



AL FARIS: BEST EQUIPMENT, BEST RATES, BEST TIME, ALWAYS

Dubai-based Al Faris Equipment Rentals (LLC) is one of the largest Crane and Transportation service providers in the United Arab Emirates with skilled staff numbering more than 2000. Apart from a large fleet of Heavy Industrial and Construction equipments, the company has other business interests in Energy Rentals and Heavy Transportation. A growing company needs an able IT helping hand, and so they chose Ramco to fast-track their success...



NON-STOP GROWTH NEEDS NO FULL-STOPPS IT!

- A host of disintegrated solutions and operations was bogging down the management
- No real-time tracking of equipment condition during equipment billing
- Repair and maintenance costs were skyrocketing
- Inefficient invoicing cycles delayed invoice generation for customers
- Lack of real-time information and basic performance metrics like equipment utilization, profitability, etc. was hindering good decision-making
- Company lost opportunities due to unexpected equipment downtime and outage
- All of this caused Al Faris to seek an IT solution that would fast-track its growth by:
 - Integrating all business functions such as financials, personnel management, supply chain and asset management
 - Automating the rental operations so as to avoid opportunity loss, delayed and lost invoices, and critical equipment failures
 - Improving equipment utilization and profitability by controlling costs and expenses
 - Enhancing customer service and satisfaction
- After analyzing several options, Al Faris chose Ramco ERP since the solution was flexible and scalable to fit all their needs

WHY RAMCO ERP?

Out-of-the-box features suitable for the Equipment Rental industry, including rental rates table, single step quote to lease order generation, flexible lease terms, time sheet based billing and automatic invoicing

Completely integrated business functions for effective operations

Online system ensures real-time management of rental operations

Comprehensive functionality and in-built best practices

Multi-location, multi-country and multi-currency support

Compliance with statutory and legal requirements

Low total cost of ownership (TCO)

Quick and high returns on investment (RoI)

Scalable and flexible

No need for a large in-house IT team

IMPLEMENTATION Highlights

- Rolled out in four months
- Single location implementation covering 60 users spread across UAE - Dubai, Sharjah, Abu Dhabi, Fujairah
- Modules implemented include: Rental Management, Enterprise Asset Management (EAM), Purchase and Sub-contracting, Inventory Management, Payables, Receivables, Book Keeping, Fixed Assets, Management Accounting, HRMS (Human Resource Management System) and Payroll



GOOD BECOMES BEST WITH RAMCO ERP

- Complete asset lifecycle management from inception to disposal
- Effective control over costs and operational parameters like equipment availability, operational expenses, equipment run-time, rental income etc.
- Real-time analysis of key parameters, enabling better decision-making
- Significant savings in operations and maintenance costs, owing to effective planning of maintenance activities
- Reduction in capital expenditure, with increase in the lifetime of assets
- Increase in overall business profitability due to improved lease efficiency and revenue, and reduced costs / expense
- Improvement in online availability and analysis of equipment information and overall equipment utilization
- Reduced TCO

CAN RAMCO DO IT FOR YOU?

Of course it can! To find out more on how Ramco can answer your need, e-mail contact@ramco.com

“ We would like to express our appreciation and thanks to Ramco for providing their quality support, critical solution finding and ideas, right from the project start-up to the go-live and thereafter. Milestones were reached and targets achieved as per schedule. Ramco consultants played a key role in providing valuable guidance and finding the optimum solution at every step of the project. We trust that Ramco will continue to provide us the same excellent service in the following years. ”

Ophelia Pinto
Chief Executive Officer—Al Faris Equipment Rentals (LLC)

“ I would like to take this opportunity to appreciate the Ramco team for their efforts to streamline the SWO generation process for Al Faris Equipment Rentals Invoicing. Almost 95 per cent of the SOs generated SWO for invoicing. Hopefully, it would be 100 per cent accuracy next month. ”

Operations and Account Controller
Al Faris Equipment Rentals (LLC)