



The face of interaction





# Equipment Rental e-Commerce

**Ellen Steck**

Capital Markets Day

Feb. 19-20, 2001



*Atlas Copco*

# To Prosper & Grow

We will Lead in this Technical Revolution with EFFICIENCIES in...

- ▶ 1. Strategic Accounts
  - ▾ E-FACTS
- ▶ 2. Employees
  - ▾ Online Open Enrollment
- ▶ 3. General Customers/Prospects
  - ▾ Web Site



# 1. Efficiencies for Strategic Accounts

E-FACTS



*Atlas Copco*

## ▶ Customer Benefits

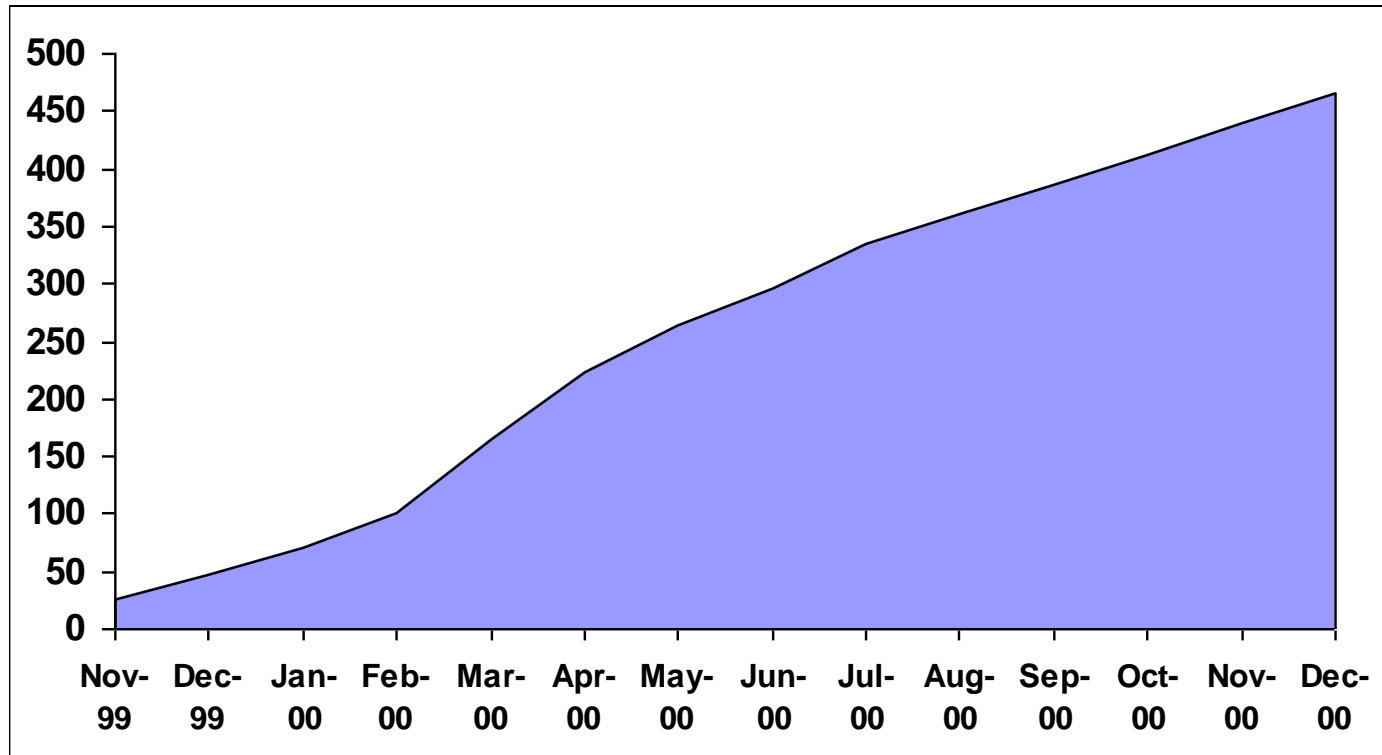
- ▶ 24 Hour access
- ▶ Available at customers' convenience
- ▶ Manage multiple job sites, EASILY
- ▶ User friendly environment (point and click)

## ▶ RSC Benefits

- ▶ Defined National Account Program (more to sell)
- ▶ Better use of resources
- ▶ Became part of a process
- ▶ Customers ask for it!

