



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

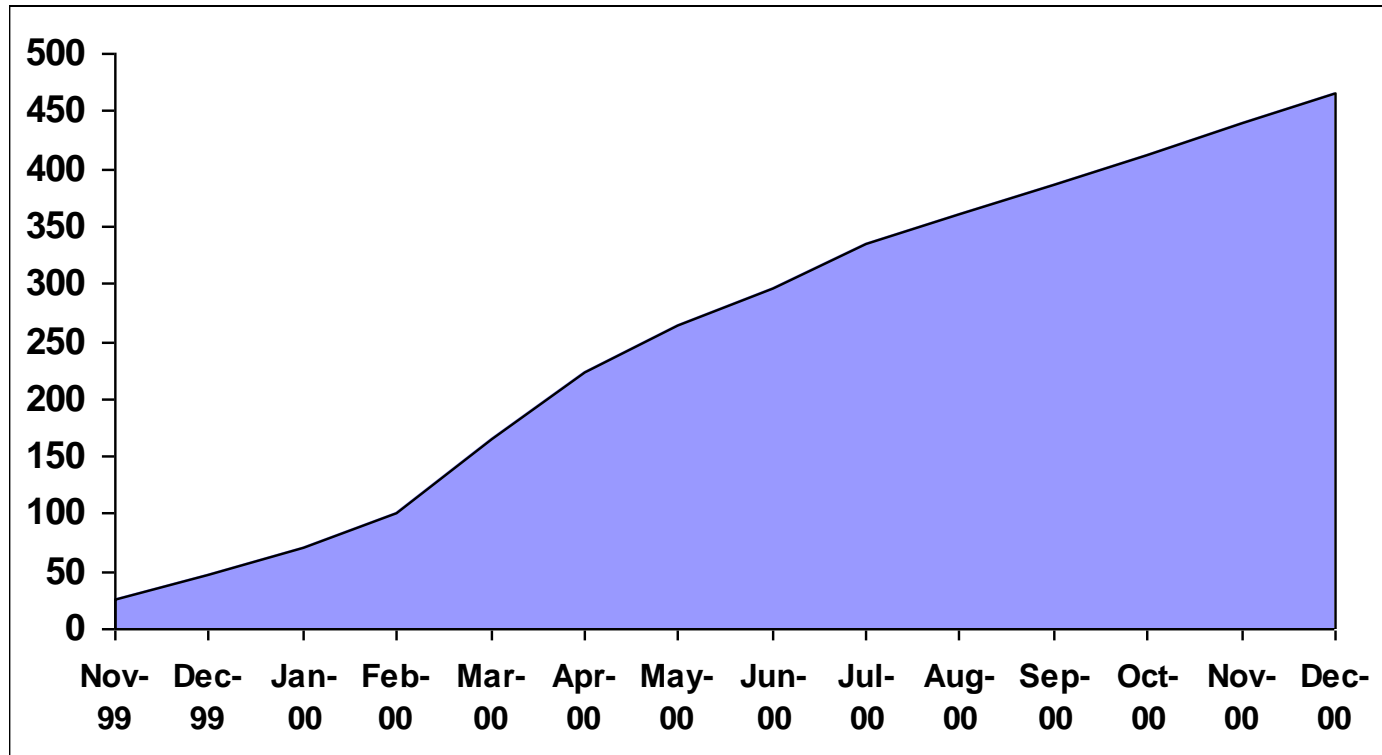
- ▾ 24 Hour access
- ▾ Available at customers' convenience
- ▾ Manage multiple job sites, EASILY
- ▾ User friendly environment (point and click)

