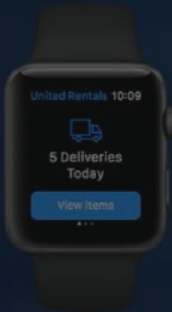
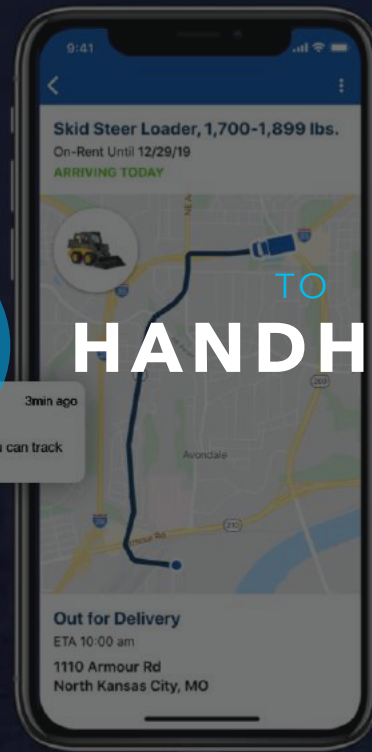




FROM
HANDSHAKE



TO
HANDHELD



Track Deliveries



Order Equipment

Equipment Tracking and Status

CONSTRUCTION:UNITED RENTALS

IT'S A BILLION-DOLLAR PROBLEM AND THERE WASN'T A TOOL POWERFUL ENOUGH TO FIX IT

CHALLENGE

Managing a fleet of construction equipment is the single biggest headache for site managers, general contractors and foremen in the industry. Down equipment, unused equipment and poorly managed fleets account for 30% of profit loss in all construction jobs.

SOLUTION

Driven by an active emerging technology work stream generating prototypes from delivery tracking, to on-site safety and augmented reality the United Rentals mobile app made it easy to rent, track, service, and control massive equipment fleets, enabling an industry with razor-thin margins to be more efficient and cost-effective.

We didn't simply create an app; VMLY&R was responsible for the creation of an AWS based, highly performant API to modernize United Rentals future technology efforts. In which, the native apps were the first consumers of this new way forward for United Rentals.

66%

YOY increase in revenue

28%

Increase in new customer acquisition

4.7

App Store rating