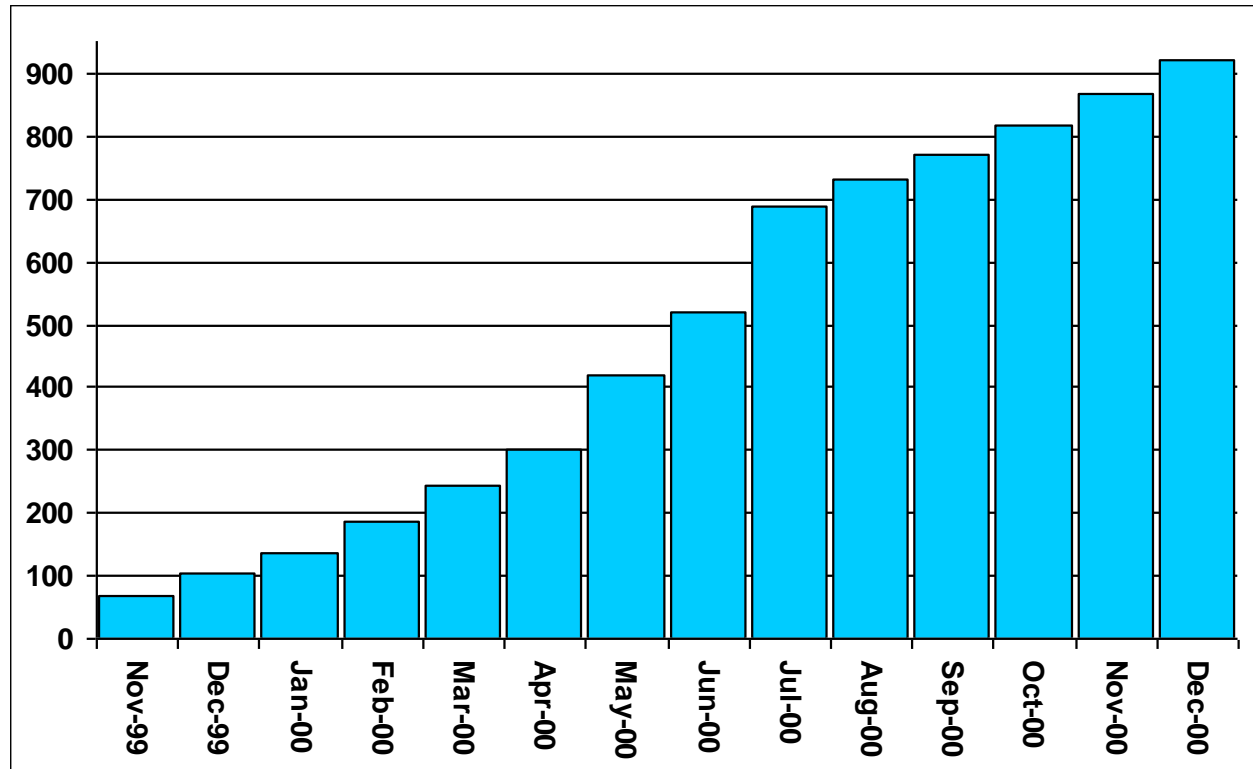
# E-Facts Users

- ▶ November 1999 to December 2000



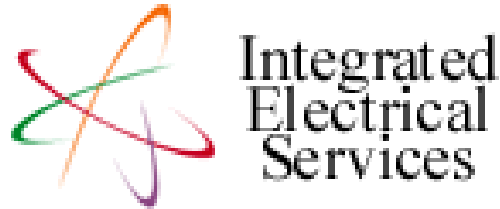
# E-Facts System Hits

- ▶ November 1999 to December 2000



