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HERC RENTALS REIMAGINES EQUIPMENT RENTAL EXPERIENCE WITH DELOITTE DIGITAL USING AWS

Learn how Herc Rentals transformed the customer experience of managing and optimizing rental equipment with Deloitte Digital using AWS.

Rental equipment pioneer Herc Rentals collaborated with Deloitte Digital and used Amazon Web Services (AWS) to transform its fully digital customer experience (CX), launching ProControl NextGen™. ProControl NextGen™ empowers Herc Rentals' customers to rent, track, manage, and optimize their equipment rentals from any device. Herc Rentals developed this solution in response to customer demand, engaging Deloitte Digital to combine ecommerce, telematics technology, and AWS capabilities into a modern digital experience. Since rolling out this solution in the summer of 2022, Herc Rentals' digital accounts have grown by 26 percent

POTENTIAL BENEFITS

ProControl NextGen™ ingested more than
12 billion data points

26% increase in digital accounts

154% increase in telematic insights year over year

100% increase in digital service calls year over year



OPPORTUNITY | Transforming the Equipment Rental Experience in Collaboration with Deloitte Digital

Founded in 1965, Herc Rentals is a full-service equipment rental provider offering a broad range of premium equipment to customers within a variety of end markets. Across the United States and Canada, Herc Rentals gear and solutions help customers in the construction, industrial, infrastructure, commercial facilities, and government sectors, among others.

Due to the scale and complexity of these projects, the ability to track the location and monitor the performance of equipment is key to jobsite productivity. "Herc Rentals' customers are heavily timeline-constrained businesses," says Oliver Page, principal at Deloitte Digital. "Having the right equipment on site, working well, and productive is critical to their success."

Before launching ProControl NextGen™, Herc Rentals' customers would place equipment rental orders over the phone. As digital CX began to take hold in other industries, Herc Rentals recognized an opportunity to embed digital capabilities across its customer journey, which would dramatically improve the CX by putting control of equipment management and performance in the customers' hands. So, Herc Rentals engaged Deloitte Digital and AWS on a journey to modernize its fully digital CXs. As one of the largest professional services firms in the world, Deloitte Digital has deep experience helping customers accelerate their digital transformations.

Working together, the companies developed ProControl NextGen™, a digital solution that empowers Herc Rentals' customers to rent, track, manage, and optimize their equipment rentals from any device, anywhere. Not only has the solution transformed the CX, but it has facilitated Herc Rentals' business growth as well.



SOLUTION | Delivering Near Real-Time Insights Using Amazon Kinesis Data Streams

Dubbed “Project Elevate,” the collaboration between Deloitte Digital and Herc Rentals was defined by customer centricity. The companies interviewed dozens of customers to develop user personas and gain a better understanding of their needs. “We put customers at the center of our decision-making, homing in on detailed usability testing with customers to verify that the flow and interactions in the experience were exactly what they expected,” says Tamir Peres, chief information officer at Herc Rentals. Throughout every stage of development and testing, Herc and Deloitte Digital gathered user feedback to iterate efficiently.

The companies then turned to AWS to build ProControl NextGen™, an advanced fleet management system with three core functions: near real-time fleet management, account management, and ecommerce capabilities. “Because AWS is one of the cloud market leaders, Herc Rentals can depend on the portfolio of technology to connect multiple data streams to orchestrate a differentiated CX and scale in a predictable and cost-effective manner,” says Page.

To deliver near real-time insights to customers, Deloitte Digital and Herc Rentals combined the use of Internet of Things sensors, which are installed on Herc’s equipment, with Amazon Kinesis Data Streams, a serverless streaming data service that makes it simple to capture, process, and store data streams at any scale. Herc Rentals collects telematics data from more than 100,000 pieces of equipment using Amazon Kinesis Data Streams. The company also uses Amazon Kinesis Data Firehose—which is built to reliably load near real-time streams into data lakes, warehouses, and analytics services—to store raw data and normalized data in its original format.

Every day, Herc Rentals processes 1 billion data inputs from its customers’ fleets using Amazon Timestream, a fast, scalable database service that offers fully managed, purpose-built time-series database engines. By logging into ProControl NextGen™, Herc Rentals’ customers can access near real-time insights, visualize their assets, and manage their orders and equipment—all in one place. To perform analytics for alerting and to write data to Amazon Timestream, the company uses Amazon Kinesis Data Analytics, a service to collect, process, and analyze real-time video and data streams. Herc Rentals also uses the data it collects to enhance its CX even further. “The efficient and near real-time solution helps Herc Rentals understand how its equipment is performing and creates a deep understanding of how its customers are working,” says Page. “This helps the company understand how to provide additional services or equipment.”

About Herc Rentals Inc.

[Herc Rentals](#) is a premier, full-service equipment rental company that provides customers with the equipment, services, and solutions that they need to achieve optimal performance safely and effectively. Herc Rentals serves a broad range of industries and customers across its more than 400 locations in the United States and Canada. About Deloitte



OUTCOME | Growing Herc Rentals’ Digital Accounts by 26 Percent with ProControl NextGen™

Deloitte Digital and Herc Rentals launched ProControl NextGen™ in 2022, in 18 months. Since then, Herc Rentals’ digital accounts have grown by 26 percent. As expected, the demand for the solution has been significant; the use of digital service calls has doubled, and the use of telematics alerts has grown by 154 percent year over year.

The key to quickly launching the solution was, in part, due to the close collaboration between the Herc Rentals and Deloitte Digital teams. “Herc Rentals’ ProControl NextGen™ fleet management platform is a game changer in the equipment rental industry,” says Peres. “I thank everyone at Herc Rentals and Deloitte Digital who brought our vision for the equipment rental experience of the future to life with ProControl NextGen™.”

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***—Tamir Peres,
Chief Information Officer, Herc Rentals Inc.***

[Learn more](#) about how Deloitte + AWS can transform your business.

AWS Services Used

About Deloitte Digital

Deloitte Digital is an AWS Solution Provider and one of the largest professional services firms in the world. Its 17,000+ global team members work with some of the world’s highest-impact organizations to envision, actualize, and scale customer experience solutions.

About Amazon

Amazon is guided by four principles: customer obsession rather than competitor focus, passion for invention, commitment to operational excellence, and long-term thinking. Amazon strives to be Earth’s Most Customer-Centric Company, Earth’s Best Employer, and Earth’s Safest Place to Work. Customer reviews, 1-Click shopping, personalized recommendations, Prime, Fulfillment by Amazon, AWS, Kindle Direct Publishing, Kindle, Career Choice, Fire tablets, Fire TV, Amazon Echo, Alexa, Just Walk Out technology, Amazon Studios, and The Climate Pledge are some of the things pioneered by Amazon. For more information, visit [amazon.com/about](#) and follow [@AmazonNews](#).