

ISR OMS Fulfillment Analysis

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Executive Summary

Critical Finding: ISR OMS rate has dropped from 82% (December) to 17% (February)

Quick Win Opportunity: 87 orders (\$154,230 GMV) went to OMS-enabled suppliers but were processed manually

Impact: Routing quick wins through OMS would increase ISR OMS rate from 17% to 47%

Key Metrics (Last 90 Days)

Metric	Value
Total ISR Orders	513
ISR OMS Orders	225
ISR Non-OMS Orders	288
Current ISR OMS Rate	43.9%
Quick Win Orders (OMS-capable)	87
Quick Win GMV	\$154,230
Potential OMS Rate (with quick wins)	47%

Monthly ISR OMS Rate Trend

Month	OMS Orders	Total Orders	OMS Rate
2025-11	9	9	100.0%
2025-12	152	185	82.2%
2026-01	43	196	21.9%
2026-02	21	123	17.1%

QUICK WIN: 40 OMS-Enabled Suppliers (Full List)

These suppliers already accept OMS requests. The 87 orders below could have been processed through OMS with no additional supplier onboarding.

#	Supplier	Orders	GMV
1	Powertrip Rentals - Signal Hill CA +131029209...	9	\$7,836
2	All Pro Lift and Equipment LLC - Phoenix AZ 6...	5	\$8,433
3	Leppo Rents (Bobcat of Jacksonville) - Jackso...	4	\$4,164
4	Defatte Equipment Rentals - Ukiah CA	4	\$17,377
5	Lift X Rentals - Palmetto FL 8553354389	4	\$6,802
6	Sunstate Equipment - Orlando FL 8558088875	4	\$13,059
7	Equipment Depot	4	\$5,388
8	Sunstate Equipment - Charlotte NC 7044904706	4	\$3,577
9	Continental Lift Truck - New York NY 64652944...	4	\$4,533
10	Northside Tool Rental - Buckhead (Atlanta) GA...	3	\$3,258
11	Sunstate Equipment - Raleigh (Garner) NC 9848...	3	\$4,562
12	U-Rent It Sales & Service - Rockwall TX 97277...	3	\$2,708
13	Tejas Equipment Rental - Alvarado TX 81779007...	3	\$5,439
14	Tejas Equipment Rental - San Antonio TX +1737...	3	\$5,278
15	Leppo Rents	2	\$4,704
16	Illinois Lift Equipment - Cary IL 8887450577	2	\$1,813
17	Skyblack Rentals - Houston TX +17134164702	2	\$3,460
18	United Rentals	2	\$1,540
19	Tejas Equipment Rental - San Marcos TX +15127...	1	\$1,200
20	Thompson & Johnson Equipment Co., Inc - East ...	1	\$3,599
21	Sunstate Equipment - Tucson AZ 8558088875	1	\$983
22	Sunstate Equipment - Stockton (French Camp) C...	1	\$1,529
23	Sunstate Equipment - Saint Gabriel LA +122568...	1	\$1,441
24	Sunstate Equipment - Roseville CA 8558088875	1	\$1,372
25	Sunstate Equipment - Phoenix AZ 8558088875	1	\$3,978
26	Aerial Plus - Burlington ON +19053339580	1	\$1,070
27	Stoney Creek Equipment Rentals - Hamilton ON ...	1	\$969
28	Sunstate Equipment - Benicia CA 8558088875	1	\$850
29	Sunstate Equipment - Atlanta GA 6782686590	1	\$2,477
30	Sunstate Equipment	1	\$3,239
31	Summit Toyotalift - North Haven CT +120349021...	1	\$9,627
32	Renegade Rentals LLC - Brigham City UT 435723...	1	\$1,566

33	Need a Lift Rentals - Fort Lauderdale FL 1954...	1	\$949
34	LGP Equipment Rentals - Bell Gardens CA 32356...	1	\$3,117
35	Jamco - Plant City FL 8668485400	1	\$1,756
36	Bobcat of York (Crownstone Equipment) - Frede...	1	\$5,588
37	Best Rental Services Inc - Vaughan ON 9053033...	1	\$903
38	Area Rentals Inc - Hillside NJ 9739261212	1	\$1,633
39	Arapahoe Rental - Westminster CO 3034293589	1	\$1,110
40	UpLift Equipment Rentals - Medley FL +1786706...	1	\$1,341
	TOTAL	87	\$154,230

NON-OMS SUPPLIERS: Need Onboarding (Full List)

These 121 suppliers are not on OMS and would need to be onboarded.