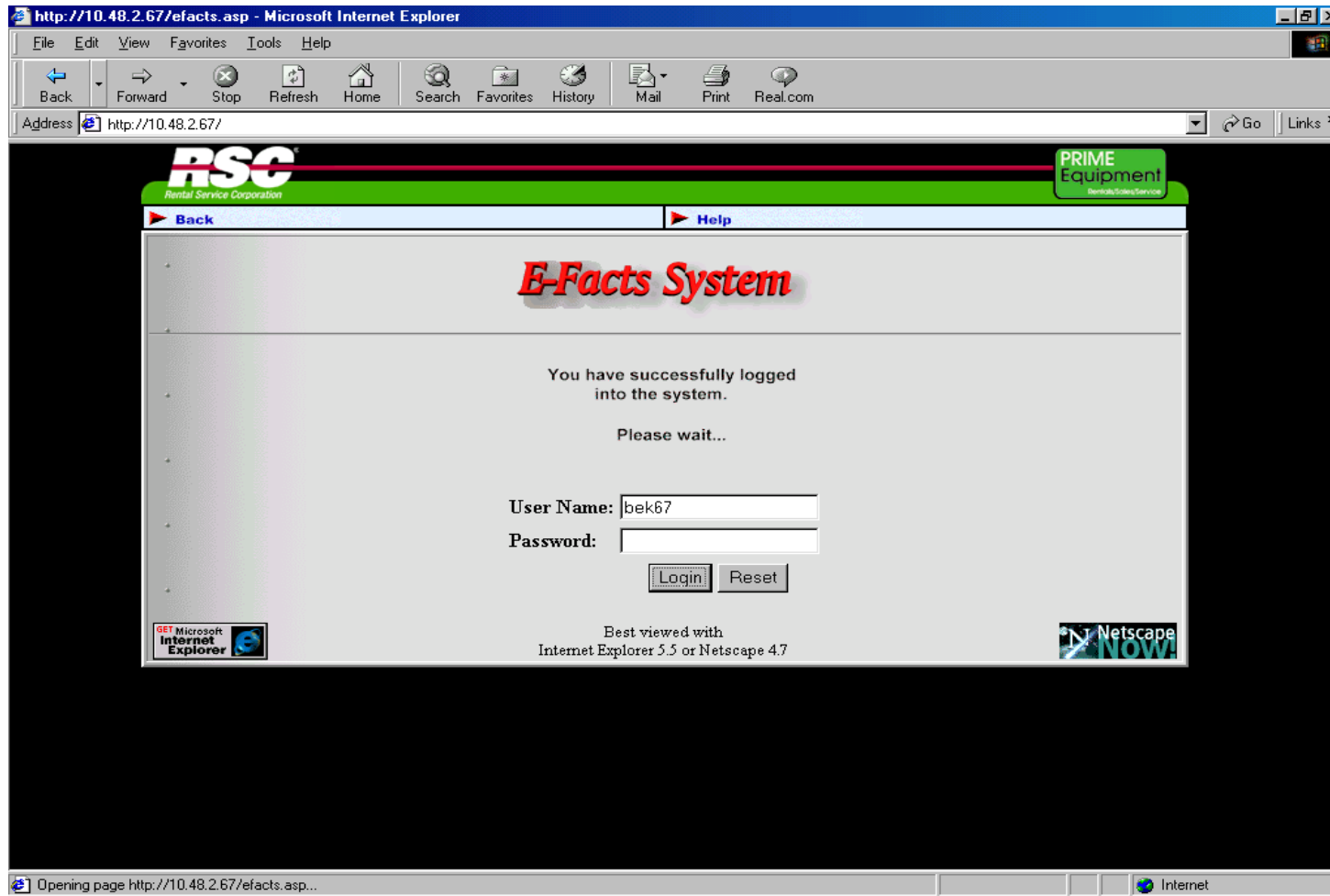


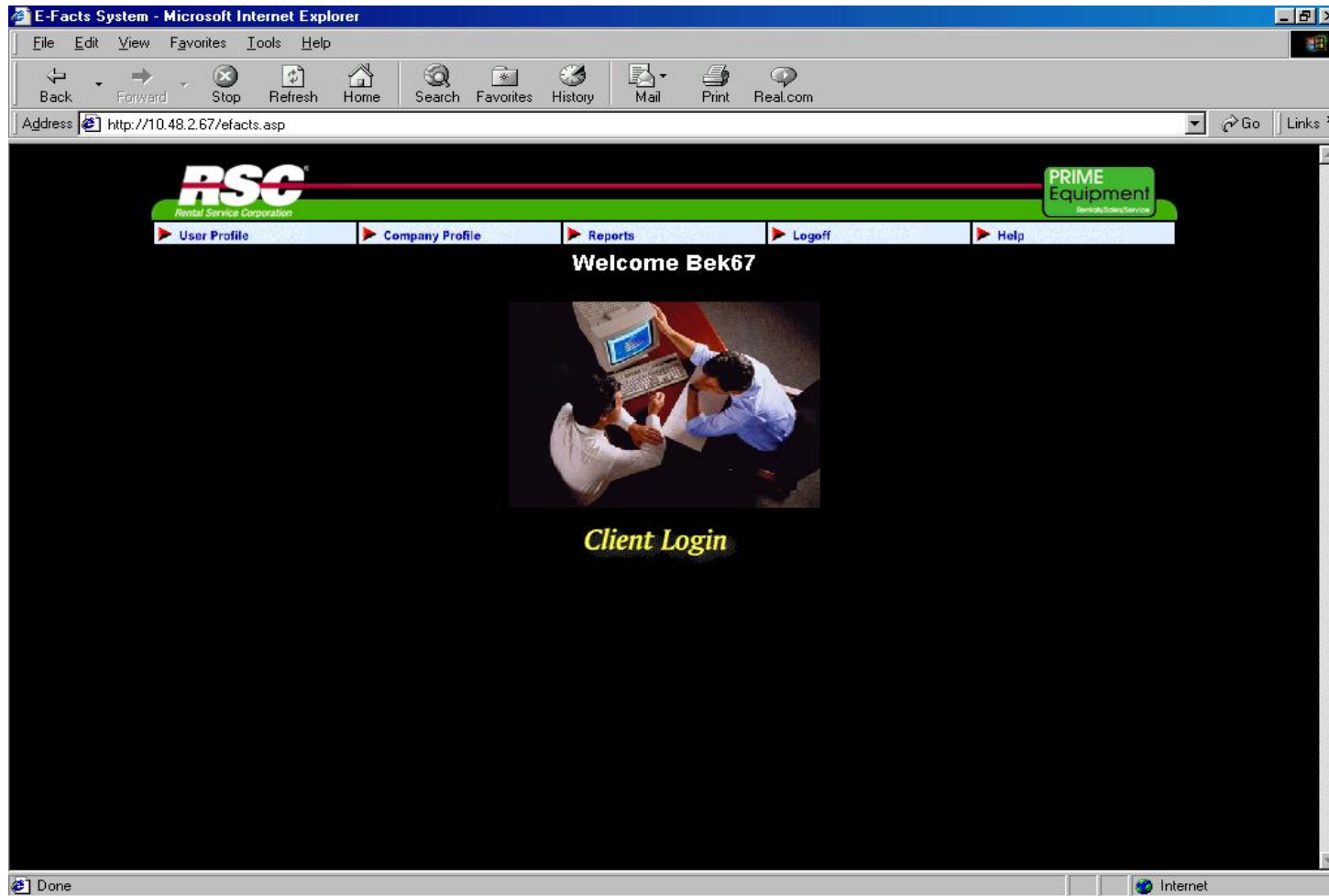
# E-Facts users - sample

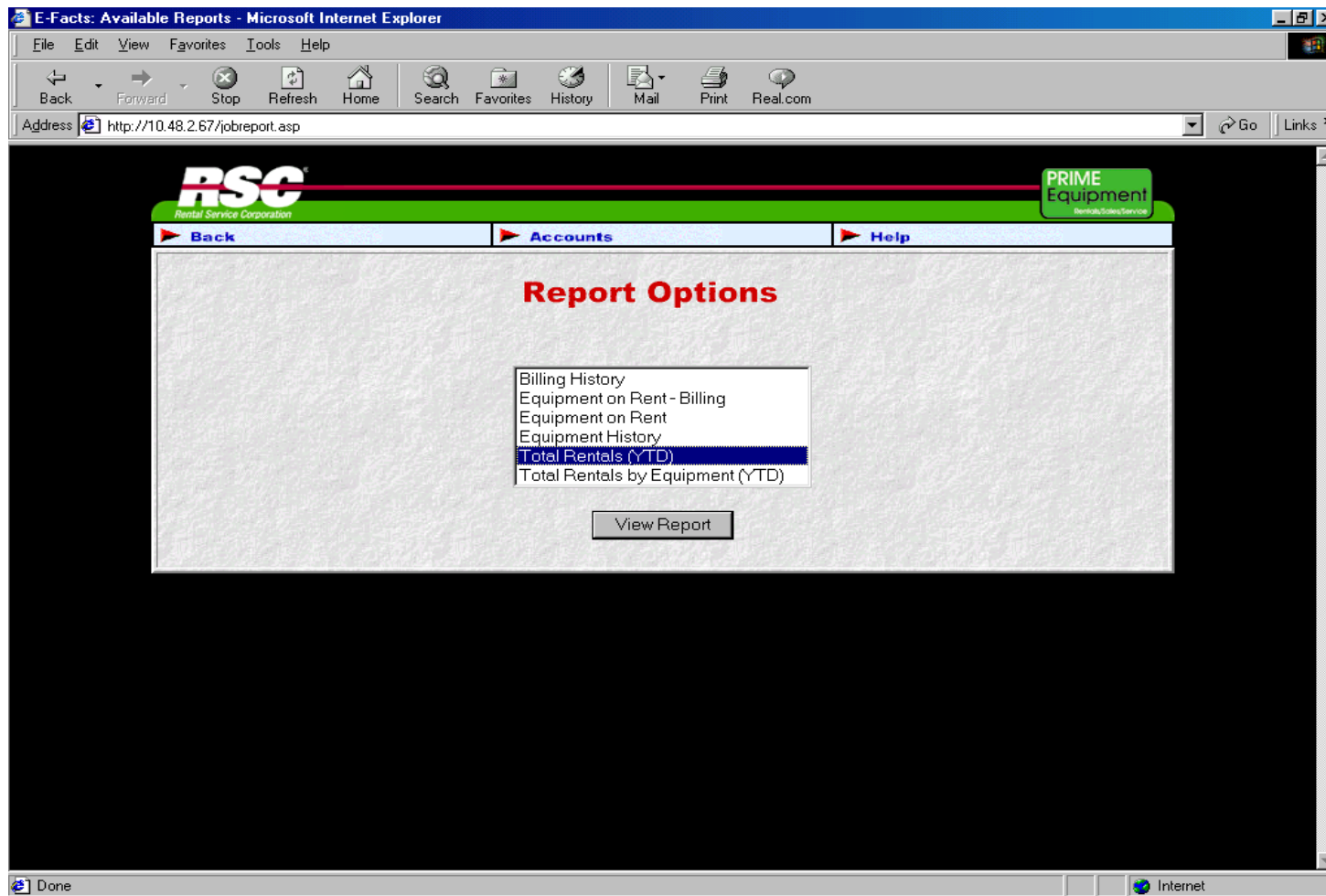


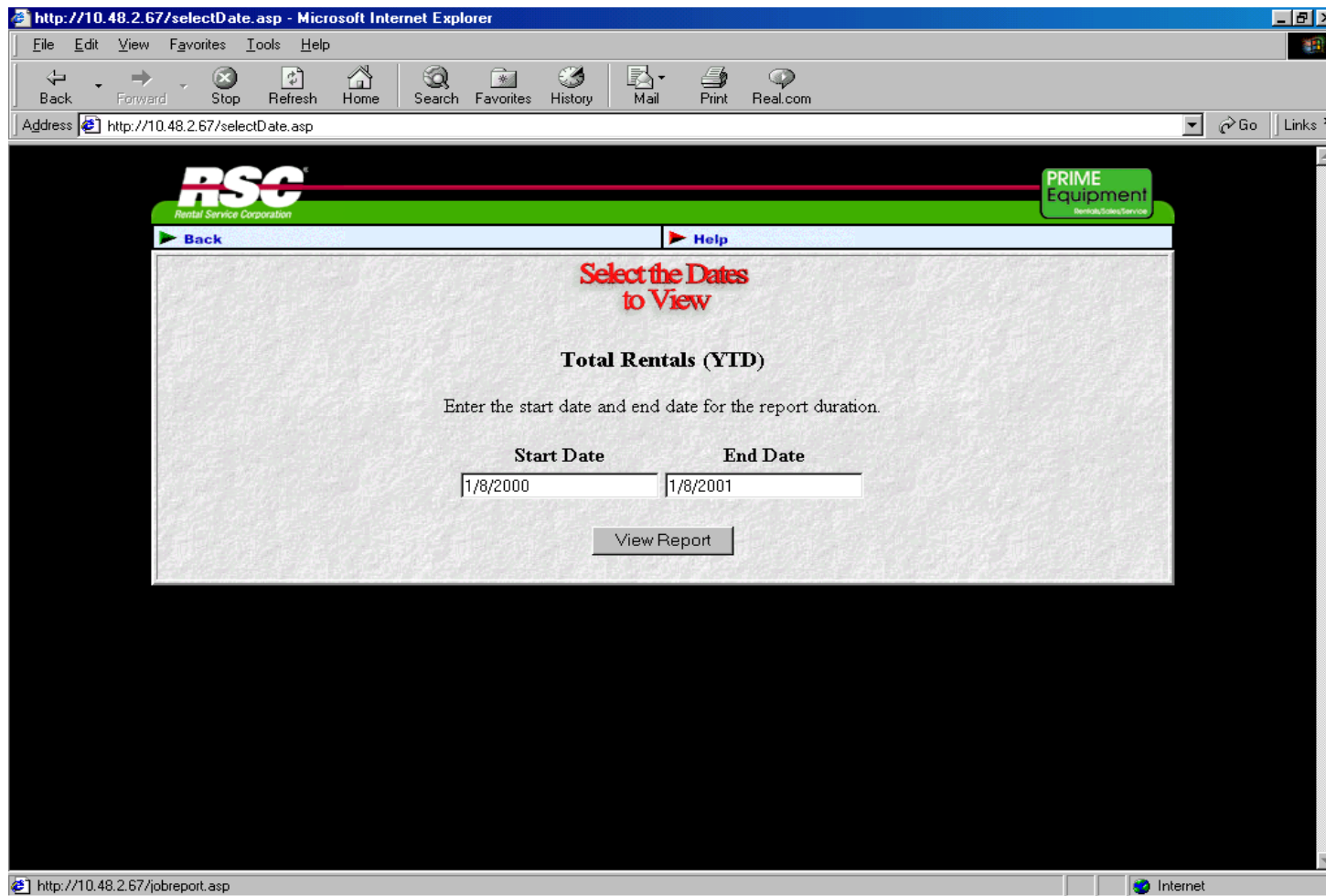
- ▶ Video Clip of Customer Testimony...