▶ RSC Benefits

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

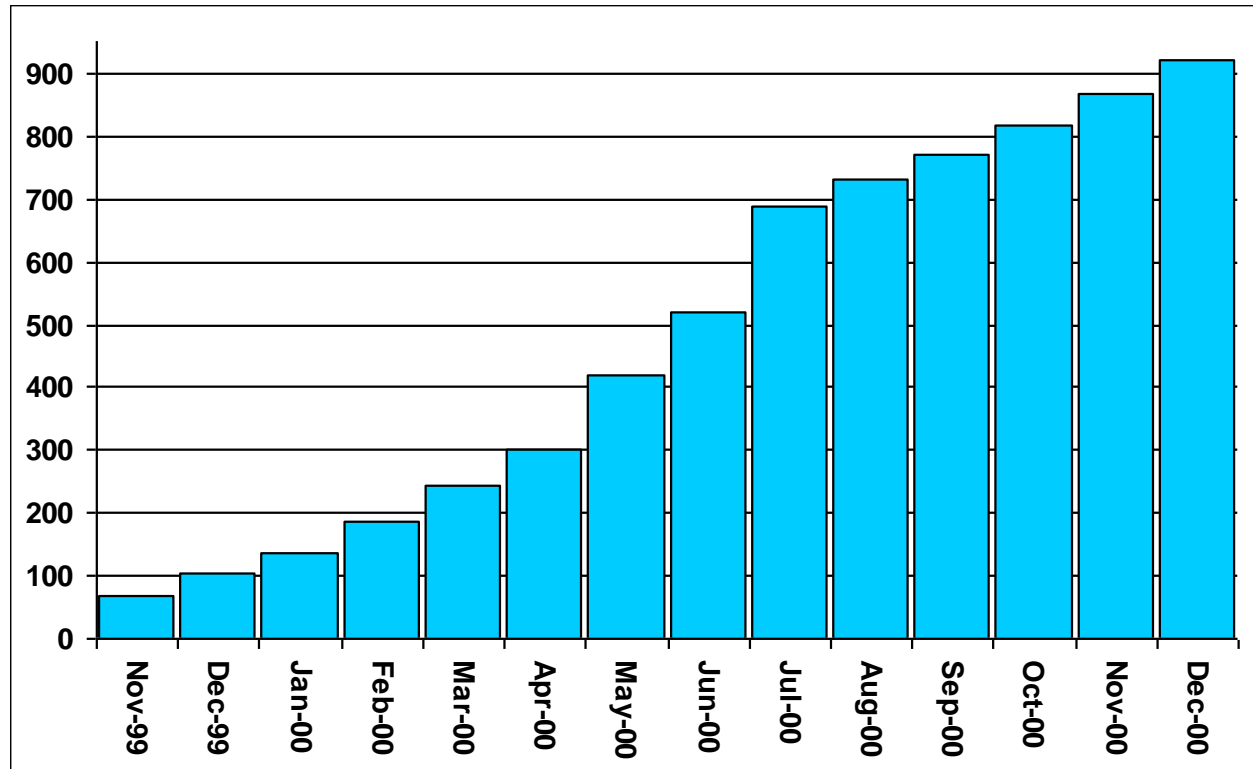
E-Facts Users

- ▶ November 1999 to December 2000



