:
Performance Enhanced

RER Interview:
Mobilize Rental!

TOP FEATURE

**28th Annual Alert User Conference Announced!
Antlers Hilton, Colorado Springs, Nov. 6-8, 2013**



IAUA 2013: TAKE THE WHEEL

PROFITABILITY & MOBILITY CONFERENCE



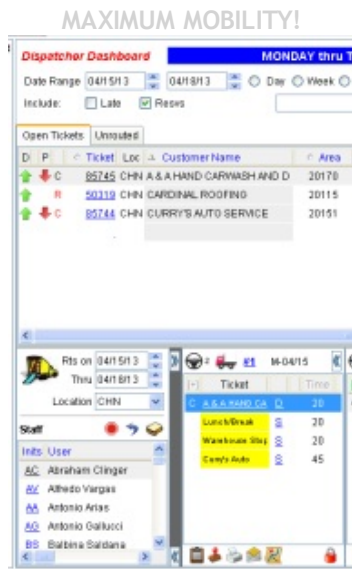
In cooperation with the IAUA Board, Alert is pleased to announce plans for the 2013 IAUA Conference, its 28th consecutive annual meeting. Finishing touches are still being added, but even the Conference itself has been 're-invented', featuring a shorter, more tightly packed agenda. With direction from the IAUA Board, this year's innovations will include: 'Working Meals' (a chance to keep the learning/networking going instead of just taking a break), shorter voting reviews, no key note speech and less down-time. We will also strive to provide more time to meet with other owners who share common interests or specialize in similar markets.

The Town Hall Meeting is Thursday morning, earlier in the day to improve attendance and cohesion. The Conference

officially ends on Friday afternoon, which means 1/3 lower hotel and meal costs for many attendees.

Online registration starts August 12th (Monday) at www.alertms.com. In keeping with our traditional focus on profitability, this year's special emphasis is on mobility: How can Alert expand its portfolio of award-winning Mobile Apps to serve your needs even better? We're looking forward to your input and innovative ideas. (Alert's Mobile Inventory Manager was the winner of the most recent RER Innovative Product Award, Alert's second win in the last four years. For more, go to www.alertms.com.)

Alert Delivers New Annual Revision (V15)



Dispatcher Dashboard in V15

As previously announced, Alert successfully completed beta testing for its latest revision in June. Free downloads from the Alert (FTP) web site begin on Monday, July 8th, timed to avoid the holiday week. There are over 100 valuable system enhancements and warranty improvements as well as several new Advanced/Alert Options. Here are just a few highlights of the most powerful and profitable revision of Alert EasyPro yet!

Counter Features

Availability checking can be turned off/on while working on a ticket to speed up the processing of very large orders.

The Overbooking Report can be scheduled to constantly check two weeks in the future through the Report Publisher.

You can view contract history detail for Fixed Assets on the Operator Dashboard.

Search functions are improved in the Fixed Asset screen of Operator Dashboard.

Both Fixed Asset Safety Notes and Rental Class Safety Notes are now processed.

GPS coordinates (longitude/latitude) can be used in Job Address on a ticket and you can click to view the location on a map.

Smart Billing (as part of Cycle Billing) will only bill tickets once all items have reached their 4-week rate.

Customer Maintenance Features

A new option summarizes customer payment details. This option shows amount paid and amount unallocated by check.

You can set a minimum finance charge level and exclude any finance charges below that level from the process.

A new memo box lets you add notes to the A/P section of the customer record.

New Tax Exempt and Tax ID fields are available in the customer job file.

The description of the item repaired on a Work Order is now shown on the invoice description.

Sales Maintenance Features

You can run a Detailed Sales Report showing all sales of a particular item right from Sales Item Maintenance. You can specify any date range, sort by customer, see the date, ticket number, quantity sold, pricing, serial numbers, and more.

System Wide Features

Notes are displayed more prominently throughout the system.

Zip codes can now be sorted by city.

SMS Text "Alerts" can now be scheduled AM or PM.

A new store parameter allows tickets to default to Yes for Delivery and Pickup in the time box on the ticket screen.

Advanced/Alert™ Option Enhancements

Fax/Email Enhancements

When emailing tickets from the counter or back office, if you choose to use a cover page, it is sent in the body of the email and formatted as an email message.

Credit tickets and Work Orders can now be batch faxed/emailed from the customer invoice screen.

Work Order Enhancements

You can now indicate if a Work Order was covered by Damage Waiver or not.

You can add attachments to Work Orders.

You can write Work Orders for quantities of bulk items.

Individual item search can now display a picture of the item and Item pictures are also available on the Work Order item screen.

Work Order Notes have been improved to allow Top/Bottom or Display-Only notes.

A new parameter has been added to define when a hard down item can be rented.

Award-Winning
Performance!



Mobile Inventory Manager facilitates a paper-less Physical Inventory of your bulk or individual assets.

Preventive Maintenance Enhancements

You can stipulate a Ticket-Level Maintenance Schedule for rented equipment. A new tab on the Fixed Asset Operator Dashboard shows Ticket-Level Maintenance Due and Ticket-Level Overdue Maintenance. Ticket-Level Maintenance integrates with Work Order Generator to automatically write Work Orders for equipment with maintenance due.

Purchase Order Enhancements

A new search option has been added to the Purchase Order Search Screen to allow search by Order Number, so you can use this field to develop your own PO numbering sequence.

You can add attachments to a Purchase Order, and you can add notes to a closed PO.

You have the ability to assign a customer as the Ship To address for a drop shipment.