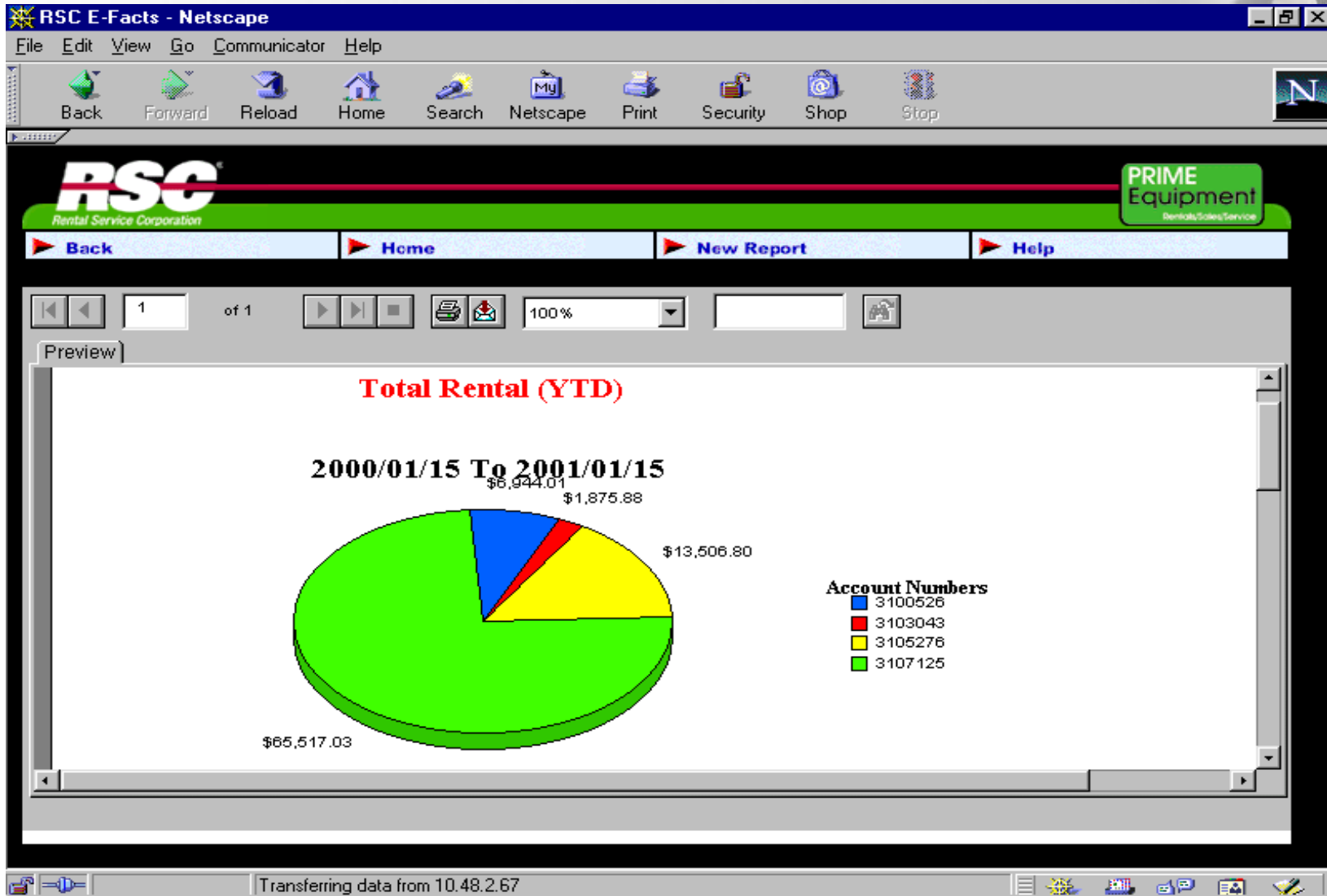














RSC E-Facts - Microsoft Internet Explorer

Address: http://10.48.2.67/ReportAction2.asp?startdate=1%2F8%2F2000&enddate=1%2F8%2F2001&submit2=View+Report

**RSC** Rental Service Corporation **PRIME Equipment** Demos/Sales/Service

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100% 1 of 1+

### Total Rentals (YTD)

Date Range 2000/01/08 To 2001/01/08

Invoice Date	Customer Code	Loc	RSC Branch Name	Invoice	P. O. #	Rental Amount	Sales Amount	Other Amount	Total Invoice Amount
2000/01/11	6401267	061	Demopolis	4330889-04	96252-F-0535	800.00		0.00	800.00
2000/01/17	6401267	061	Demopolis	4463921-03	96252-F-0592	2,505.00		0.00	2,505.00
2000/01/17	6401267	061	Demopolis	4580459-02	.	2,610.00		0.00	2,610.00
2000/01/19	6401267	061	Demopolis	4502498-04	.	690.00		0.00	690.00
2000/02/08	6401267	061	Demopolis	4330889-05	96252-F-0535	800.00		0.00	800.00
2000/02/14	6401267	061	Demopolis	4463921-04	96252-F-0592	2,505.00		0.00	2,505.00
2000/02/16	6401267	061	Demopolis	4502498-05	.	690.00		0.00	690.00
2000/02/24	6401267	061	Demopolis	4893260-01	99046-F-0771	1,960.00		0.00	1,960.00
2000/02/25	6401267	061	Demopolis	4900394-01	99047-F-0761	400.00		0.00	400.00
2000/02/28	6401267	061	Demopolis	4770195-02	99046-F-0812	580.00		0.00	580.00
2000/02/28	6401267	061	Demopolis	4463921-05	96252-F-0592	-305.00		0.00	-305.00
2000/02/29	6401267	061	Demopolis	4916859-01	99047-F-0795	650.00		0.00	650.00
2000/03/07	6401267	061	Demopolis	4330889-06	96252-F-0535	800.00		0.00	800.00
2000/03/09	6401267	061	Demopolis	4963990-01	99046-F-0830	140.00		0.00	140.00
2000/03/09	6401267	061	Demopolis	4463921-06	96252-F-0592	-305.00		0.00	-305.00
2000/03/09	6401267	061	Demopolis	4463921-07	96252-F-0592	-305.00		0.00	-305.00
2000/03/13	6401267	061	Demopolis	4463921-08	96252-F-0592	2,505.00		0.00	2,505.00
2000/03/15	6401267	061	Demopolis	4502498-06	.	690.00		0.00	690.00