E-Facts System Hits

- ▶ November 1999 to December 2000

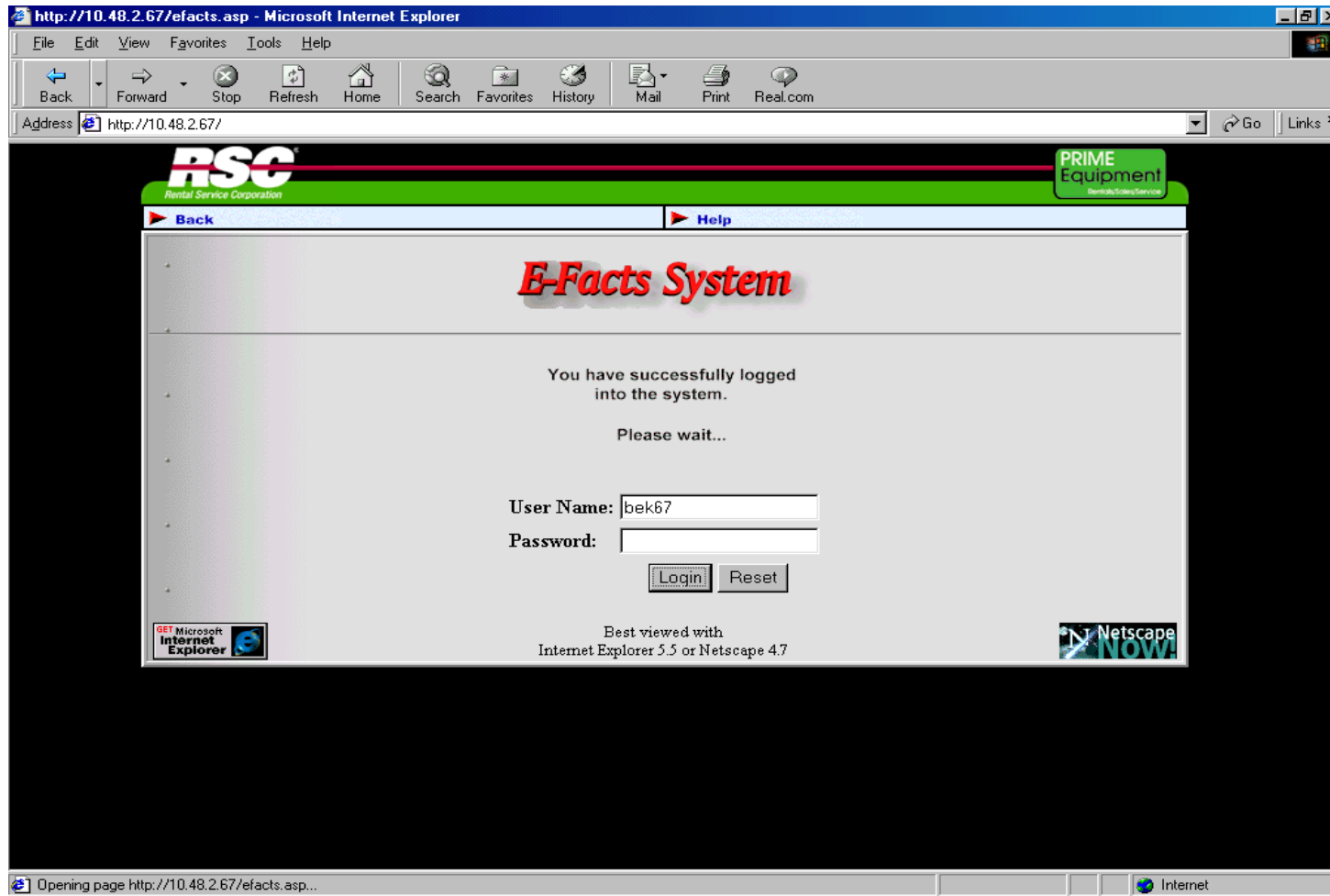


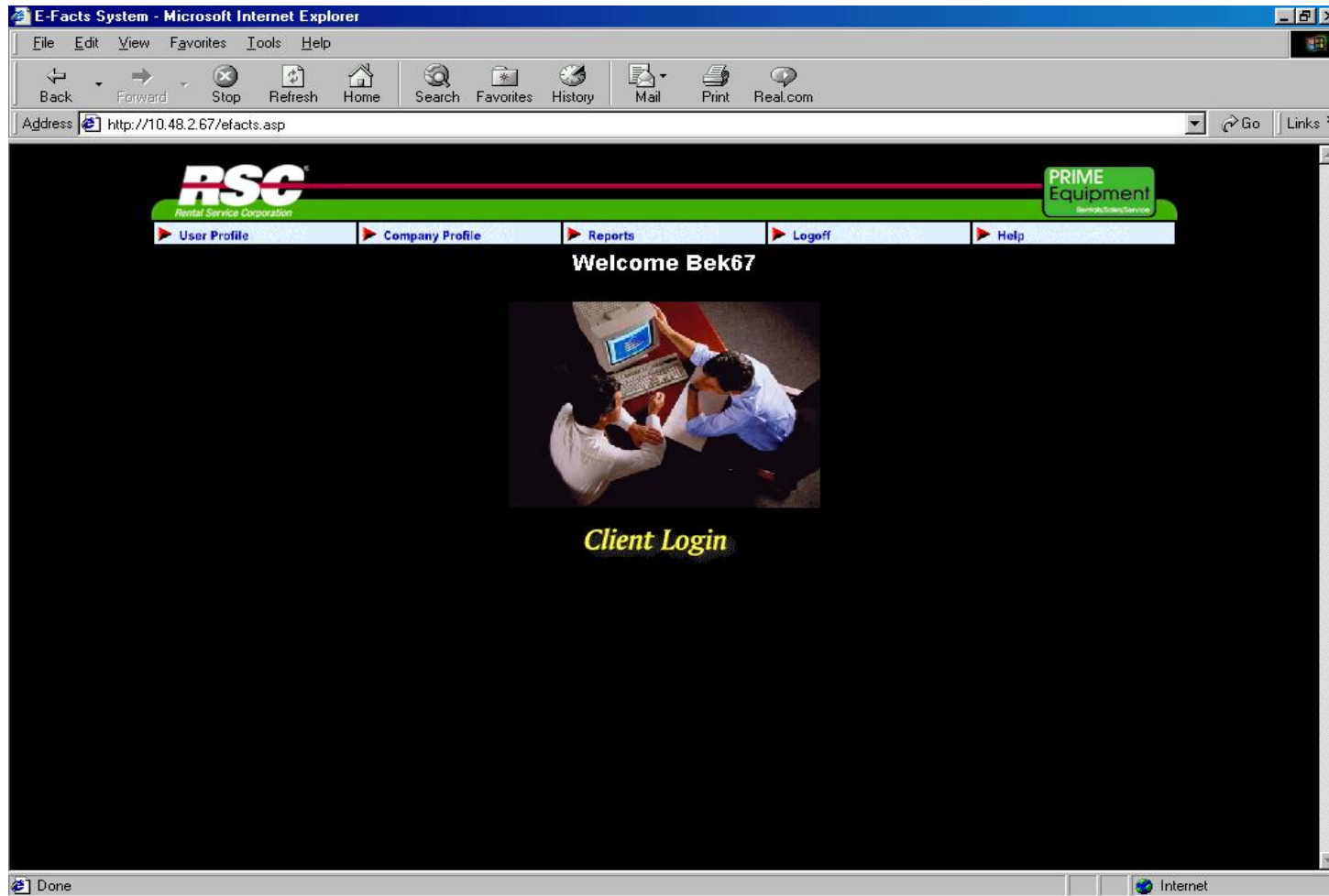