A new button has been added to CONVERT (in addition to the APPROVE & RECEIVE buttons).

Printer Productivity Enhancements

A Printer Group can now be used in the Contract Spooler, so you can send contracts to multiple printers (or other devices, such as a fax or e-mail) right from your default printer.

New Advanced/Alert™ Options (Available for Purchase)

Dispatcher Dashboard- All new graphical system for managing equipment transportation, routes, contracts, maps, trucks, drivers, helpers, and more.

GPS Dispatcher Pro- Alert integration with Sagequest software featuring the ability to download routes directly from Alert into an automated voice guide and a visual display of navigation using a Garmin truck-mounted GPS system. (Requires Dispatcher Dashboard)

Sign&Rent- (by Volatile Studios) A Mobile App providing e-signature and paperless contract management via any mobile device or PC on the Internet.

Mobile Inventory Manager- A Mobile App for using tablets or smart phones to conduct a paperless Physical Inventory of all your bulk and/or serialized fixed assets in the warehouse or yard. (Winner of the latest RER Innovative Product Award!)

Mobile Reports- A customizable Mobile App for providing real-time availability, customer information, and open contracts (display-only access) for your staff or salespeople in the field. Works on any mobile device.

Group Rental Rates- You can assign an individual customer



Alert's new Sign&Rent system is a joint venture with Volatile Studios.

or group of customers to a 'Virtual Store' with special terms and pricing on any or all rental items. More flexible, more efficient, more powerful and easier to manage than Customer-Specific Pricing features.

TicketMerge System- Offers a new merge capability to create one contract out of any number of separate tickets. Great for tracking multiple deliveries for large events, while simplifying down to as few invoices as needed for billing. Compatible with 'Split Ticket' feature.

Copy Purchase Order- Expands the Purchase Order system to allow copying a closed or open P.O. for re-use. Streamlines repetitive ordering.

QuickBooks A/P Integration- Use this program to automatically update the QuickBooks Receipt-of-Goods Ledger when you order and receive goods using the Alert P.O. System. (Now handles back orders and partial receipts.)

GPS Equipment Tracking (Topcon Tierra)- Alert's integration with Topcon Tierra (GPS) allows you to locate your equipment and collect daily meter readings via automatic 'Ping'. Integrates with Alert PM and Cycle Billing.

QuipScan- Rapidly assign quantities of serialized items to 'generic' reservations or contracts using a wireless bar code scanner. Also offers multiple item check-in capability via bar code scanner.

Dynamic Kit Pricing- Use a percentage discount rule to automatically price kits based on the cumulative price of the selected components.

RER Interview: Mobilize Rental!

Recently, Michael Roth, Editor in Chief, RER Magazine, invited Alert President Rob Ross to participate in a round-table discussion with selected rental software executives. The full article will be published in the July 2013 issue of RER Magazine. Here is a summary of Rob's answers to Michael's questions. (The RER questions are *in blue italics*.)

What is new technologically with your company's software? What are the newest features and benefits you'd like to share?

The mobile revolution continues to drive trends in our industry, from the use of tablets and smart phones, to 'paperless' systems for document-handling and signature capture, to transportation and equipment tracking efficiencies.

Alert's latest innovations reflect the demand for even more mobile and paperless solutions. Alert has been growing its portfolio of Mobile Apps, including last year's (2012) RER Innovative Product Award Winner, Mobile Inventory Manager,



An Alert Mobile App won the latest RER Innovative Product Award for Rental Software, our second in the last four years.



Report Publisher can schedule reports to be automatically e-mailed to your customers.

which offers the ability to conduct a (paperless) physical inventory of assets using smart phones or tablets.

In a previous annual revision, we made a fundamental technology change: We changed the way we store, log, and deliver all rental documents to .pdf format. This change set the stage for compatibility with off-the-shelf Apps (which many of our customers are using) as well as development of a slew of new features and products that are now available with our latest annual release (Version 15).

What are some of the capabilities and trends you think will be driving the industry forward in the coming years?

Inexpensive mobile technology makes it easier to get the right equipment in the hands of your customer and to know exactly which serialized units they have. Alert's new QuipScan software, for example, uses simple wireless bar code readers to load and unload serialized equipment, eliminating the need to select a particular unit at the front counter or to document the selection of the actual unit picked in the yard or warehouse. Just zap it when you load it (or unload it) and the work is done!

What is new in the kind of reports you offer your customers and what are the kinds of reports your customers are most likely to take advantage of?

We are expanding our ReportShare service, which is our web-based service to allow our customers to freely share custom reports they have written. (As far as we are aware, this is still the only 'free-ware' software service in our industry.) ReportShare will soon include 'Custom Dashboards', written using our Dashboard Generator product.

This product allows you to create complex Excel Spreadsheet models and refresh the appropriate data cells in real-time, pulling directly from Alert EasyPro, without having to manually transpose the data. One application of the concept is to combine several 'daily' or 'monthly' reports into one easy-to-interpret spreadsheet model, which can include charts and graphs and allows an end-user to routinely accumulate (and save) additional calculations for analysis purposes.

Anything new in the area of customer interface for rental companies, that is, the kinds of services they can offer electronically to their customers?

Rental businesses continue to expand the services available to their customers through their web sites, including Customer Portal capabilities, offering direct access to customer accounts and rental documents via secure credentials. In addition, we have introduced 'Alerts' to warn customers of overdue contracts and other conditions. Using our Report Publisher program, you can schedule reports to be sent automatically via e-mail to your customers as a service, such as a listing of all the equipment on the job site for the week.