Done Internet



# 2. Employee Efficiencies

Online Open-Enrollment



Employee Login - Microsoft Internet Explorer

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Address <http://s-ecommerce/hrbenefits/login/login.asp> Go Links >>

**RSC**  
Rental Service Corporation

**PRIME**  
Equipment  
Benefits/Claims Service

### Benefits Open Enrollment Login

Please complete the following to access your personal benefits account information.

Social Security Number:

PIN Number:

(PIN Number is located in your ISP Personalized Fact Sheet)

---

*If you have any questions or need further assistance  
you may contact the ISP Benefits Department  
by phone at 1-877-789-6062 [or via email.](#)*

**Over 3,000 Enrollments!**

Done Local intranet



# 3. Efficiencies for General Customers & Prospects

Web Site



*Atlas Copco*

# Web Site Efficiencies

- ▶ Individual Store Pages
- ▶ Click-to-Connect

RSC & PRIME - Microsoft Internet Explorer

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**PRIME Equipment**  
Rentals/Leases/Service

December 08, 2000

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PRIME opens it's 5th Store in Mexico [read more](#)

**PRIME Energy**  
Systems

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- Phoenix, Grand Ave.
- Phoenix, N. 27th St.
- Phoenix, S. Black Canyon
- Prescott
- Safford
- Scottsdale
- Show Low
- Sierra Vista
- Tempe
- Tucson, 4065 E. Illinois St.
- Tucson, N. Casa Grande HWY.
- Tucson, Prince Rd.
- Yuma

- RSC
- Prime Equipment
- Prime Energy

(click on a location nearest you!)

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- RSC Location
- PRIME Energy

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Address <http://www.prime-equip.com/store.asp?StoreID=390> Go Links >>




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**Address:** 215 E. Baseline Road  
Gilbert, AZ 85233  
[click here for driving directions](#)


**Phone:** 480-892-1155

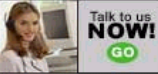
**Fax:** 480-892-5535

**Email:** [Rbunning@rentalservice.com](mailto:Rbunning@rentalservice.com)

**General Manager:** Ron Bunning

**Hours:** Mon-Fri 6:00am - 5:00pm





**Store Information**

**Quality Service for Rental and Sales!**  
We carry an extensive inventory of late-model, name brand equipment from the most respected and trusted manufacturers in the business. You can rent with confidence from us! Looking for Used Equipment? Let us know what you are looking for, we will help you find what you need!

**News and Local Events**

**We will EARN your Business!**  
Please stop by and visit our merchandise showroom. From caution tape to tool boxes, we want to be your one stop shop. Quality Service is Our Difference! This is our commitment to you. No matter how big or small the job, our staff of highly trained individuals are committed to meeting and EXCEEDING your equipment rental and sales needs, Everyday. Thank you, in advance, for choosing Rental Service Corporation.

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- Globe
- Phoenix, Cave Creek Rd.
- Phoenix, Grand Ave.
- Phoenix, N. 27th St.
- Phoenix, S. Black Canyon
- Prescott
- Safford
- Scottsdale
- Show Low
- Sierra Vista
- Tempe
- Tucson, 4065 E. Illinois St.
- Tucson, N. Casa Grande HWY.
- Tucson, Prince Rd.
- Yuma

- RSC
- Prime Equipment
- Prime Energy

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- PRIME Energy

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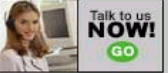


**Address:** 6921 East Cave Creek Rd.  
Cave Creek, AZ 85331  
[click here for driving directions](#)

**Phone:** 480-488-3733  
**Fax:** 480-488-5343  
**Email:** [Hstodghill@rentalservice.com](mailto:Hstodghill@rentalservice.com)

**General Manager:** Hank Stodghill  
**Hours:** Mon-Fri 6:00am - 5:00pm





Store Information	News and Local Events
<p><b>Quality Service for Rental and Sales!</b> We carry an extensive inventory of late-model, name brand equipment from the most respected and trusted manufacturers in the business. You can rent with confidence from us! Looking for Used Equipment? Let us know what you are looking for, we will help you find what you need!</p>	<p><b>We will EARN your Business!</b> Please stop by and visit our merchandise showroom. From caution tape to tool boxes, we want to be your one stop shop. Thank you, in advance, for choosing Rental Service Corporation. Quality Service is Our Difference! This is our commitment to you. No matter how big or small the job, our staff of highly trained individuals are committed to meeting and EXCEEDING your equipment rental and sales needs, Everyday. Friday hours until 6:00 PM</p>

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Rental/Tools/Service

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- Safford
- Scottsdale
- Show Low
- Sierra Vista
- Tempe
- Tucson, 4065 E. Illinois St.
- Tucson, N. Casa Grande HWY.
- Tucson, Prince Rd.
- Yuma

● Bullhead City  
● Casa Grande  
● Cave Creek  
● Flagstaff

● RSC  
● Prime Equipment  
● Prime Energy

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● RSC Location  
● PRIME Energy

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**RSC**  
Phoenix  
Location # 399

**Address:** 21445 North 27th Ave.  
Phoenix, AZ 85027  
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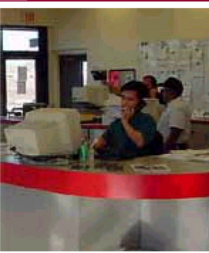
**Phone:** 623-879-6625

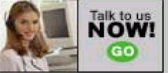
**Fax:** 623-879-6576

**Email:** [Ataylor@rentalservice.com](mailto:Ataylor@rentalservice.com)

**General Manager:** Aaron Taylor

**Hours:** Mon-Fri 5:30am - 5:00pm





**Store Information**

**Quality Service for Rental and Sales!**  
We carry an extensive inventory of late-model, name brand equipment from the most respected and trusted manufacturers in the business. You can rent with confidence from us! Looking for Used Equipment? Let us know what you are looking for, we will help you find what you need!