E-Facts users - sample

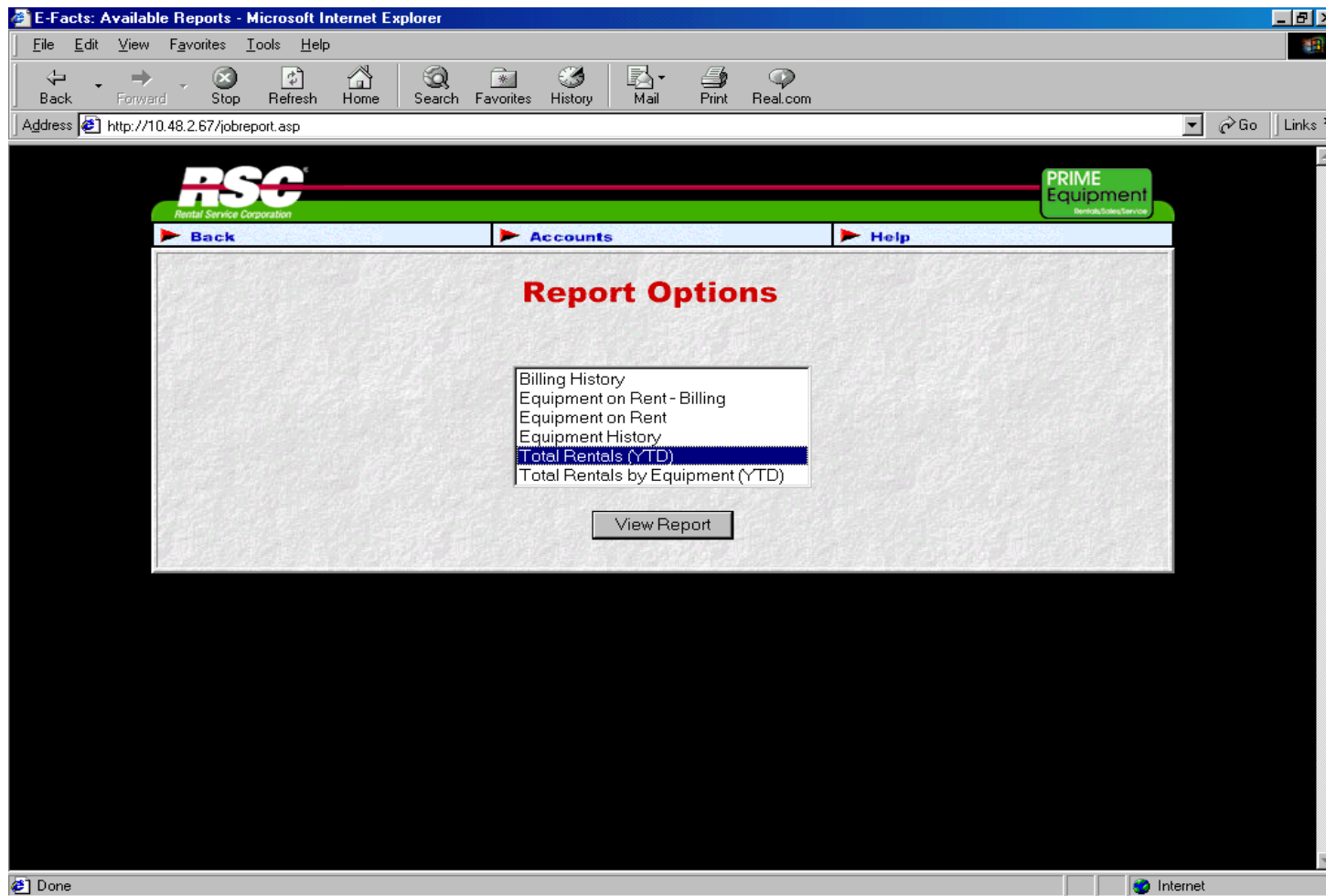


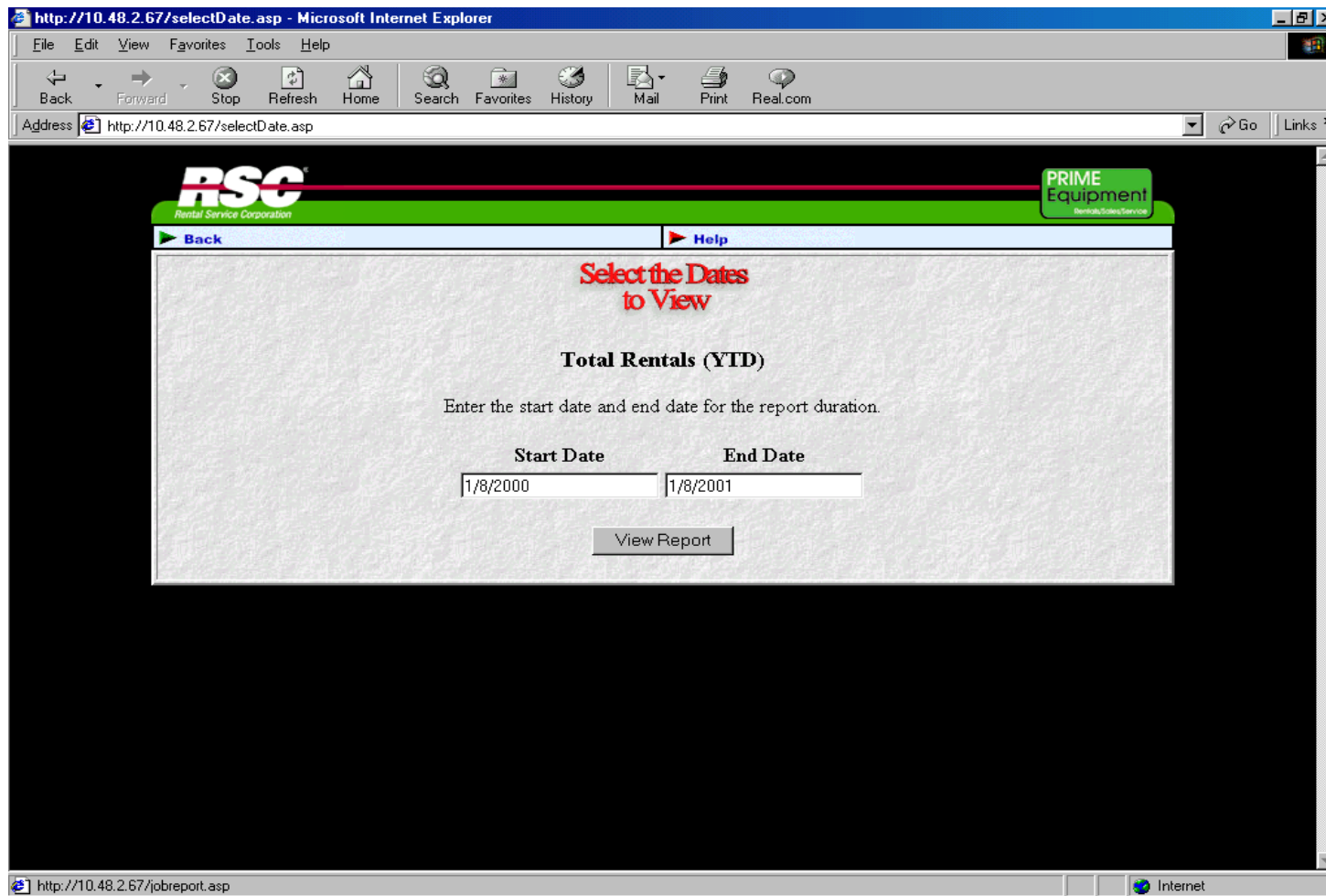
- ▶ Video Clip of Customer Testimony...