#	Supplier	Orders	GMV
1	Equipment Share 17206100062	7	\$45,907
2	Evcon Rentals +15015381834	6	\$10,660
3	Sunstate Equipment - Las Vegas (Henderson) NV...	5	\$3,839
4	Sunstate Equipment - Balch Springs TX 8558088...	5	\$6,282
5	Sunstate Equipment - Seattle (Kent) WA 253993...	5	\$5,114
6	South Florida Equipment Rentals - West Palm B...	4	\$7,204
7	Rental Pro - Richmond KY 8596235599	4	\$2,853
8	Carolina Industrial Trucks - West Columbia SC...	4	\$3,934
9	Sunstate Equipment - Marietta GA 8558088875	4	\$2,740
10	Ewald Kubota - Corpus Christi TX 3612890818	4	\$9,463
11	JAC Rentals - Beaumont TX +14097820836	4	\$9,650
12	Wilson Equipment - Central Point, OR +1541830...	4	\$8,812
13	Palm Beach Equipment Rentals - Delray Beach F...	4	\$2,896
14	Equipment Share - Memphis TN 16623528588	3	\$6,219
15	Construction Equipment & Supply - Sandusky OH...	3	\$2,048
16	Sunstate Equipment - Southlake TX 8558088875	3	\$6,885
17	Skye Heavy Equipment Rentals - Asheboro NC +1...	3	\$31,623
18	101 Equipment Rentals - Santa Rosa, CA +17075...	2	\$3,101
19	MG Machinery - Buda TX 5124569777	2	\$71,473
20	Kat's Heavy Equipment Rental - Staten Island ...	2	\$3,742
21	RDM Equipment Sales and Rentals	2	\$7,000
22	Strobel's Rentals - East Side Great Falls MT ...	2	\$1,544
23	RentEquip - Elkton VA +15402980101	2	\$3,355
24	Rental Guys - Orangevale CA 5303322160	2	\$3,104
25	Herc Rentals (9213) - Tupelo MS 662-680-3183	2	\$3,029
26	Sunbelt Rentals 293 - Bangor, ME (207) 945-56...	2	\$6,944
27	Sunstate Equipment - Buford GA 8558088875	2	\$2,038
28	Sunstate Equipment - Corpus Christi TX 361371...	2	\$556
29	Sunstate Equipment - North Houston TX 8558088...	2	\$3,998
30	Sunstate Equipment - Oklahoma City OK 4057938...	2	\$1,373
31	Sunstate Equipment - Tulsa OK 8558088875	2	\$1,255
32	Hilltown Rentals - Huntington MA 4133200889	2	\$8,850
33	Palm Beach Lift Trucks Inc (Forklift Doctor o...	2	\$1,998

34	Bobcat of York (Crownstone Equipment) - Hagar...	2	\$3,206
35	Equipment Share - Hartford CT +19593333470	2	\$1,276
36	Beck Equipment Inc - Preble NY 6077497950	2	\$13,785
37	Action Lift, Inc - Leander TX +15122605438	2	\$6,978
38	Cropac Equipment Inc +17809558862	2	\$11,121
39	G&W Equipment - Charleston SC 8432661020	2	\$6,908
40	Frank's Supply Company - Albuquerque NM 50588...	2	\$1,840
41	Equipment Share - Texarkana AR +18703304920	2	\$4,099
42	Equipment Share - Fort Worth (South) TX 16825...	2	\$1,866
43	Con-Verge Sales & Rentals LLC - Hershey PA 22...	1	\$986
44	Sunstate Equipment - Nashville TN 8558088875	1	\$1,791
45	Sunstate Equipment - Mead CO 3032768941	1	\$579
46	Sunstate Equipment - Mckinney TX 8558088875	1	\$2,285
47	Briggs Equipment - Miami FL 305-624-1511	1	\$2,938
48	Sunbelt Rentals 1018 - Manheim, PA (717) 492-...	1	\$5,864
49	Sunbelt Rentals 21 - Fayetteville, NC (910) 3...	1	\$5,599
50	Sunbelt Rentals 60 - Jacksonville, FL (904) 7...	1	\$1,294
51	Eastern Highreach Company Inc. - Horsham PA 2...	1	\$1,331
52	Sunbelt Rentals 226 - Naples, FL (239) 774-71...	1	\$1,759
53	Sunstate Equipment - Conroe TX 281-492-3400	1	\$2,446
54	Sunstate Equipment - Conley GA +16782686590	1	\$1,697
55	Brandt Material Handling - Calgary AB +140324...	1	\$1,824
56	Dan's Forklifts +645402323	1	\$3,056
57	Dobbs Equipment (John Deere) - Fort Myers FL ...	1	\$13,250
58	Sunstate Equipment - Fremont CA 8558088875	1	\$1,164
59	GMW Equipment - San Juan TX 9563355000	1	\$3,647
60	Sunstate Equipment - Oakland CA 8558088875	1	\$804
61	Sun Rental Center - Mentor OH 4409426106	1	\$664
62	Yancey Cat - Gwinnett GA 7709636868	1	\$3,089
63	Yancey Cat - Augusta GA 7067901300	1	\$2,094
64	Worldwide Forklifts - Fort Lauderdale FL +195...	1	\$1,329
65	A Tool Shed Rentals, Inc - Santa Clara CA +14...	1	\$1,955
66	Western States Cat - Hayden ID 2087626600	1	\$581
67	Warren Cat - Abilene TX 325-691-8356	1	\$1,817
68	Wajax Equipment - Blackfalds (Red Deere AB) 4...	1	\$6,080
69	Trinity Sales & Rental - Wichita KS 316942555...	1	\$1,161
70	Toyota Lift of South Texas (Doggett Machinery...	1	\$1,126

