



Heavy Equipment, Truck and Trailer Sales, and Rental Companies Need Modern Technology to Survive and Thrive

Industry Overview

- Dealers in the heavy equipment, truck and trailer industry focus on selling, renting and leasing a wide range of heavy construction and transportation equipment.
- Between 2015 and 2020, rising demand from downstream markets—particularly the construction market—has supported revenue growth for the sector.
- The heavy equipment leasing industry is currently worth \$42.8 billion.
- It's experiencing a compound annual growth rate (CAGR) of 0.2 percent.



Four Key Industry Challenges

These are legacy businesses with rich histories.

Whether they operate independently or as franchisees, most dealers have at least one thing in common: they were founded decades ago and are now being run by second or third-generation owners.

Their systems are siloed and manual.

Even as they began to handle more processes electronically, these dealers' systems remained largely siloed and unable to communicate with one another.

They have no customer or operational dashboards.

Because their systems and processes can't "talk" to one another, heavy equipment dealers lack the customer and business dashboards they need to be able to make good decisions.

Consumers are doing price and package comparisons online.

Competition for customers is increasing at a time when those clients have price comparisons and other information at their fingertips.



Solving Pain Points

To adapt and thrive, dealers must be able to:

- Increase operational efficiency across the entire enterprise.
- Deliver a great customer experience.
- Enable real-time knowledge sharing across the organization.
- Seamlessly integrate their old and new technology platforms.



A Modern Platform For Modern Dealers

An agile dealer management system, Advectus DMS was built on Oracle NetSuite's state-of-the-art cloud ERP.

It combines Oracle NetSuite platform enhancements from all industries.

Using the "One Data Model," Advectus offers a scalable DMS designed specifically for growing dealerships.

The DMS helps dealers work smarter, better and faster in a challenging business environment.

SOURCES:

<https://www.ibisworld.com/united-states/market-research-reports/heavy-equipment-rental-industry/>

<https://www.ibisworld.com/industry-statistics/market-size/heavy-equipment-rental-united-states>