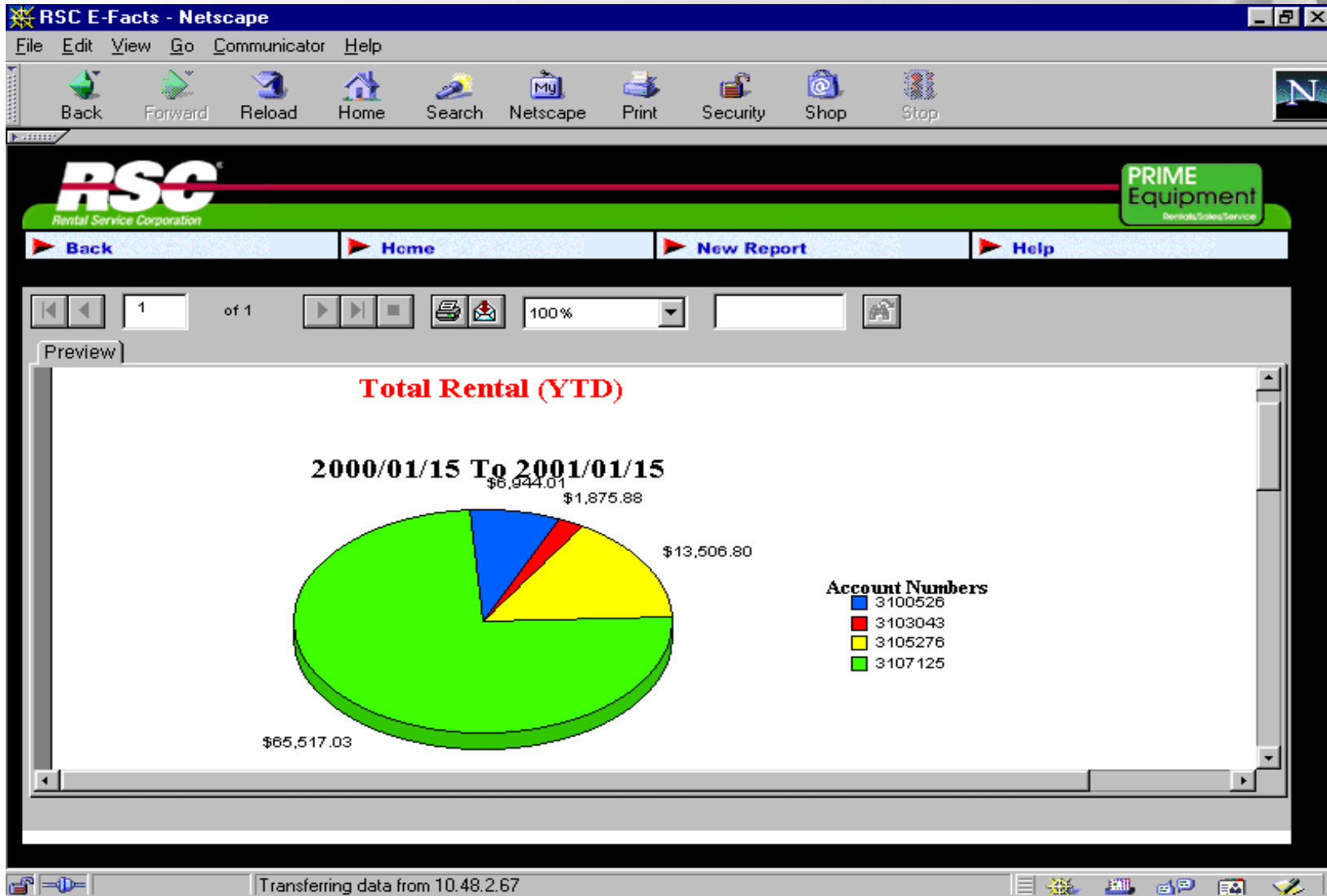












RSC E-Facts - Microsoft Internet Explorer

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

Back Home New Report Graph Help

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

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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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December 08, 2000

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PRIME Equipment
Rental/Service

January 10, 2001

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Arizona

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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

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PRIME Energy Systems
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<http://www.prime-equip.com/merger/index.asp> Internet

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




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January 10, 2001

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


Phone: 480-892-1155

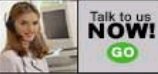
Fax: 480-892-5535

Email: Rbunning@rentalservice.com

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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PRIME Equipment
Rental/Service

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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

- Bullhead City
- Casa Grande
- Cave Creek
- Flagstaff

- RSC
- Prime Equipment
- 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

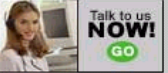
Fax: 480-488-5343

Email: Hstodghill@rentalservice.com

General Manager: Hank Stodghill

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





Store Information	News and Local Events
<p>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!</p>	<p>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. 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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PRIME Equipment
Rental/Tools/Service

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- Phoenix, Grand Ave.
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- Phoenix, S. Black Canyon
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- Safford
- Scottsdale
- Show Low
- Sierra Vista
- Tempe
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- 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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Address: 21445 North 27th Ave.
Phoenix, AZ 85027
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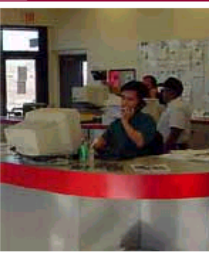
Phone: 623-879-6625

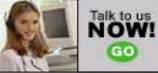
Fax: 623-879-6576

Email: Ataylor@rentalservice.com

General Manager: Aaron Taylor

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





Store Information

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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!