**News and Local Events**

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PRIME Equipment  
Rental/Tools/Service

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Washington

WA

- Bellingham
- Ellensburg
- Everett
- Kent
- Moses Lake
- Mt. Vernon
- Redmond
- Seattle
- Tacoma

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- RSC Location
- PRIME Energy

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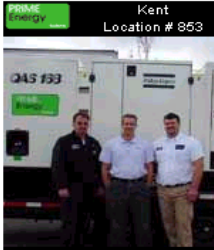


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**Address:** 21260 76th Avenue South  
Kent, WA 98032  
[click here for driving directions](#)


**Phone:** 253-872-2567



**Fax:** 253-872-6910

**Email:** [s353mgr@prime-equip.com](mailto:s353mgr@prime-equip.com)

**General Manager:** Art Kercher

**Hours:** Mon-Fri 8:00am - 5:00pm



**Store Information**

**We Serve WA, OR, ID, MT and WY!**  
Prime Energy Systems (formerly Atlas Copco Rental) offers generators, temperature control equipment and 100% oil-free air service. Our location is conveniently located just south of Seattle and brings customers a single source for energy requirements in WA, OR, ID, MT and WY. We know how critical the rental of utility equipment is to our customers and we're ready for any emergency or planned rental requirement from exploratory application assistance to middle-of-the-night deliveries. We're ready to respond 24-hours a day.

**News and Local Events**

RSC, PRIME Equipment and PRIME Energy Systems offer a wide variety of equipment rentals, sales and service to the construction, manufacturing, industrial and residential markets. With over 570 locations in the US, Canada, Mexico and Puerto Rico, we've got your equipment needs covered. Please use the phone number listed above for specific pricing and availability in this area.

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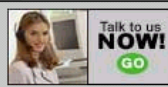
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Rentals/Tools/Service

December 09, 2000

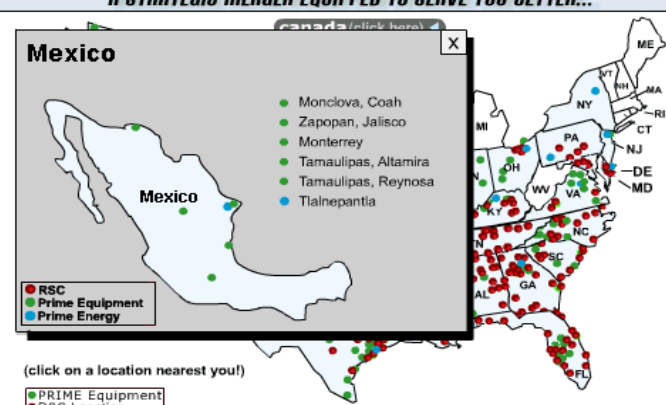
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**A STRATEGIC MERGER EQUIPPED TO SERVE YOU BETTER...**

**Mexico**

- Monclova, Coah
- Zapopan, Jalisco
- Monterrey
- Tamaulipas, Altamira
- Tamaulipas, Reynosa
- Tlalhepantla



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- RSC Location
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Rentals, Tools, Service

December 08, 2000

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Talk to us NOW!  
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**A STRATEGIC MERGER EQUIPPED TO SERVE YOU BETTER...**

canada (click here) <

(click on a location nearest you)

- PRIME Equipment
- RSC Location
- PRIME Energy

mexico (click here) <

>> News <<

RSC announces 10 completed acquisitions [read more](#)

PRIME opens it's 5th Store in Mexico [read more](#)

PRIME Energy

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**Click on an option below to connect.**




Send us an email message.



**Call Me** "Call Me" and we will call you.

This option is available  
Monday - Friday  
7am - 7pm (Central Time)


*Requires a second phone line or direct connection to the Internet.*



"Chat" and we can text chat with you.

This option is available  
Monday - Friday  
7am - 7pm (Central Time)

*Does not require a second phone line.*



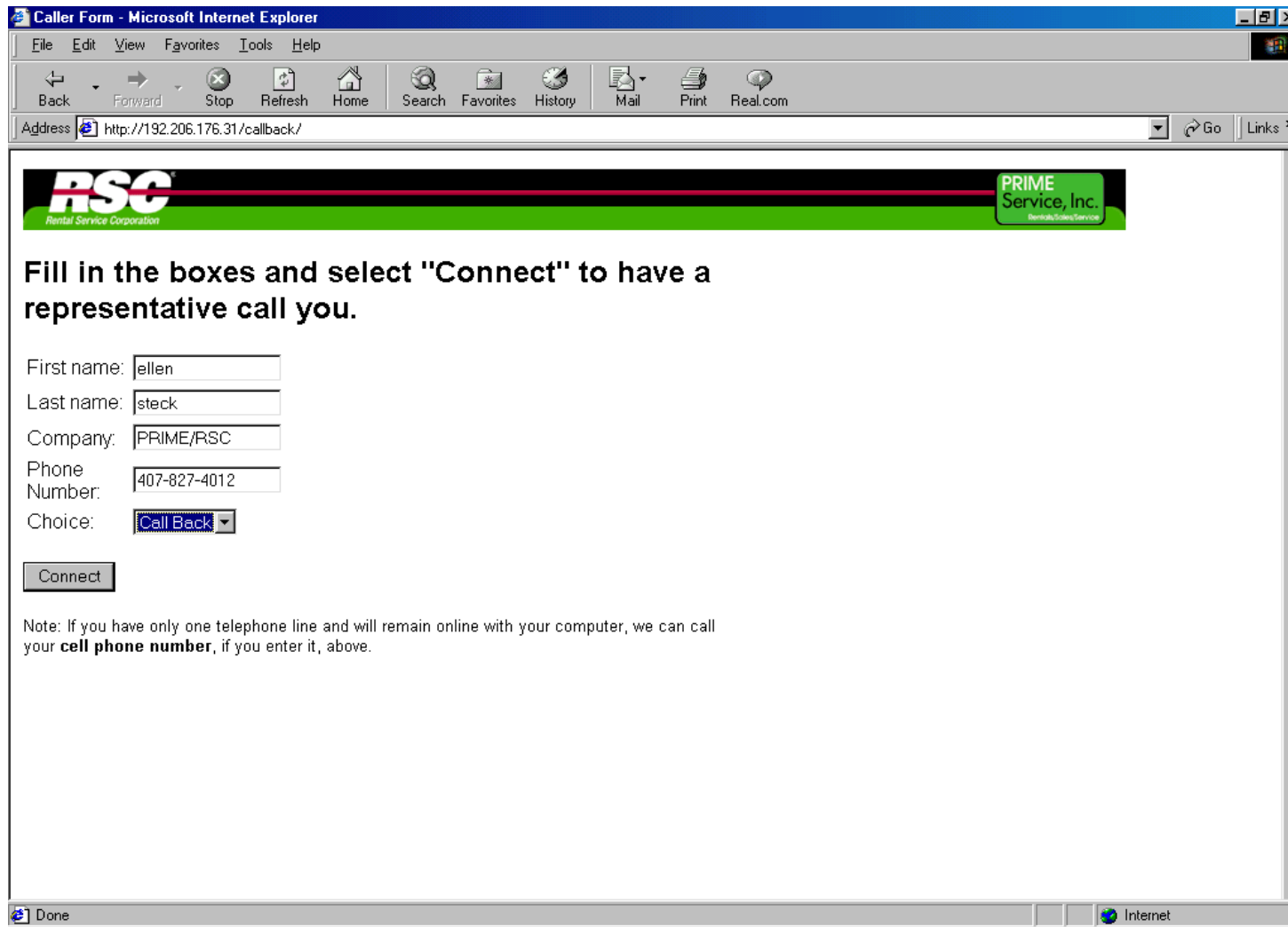
**Meet Me** "Meet Me" to connect with a specific Customer Service Rep.

