Press Release | 24 October 2024

FOR IMMEDIATE RELEASE

Baseplan Software & Gecko Join Forces for a New Era in Rental Software worth $100M

Sydney Australia – Thursday 24th October 2024 – [Baseplan Software](https://www.google.com/url?q=https://www.google.com/url?q%3Dhttps://baseplan.com/%26amp;sa%3DD%26amp;source%3Deditors%26amp;ust%3D1729753886541946%26amp;usg%3DAOvVaw2SwwWjiE0ViwBub5q0x6rR&sa=D&source=docs&ust=1729753886556996&usg=AOvVaw2FNDU19aN7BwKKjvycJqSJ), a leading ERP software solution for the hire industry, is excited to announce a strategic partnership with [Gecko](https://www.google.com/url?q=https://www.google.com/url?q%3Dhttps://gecko.rent/en/hire-rental-software%26amp;sa%3DD%26amp;source%3Deditors%26amp;ust%3D1729753886542166%26amp;usg%3DAOvVaw2_s0xJw7RUy10K1x1KV5TC&sa=D&source=docs&ust=1729753886557143&usg=AOvVaw2_-uYNdpjE7pcXGN83RnVx), which provides online stores that help equipment rental businesses remove the back and forth between them and their customers.

The goal of the partnership is to reduce the need for customer support whilst increasing revenue for each rental business through the use of an e-commerce store that links with an inventory management system.

Announced at Baseplan’s Online User Forum, the new solution is available to Baseplan customers and will enable rental businesses to develop an online storefront seamlessly integrated with their current systems. This will create new avenues for market reach and simplify sales for rental businesses.

“This is a great opportunity for our customers,” says Chris McArthur, CEO of Baseplan. “It allows a continued seamless integration of business functions that Baseplan continues to be at the forefront of.”

“Customers today are used to e-commerce experiences provided by platforms like Shopify, Wix, and WordPress.” says Ben Kennedy, Founder & CEO of Gecko. “This partnership is the next evolution of the rental industry.”

**Efficiency is Everything**

Baseplan Software has been a trusted name in the rental software market for over three decades, known for its comprehensive ERP solution that streamlines operations, enhances efficiency, and drives profitability.

By integrating Gecko’s platform, rental businesses can now offer e-commerce for customers, increasing their conversion rates and removing the back and forth between customers and rental businesses.

“We are thrilled to work with Baseplan to pave the way for some of the biggest rental companies in Australia to utilise e-commerce. We believe that by improving the way customers transact with rental businesses, it leads to the growth of the rental industry not just in Australia but around the world.” says Kennedy

**Key Features of the Partnership**

* Online Storefront development: Rental businesses can build a user-friendly online storefront to showcase their products and services that can take payments or inbound quotes.
* Seamless integrations: Once a customer makes a payment it integrates effortlessly with existing Baseplan ERP software, ensuring smooth operation and management.
* Enhanced Customer Experience: Customers can enjoy a streamlined e-commerce-like experience, similar to what they are accustomed to with major online platforms.
* Increased Efficiency: Integrating e-commerce will allow businesses to automate up to 10+ hours a week per employee, giving time back to focus on what matters most.

**About Baseplan Software**

Since 1986, Baseplan Software has been providing the equipment rental, fleet, dealership, construction, and mining industries the most comprehensive ERP software on the market.  Baseplan Enterprise is a completely integrated operational and financial management solution ideal for machine/equipment dealers, distributers, hire/rental businesses, and fleet management organisations. With comprehensive sales, rental, service, inventory management and financial modules functioning co-operatively in real-time, Baseplan provides the highest level of process control and business intelligence.

**About Gecko**

Gecko provides both an operating system and an online store, allowing equipment rental businesses to remove the back and forth between them and their customers. We help rental businesses reduce the need for customer support whilst increasing conversion rates with our end-to-end e-commerce solution. We also provide payments and invoicing that connect directly to rental inventory systems.

**Media Contact**

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