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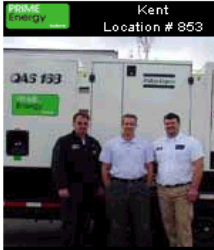


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Address: 21260 76th Avenue South
Kent, WA 98032
[click here for driving directions](#)


Phone: 253-872-2567



Fax: 253-872-6910

Email: s353mgr@prime-equip.com

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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Mexico

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

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- RSC Location
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Canada

BC ALB SAS Manitoba Ontario Quebec

ME MA RI CT NJ DE MD

FL

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 Prime Energy

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 PRIME Energy

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Search... **USED EQUIPMENT**

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Rentals, Tools, Service

December 08, 2000

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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

Caller Form - Microsoft Internet Explorer

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Address http://192.206.176.31/callback/ Go Links >>



Fill in the boxes and select "Connect" to have a representative call you.

First name:

Last name:

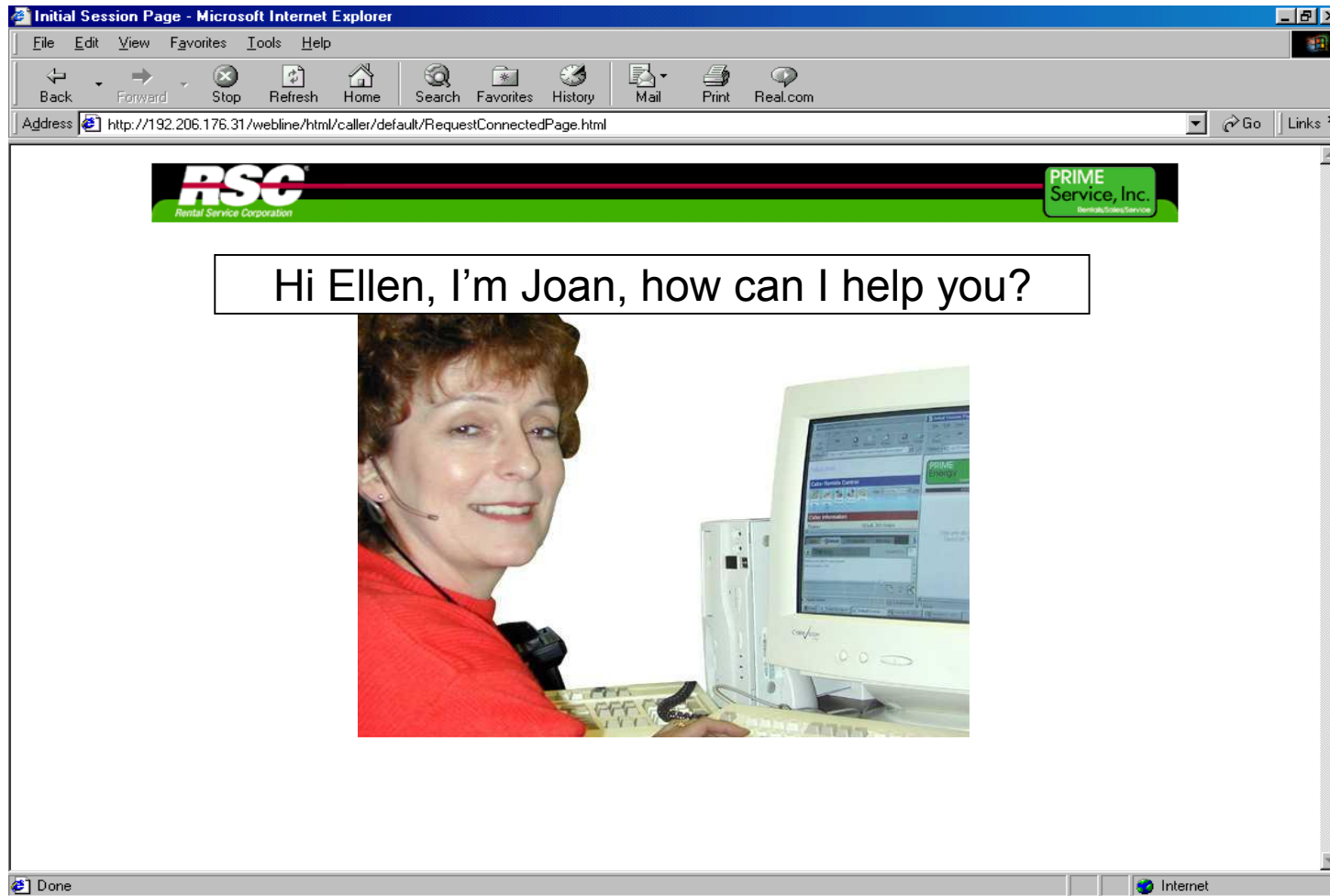
Company:

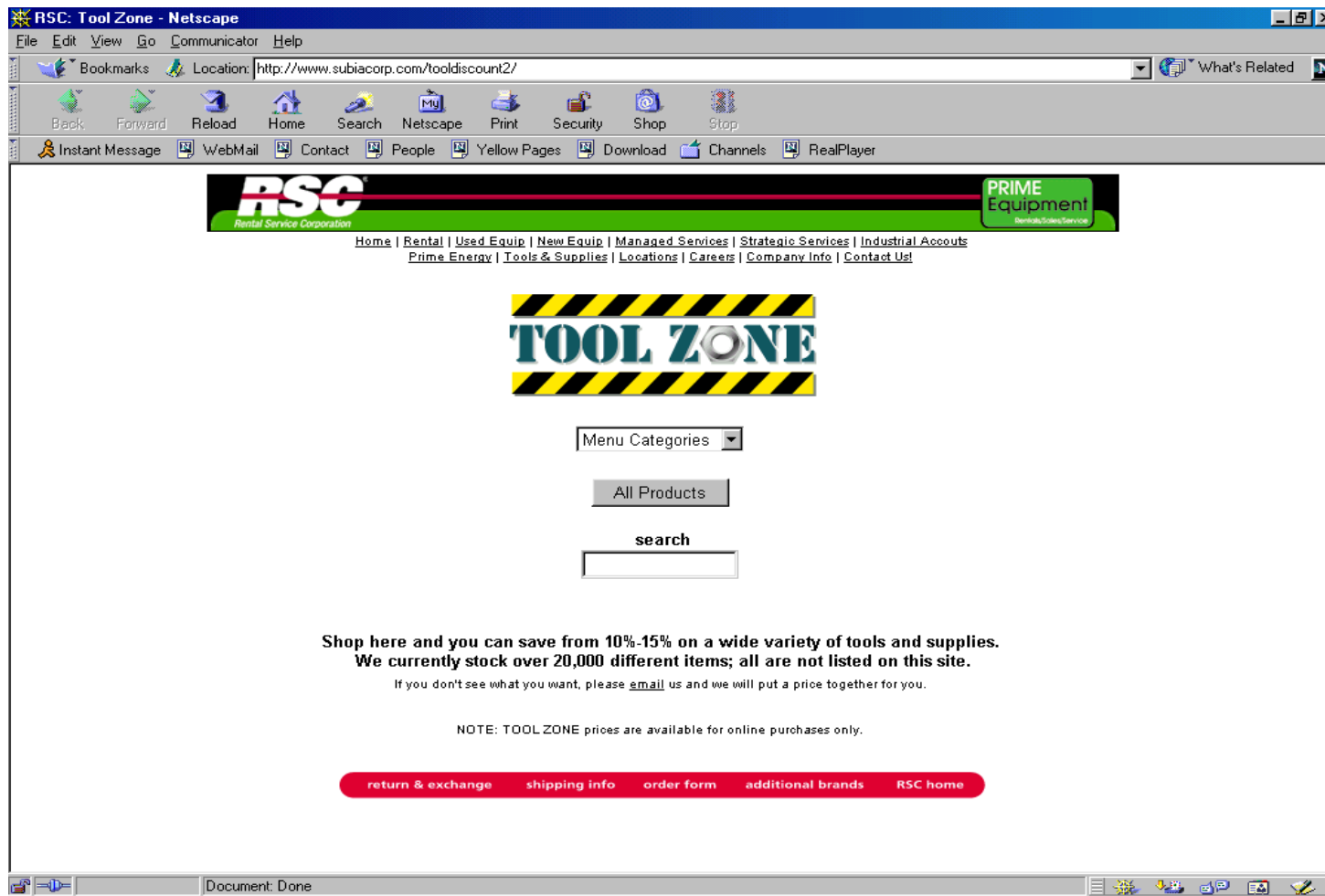
Phone Number:

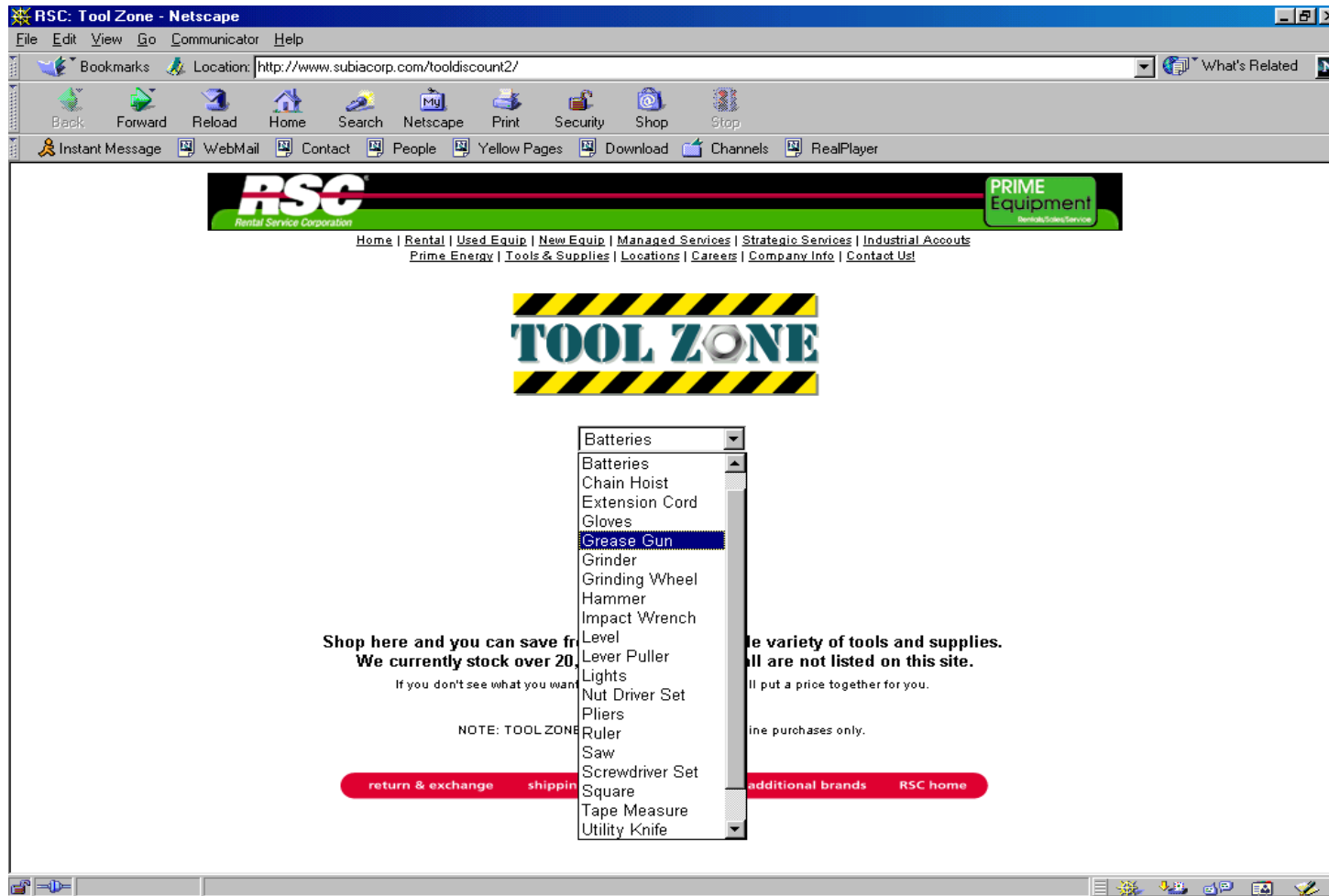
Choice:

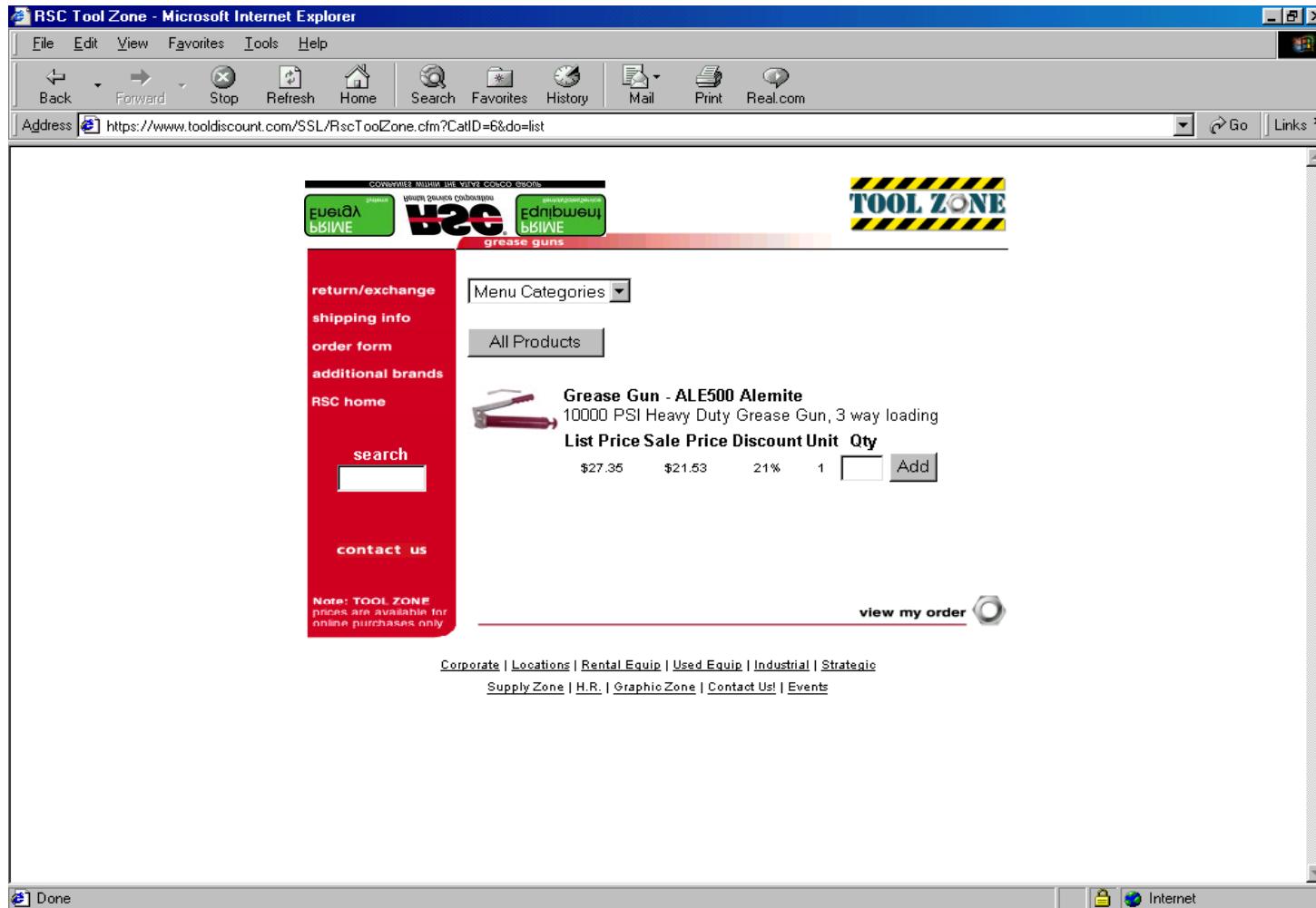
Note: If you have only one telephone line and will remain online with your computer, we can call your **cell phone number**, if you enter it, above.

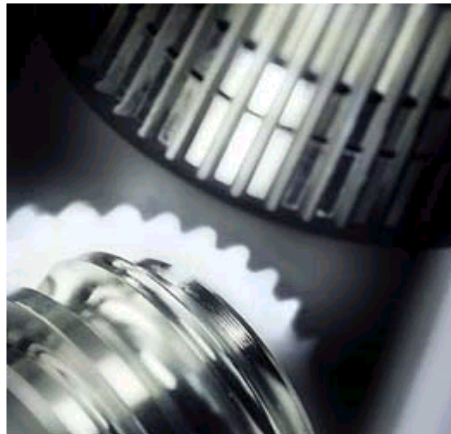
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