71	Toyota Lift of South Texas (Doggett Machinery...	1	\$3,928
72	Total Tool Rental - Brooklyn NY (718) 222-958...	1	\$2,585
73	The Rental Hub - Wytheville, VA +12762270924	1	\$2,018
74	Supply Wagon Rentals (518) 848-3231	1	\$463
75	Superior Forklift Ltd (Leavitt Machinery) - S...	1	\$3,522
76	Big Lift Material Handling - Phoenix AZ 60279...	1	\$553
77	Sunstate Equipment - Rio Rancho NM 8558088875	1	\$906
78	Sunstate Equipment - Reno NV 8558088875	1	\$2,102
79	Sunbelt Rentals - North Haven, CT +1203974475...	1	\$6,883
80	Stine Equipment - Austin TX 5125456937	1	\$1,112
81	Sun Rental & Sales - Yuma, AZ +19287821855	1	\$958
82	Miami Dade Equipments - Hialeah FL +130555897...	1	\$1,084
83	Equipment Share - Tyler TX 19034213931	1	\$4,596
84	MD Rental - Alfred, ME +12078003589	1	\$1,251
85	Lyle Machinery - Saucier MS 2288327575	1	\$1,641
86	Lou-Tec - Joliet QC +14507599595	1	\$816
87	LSR Equipment - Weatherford TX 8176732113	1	\$4,708
88	LAX Equipment Inc - Inglewood CA 3103302657	1	\$2,131
89	Equipment Share - West Palm Beach (Lake Worth...	1	\$1,509
90	Jersey Rents & Equipment Sales - Old Bridge, ...	1	\$5,075
91	Iron Mountain Equipment Rentals LTD. - Port C...	1	\$1,247
92	Hive Rentals & Co - Caldwell TX +19792205948	1	\$3,442
93	Herc Rentals - San Antonio, TX +12106550048	1	\$4,965
94	Herc Rentals - Mesquite, TX +19722844200	1	\$1,604
95	Herc Rentals - Jackson, MS +16013730444	1	\$5,431
96	Herc Rentals (9630) - Phoenix, AZ +1602269593...	1	\$1,586
97	Herc Rentals (9371) Sarasota, FL 941-360-955	1	\$1,315
98	Herc Rentals (9347) - LaGrange GA 706-883-617...	1	\$3,596
99	Herc Rentals (9322) - Greer SC 864-877-1806	1	\$1,004
100	MOMS Rentals - Missoula MT 4063271104	1	\$2,783
101	Milam Rental LLC - Sutherlin VA +14343342884	1	\$17,438
102	Ecco Equipment Corporation - Phoenix, AZ 6022...	1	\$4,391
103	Northside Tool Rental - Doraville GA 77045110...	1	\$1,970
104	Herc Rentals (9307) - Knoxville TN 865-546-37...	1	\$1,811
105	Equipment Share - Fort Pierce FL +17727101600	1	\$6,288
106	Smedley Aerial Lifts - Branford CT +120387144...	1	\$1,450
107	Riggs Cat - Benton AR +15015704300	1	\$754

108	Rental Solutions and Events LLC - Sykesville ...	1	\$612
109	Equipment Share - Indianapolis IN 14637776002	1	\$1,216
110	Equipment Share - Jackson MS +16013971405	1	\$2,152
111	Equipment Share - North Palm Springs CA +1442...	1	\$1,700
112	Puckett Machinery CAT (Corp) - Richland MS 60...	1	\$1,440
113	Priestly Demolition Inc. (905) 841-3735	1	\$9,988
114	Premier Equipment Rentals Inc - Mesa AZ 48069...	1	\$3,053
115	Powertrip Rentals - Signal Hill CA	1	\$1,105
116	Peterson Machinery Company - Salem, OR 1 503 ...	1	\$1,308
117	Patriot Rentals - Midvale (Salt Lake City) UT...	1	\$536
118	Pat Kelly Equipment Company - Hazelwood MO +1...	1	\$2,286
119	3J Rentals Inc - Santa Clara CA +14089889333	1	\$1,325
120	Oak Grove Rentals - Oak Grove MO +18166906800	1	\$669
121	Yancey Cat - Kennesaw GA 6789151177	1	\$3,475
	TOTAL	201	\$552,559

Recommendations

- 1. Immediate Action (Quick Wins):** Share the list of 40 OMS-enabled suppliers with ISR team. These 87 orders should have gone through OMS.
- 2. Process Check:** Investigate why ISR bypassed OMS for suppliers already on the platform. Possible reasons: habit, speed perception, lack of awareness.
- 3. Training:** Ensure ISR team knows which suppliers are OMS-enabled before processing orders manually.
- 4. Supplier Onboarding:** Prioritize onboarding the top non-OMS suppliers (121 suppliers, 201 orders).
- 5. Target:** Routing quick wins through OMS alone would hit 47% OMS rate, exceeding the 28% target.

Analysis based on Keywords Data - Last 90 Days