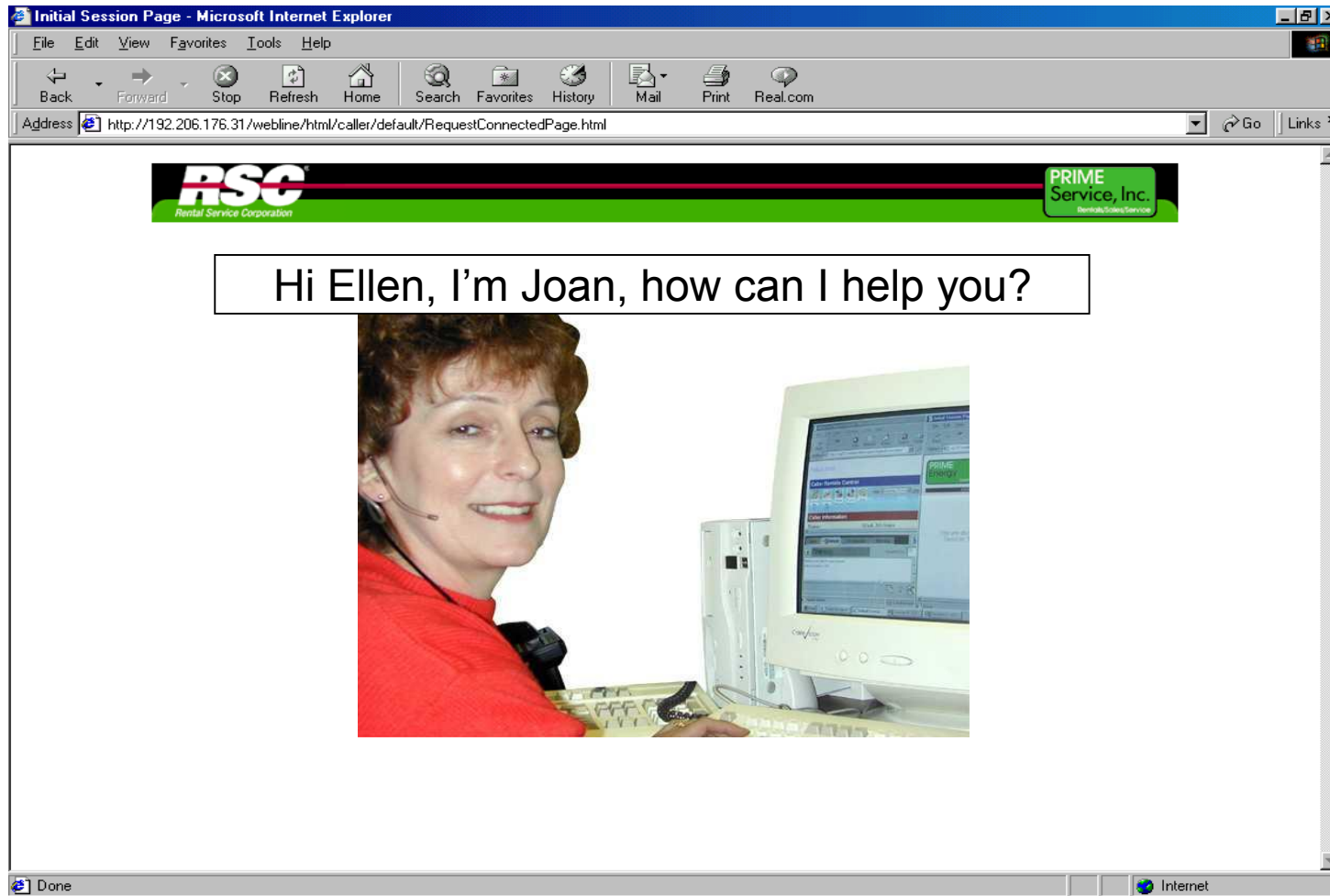
This option is used if you are currently speaking with a customer service rep and you are invited to enhance your call with an Internet connection.

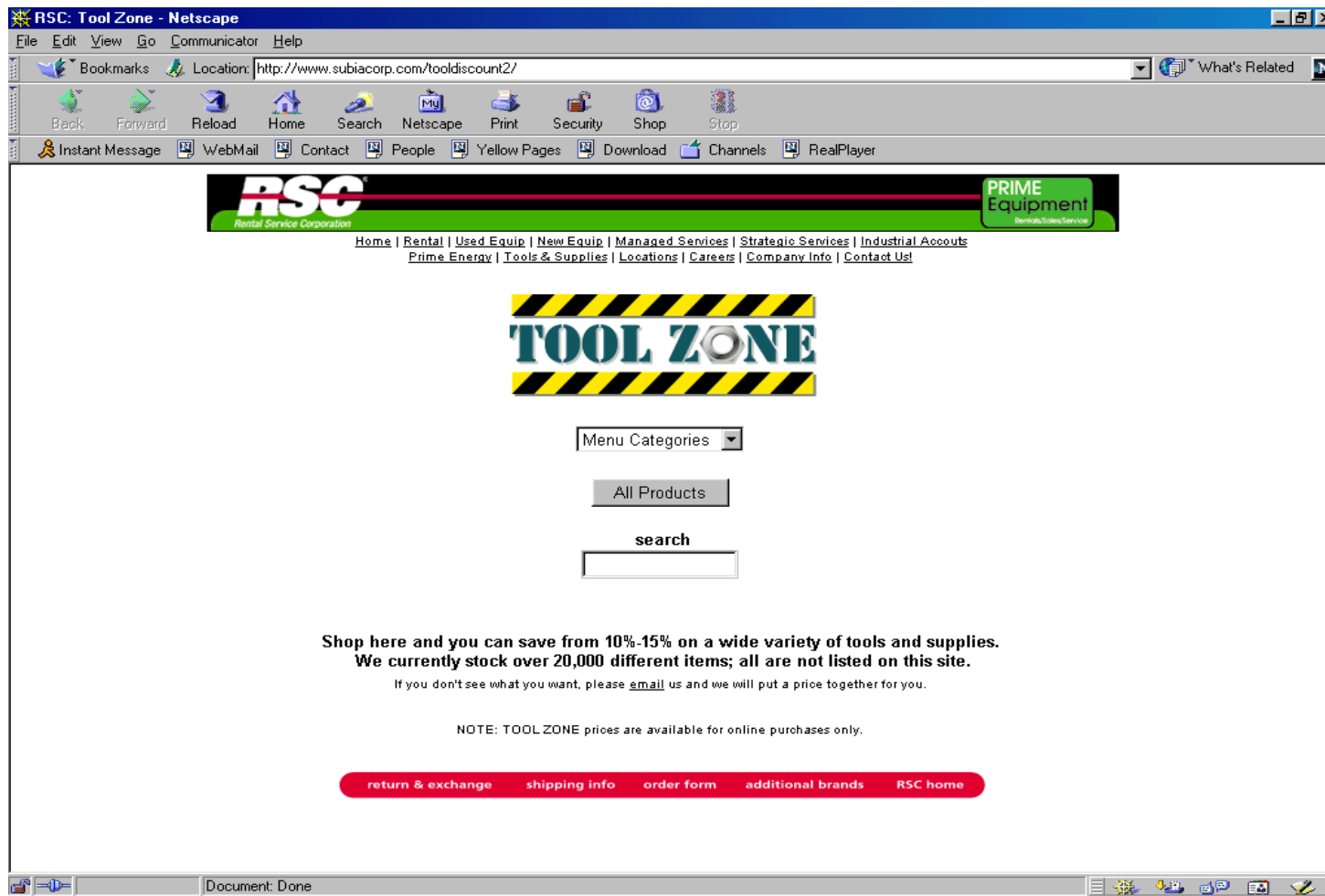
*Requires a telephone and Internet connection.*

You are always welcome to contact us by calling (Toll Free) **877-869-2778**.

