



Case study

# BMS

BMS, a rental leader in the crane, man lift, and other equipment sector, establishes growth synergy, improves mobility, benefits from real-time updates, and shortens accounts receivable cycle with DynaRent implementation



# Customer Profile

Company:	Number of employees:	Website:	Country or region:	Industry:	Software and services:
BMS A/S	RapidValue	www.bms.dk	Denmark	Rental	DynaRent AX 2012

## Problem statement:

The BMS customer portfolio for their rental offerings includes supplying equipment for a wide array of projects. These include offshore and onshore wind turbine installations, oil and gas industry, telecom, infrastructure, construction, power plants, and other industries. BMS had a mobility solution of their own in place, but this did not update in real-time causing confusion in work allocation, hours worked calculation and general task management.

“Columbus is a proven solution for us, and more important, it’s extremely flexible. We can count on both the software and the implementation team for a fit that’s right for our company.”

*-Søren Pedersen,  
BMS CFO*

# BMS

The BMS group is a leader in the Europe market; they specialize in the rental of cranes and man lifts of varied sizes for any project. BMS was established in 1953 as part of the European Recovery Program following World War II.

# Key Benefits

- 1| BMS is now better prepared to handle the various demands that arise in the dynamic rental market. Their system has the flexibility to handle the different variations of their rental products.
- 2| The mobility aspect of the solution is integrated with ERP offering instant and real-time updates. The calculation of hours used makes it easier to calculate rental rates.
- 3| The raising of invoices is quicker resulting in a shorter collection period. This improves the cash flow and helps streamline the related processes to ensure better revenue flow.
- 4| The allocation, management, and monitoring of tasks have become simpler. The solution offers a dashboard with graphical representation of the status of all assets that offers easy monitoring of tasks with the colors changing as per the status of tasks.
- 5| The salary calculation for the field staff becomes easier, and any manipulation around this is easier to catch with the help of the ERP updates in DynaRent.



# BMS Leverages DynaRent to Streamline Their Operations and Accounts Receivable Cycle

BMS, a leader in providing cranes, man lifts, and transportation rentals to diverse industries wanted to streamline their operations. Their focus sectors include offshore and onshore wind turbine installations, oil and gas industry, telecom, infrastructure, construction, power plants, and other industries. After their operation efforts in Denmark in the early years and they expanded to other continents as well. BMS hires out cranes, man lifts, and other equipment of any size and assignment from their office network Denmark, Norway, Sweden, Germany, Poland, the United Kingdom, the United States, South Africa, and Australia. With more than 400 assets to be rented out daily, they were seeking a solution that would allow them to allocate, manage, and monitor

them on a real-time basis. They had issues regarding billing hours for the equipment, man hours reconciliation, the status of tasks, and offering flexible rental packages. They needed to be able to tailor rental products as per the changing market demands. The team at BMS was looking at ways to ensure that they were at the top of their game when it comes to the rental market. Even though BMS specializes in cranes, man lifts, and other equipment across various markets, overseeing operations was becoming difficult due to diverse markets and the demands customers make on them. They had come up with a mobility solution to coordinate with their field staff. However, this mobility solution would not sync with their ERP causing extra work.



# Business Situation

They were looking for a solution that would update on real-time automatically without requiring time and efforts to update the status of tasks. With more than 400 assets being rented out, the volume of tasks was huge. And monitoring of tasks based on their being received started, in-progress was complicated and required a lot of effort. The paperwork involved at every stage and the communication breakdowns would result in delayed billing and thereby payments.

The lines of communications with field staff like crane operators and drivers are clear and with the mobility factor added, updates are instantaneously leading to better customer service. The team at BMS realized with their experience of having used DynaRent, that there are very few products in the market that could help them deal with the demands of their business. DynaRent offered them the means to manage various scenarios and processes. They could then remove unnecessary steps, educate users, and coordinate with them across the globe.

The financial benefit of DynaRent AX2012 that the invoiceable hours can be updated at the earliest reducing the payment cycle. The overseeing of tasks was also easy with a dashboard that not only detailed tasks but also showed their status with different colors. They can benefit from a platform that will support future needs, better integration, and offer more features and control of utilization.

Since the ERP and mobility aspects are in sync, control is better, and now they can concentrate on maintenance. With the use of DynaRent, invoicing was much faster, thereby faster payments, and this resulted in the better overall planning of finances.

The dynamics of the rental business are always changing. With the servitization of rental from the mere use of a product to service, operation, and transportation, the packaging of your offering becomes very important. In such a situation, you need a system that can deal with the changing needs of the market.

*Click below to view the video.*





## About Columbus

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