<http://192.206.176.31/chat> Internet







**RSC**  
Rental Service Corporation

**PRIME Equipment**  
Specialized Tools Services

Home | Rental | Used Equip | New Equip | Managed Services | Strategic Services | Industrial Accounts  
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# TOOL ZONE

- Batteries
- Batteries
- Chain Hoist
- Extension Cord
- Gloves
- Grease Gun**
- Grinder
- Grinding Wheel
- Hammer
- Impact Wrench
- Level
- Lever Puller
- Lights
- Nut Driver Set
- Pliers
- Ruler
- Saw
- Screwdriver Set
- Square
- Tape Measure
- Utility Knife

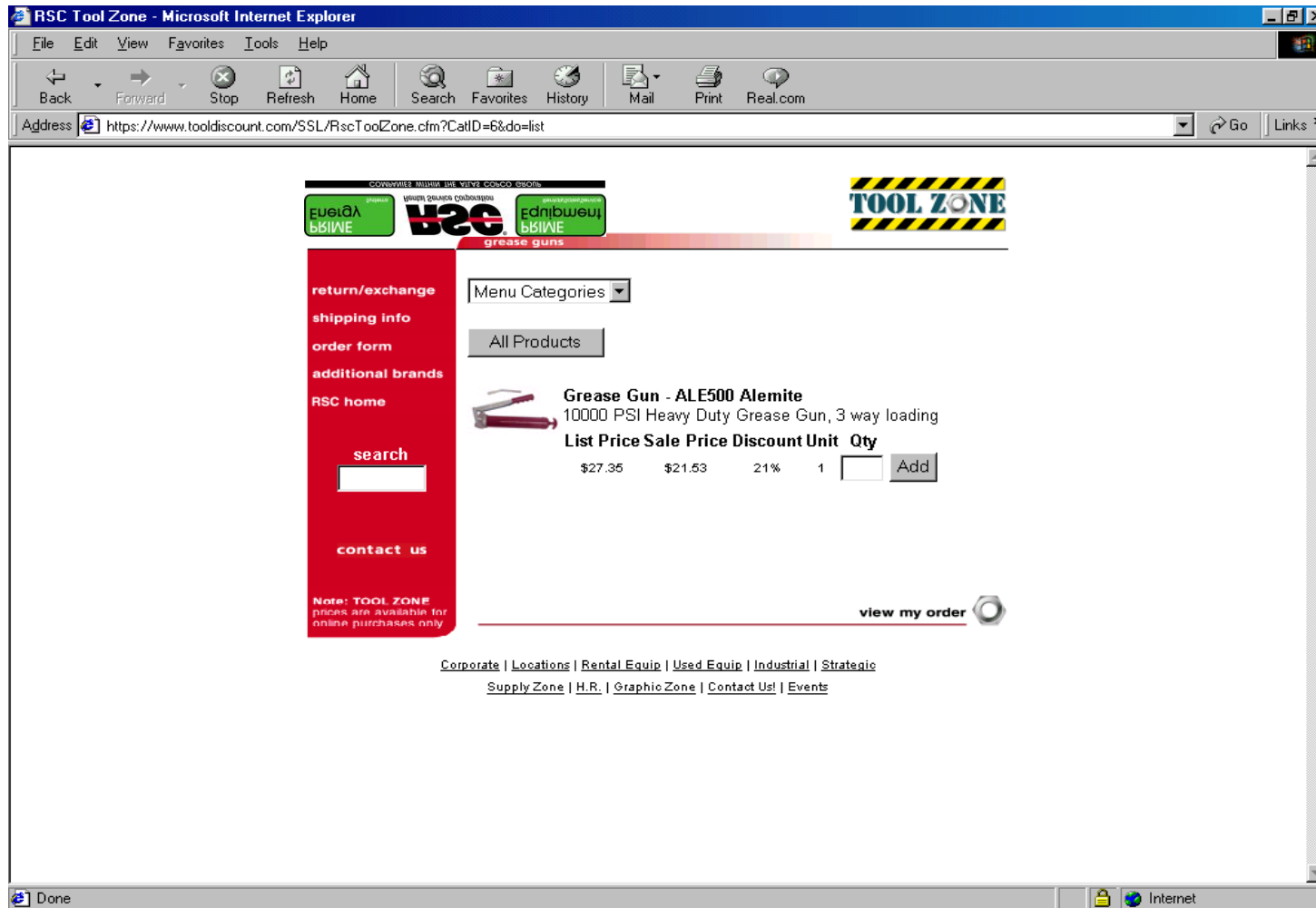
Shop here and you can save fr  
We currently stock over 20  
If you don't see what you want

NOTE: TOOL ZONE

return & exchange shipping

the variety of tools and supplies.  
All are not listed on this site.  
We'll put a price together for you.  
line purchases only.

additional brands RSC home





## interaction commitment, innovation

Welcome to the Atlas Copco Group on the Internet. This site provides information to shareholders, analysts and students, as well as press releases and contact information.

The Atlas Copco Group hosts a number of different brands. If you want to learn more about our brands you can access their websites from the drop down box below.

Choose a brand

### latest news

**15th November 2000** - Dan Perry New President for Atlas Copco's Milwaukee Electric Tool Division. [→](#)

**7th November 2000** - Atlas Copco launches Internet technology in tightening systems for car assembly [→](#)

**30th October 2000** - ATLAS COPCO'S FINANCIAL INFORMATION FOR 2001 [→](#)

Tom Bennett, Business Area Executive for Rental Service, has merged its two divisions RSC and Prime



**The New Desoutter  
SD Screwdriver**

### the stock:

ATLAS COPCO A-SHARE: SEK 231,00 -1,50 (19:01)  
ATLAS COPCO B-SHARE: SEK 221,50 -2,00 (19:01)



# Also in Progress...

- ▶ More Powerful -- Used Equipment Sales, online
- ▶ Online Rental
- ▶ eCRM, eProcurement, eLearning, eMeetings
- ▶ Spanish & Canadian French



# Rental Service Corporation's World Class e-Business





*Atlas Copco*



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- ▶ “Some statements herein are forward-looking and the actual outcome could be materially different. In addition to the factors explicitly commented upon, the actual outcome could be materially effected by other factors like for example, the effect of economic conditions, exchange-rate and interest-rate movements, political risks, impact of competing products and their pricing, product development, commercialization and technological difficulties, supply disturbances, and the major customer credit losses.”