



2025 Alert User Group Classes and Roundtables

AlertSign & Rover:

Looking for a less expensive alternative to Sign & Rent or for a more fully integrated solution than do-it-yourself e-sign programs? AlertSign is the answer!

- ✓ Fully Integrated with Alert
- ✓ No 3rd Party Product/Company
- ✓ Send a payment link
- ✓ Have Alert auto-convert the ticket to a RES

Been dreaming of a way to make your yard staff more efficient? Put Alert in the palm of their hands? Want to be able to take signatures and payments without your clients coming inside? Reduce friction for your clients? It's here! The Rover allows you to:

- ✓ Handle the complete out-bound process
- ✓ Take pictures
- ✓ Capture signatures
- ✓ Re-Assign Fixed Assets
- ✓ Add/remove sales items

Already using AlertSign and Rover? Come see the new features and discuss what's next for these award-winning products!

Tips & Tricks Classes:

One of our most popular classes every year at the Alert Users' Group is the Tips & Tricks class (aka. Advanced Features/Level 2). We are told that we could spend all day on this class and still not get to everything – that's why this year we took a unique approach and narrowed the focus for each one-hour course to a single topic:

- ✓ The Counter/Ticket Writing
- ✓ Reducing Touch-Costs
- ✓ Dashboards

Come participate in these fast-paced classes crammed full of time-saving skills that you can take back to your team! The perfect class for those attendees that thought they had learned it all!



ARA's Reducing Risk Class:

Risk Reduction and the rise of theft in the rental industry is a hot topic. ARA has offered to share with our users the leading ideas for reducing theft in your business and ways to leverage your ARA membership to assist in this goal. Come invest an hour to help bring some clear-cut ideas back to your organization to be better prepared against theft and get a chance to ask the experts some questions!

Import/Export: A Powerful Tool in Alert

This is a class to help you learn how to better use a feature that you already own and could certainly be that class that pays for your trip. One of the most powerful tools in your Alert arsenal, the Import/Export Utility allows you to easily add to and update your data.

- ✓ Want to update your rental/sales item names?
- ✓ Need to change some quick Y/N flags?
- ✓ Want to update client data?
- ✓ Use data in other programs?
- ✓ Parse your rental items into different groups?
- ✓ Implement some new fees/surcharges?
- ✓ Add Bin Locations?

There are a million and one uses for this feature, and it can save hundreds of hours of data entry/clean-up. We will even throw in some extras: quick change utility, customer purges, quick ways to update rates, ways to renumber your assets, import options for taxes, and more. You will look like a hero when you bring these skills back to your rental operation!

FleetUp: Automated Notifications from Dispatch Dashboard

FleetUp [*a GPS tool that integrates with Dispatch Dashboard*] has been helping businesses optimize fleet and asset operations since 2013, by delivering connected solutions built for precision, visibility, and speed. Their cloud-based platform unifies vehicles, drivers, and job sites, giving teams the tools to operate efficiently and consistently exceed customer expectations.



Whether you're overseeing ten vehicles or managing a nationwide operation, FleetUp provides the automation, insights, and real-time visibility you need to stay ahead. From customized workflows to proactive alerts, their platform is designed to drive smarter decisions and better outcomes.

To enhance the customer experience even further, the integration with Alert enables businesses to automate communication from dispatch to delivery. With GPS tracking, mobile workflows, and live ETA notifications built directly into the process, teams spend less time coordinating while customers stay informed every step of the way.

Leveraging Your Website on a Shoestring Budget

Whether you are trying to solve problems, reduce costs, or simply improve the performance of your website, this class will show you ways that you can improve your website for little or no money. There is something here for everyone! You don't need to be a web developer or even tech-savvy to understand these smart and money-saving ideas for making improvements to and using your website more effectively and bring back valuable ideas for your company to implement.

Rental Revolution: How RFID Is Redefining Accuracy, Accountability, and Efficiency with Alert & Easy RFID Pro

A deep dive into how RFID technology is transforming equipment rental operations—from warehouse to customer site. You'll learn how Easy RFID Pro, the only RFID system built for seamless integration with Alert, is helping companies eliminate loss, improve accuracy, and take back control of their inventory workflows.

Ready to eliminate lost equipment, slash check-in times, and finally get full visibility into your inventory? Join us for a powerful session that reveals how RFID is reshaping the rental industry. Darren, founder of Easy RFID Pro—Alert's exclusive RFID integration partner—will show you how their mobile and new fixed RFID systems are driving real-world results. Whether you're RFID-curious or ready to dive in, this session will equip you with the tools, insights, and roadmap to take your rental operation to the next level.

Mastering Credit Card Chargeback Prevention & Fraud Mitigation

Timely discussion of current fraud and risk trends and how to mitigate fraud, losses and chargebacks with the proper credit card acceptance policies, protocols and tools. Thwart criminals by understanding their objectives, tactics, strategies and subterfuge logic.



Managing Multiple Store Locations

Whether you are event-focused, equipment-heavy, or a combination of the two, if you have multiple locations, you share some unique challenges. Come to this class to learn about better ways to configure your system for event & equipment, ways to differentiate the distinct parts of your business or areas that you serve, learn about transferring inventory, store configuration, strategies to handle personnel between locations, and more. Bring your own ideas and challenges to share at the end of class.

ROUNDTABLES:

Case Study & Roundtable: How not to leave money on the table with strong reporting

A detailed case study will open the discussion about using reporting in your business to have better KPIs (key performance indicators). Learn from the best in the business: fellow Alert users. Come prepared with either examples of your own to share or detailed questions to help implement your own goals. The price of admission to this roundtable [that could pay for your trip] is participation.

Owners' Roundtable: Managing Seasonal Fluctuations *

This user-led roundtable is designed specifically for company owners to connect and share strategies for managing the ups and downs of seasonal business. While the specific topics will be shaped by those who attend, potential discussion areas might include: managing off-season revenue, navigating cash flow challenges, tackling slower-season projects that boost efficiency, and adjusting pricing seasonally.

If you're joining us, come ready to share examples from your own operation - what's worked, what hasn't, and what you're still trying to figure out. This is a collaborative space to learn from one another and leave with actionable ideas.

Roundtable: Providing a Better Customer Experience

Co-led by an experienced Alert user and Alert staff member, this roundtable is designed to spark conversation—but where it goes is up to you. We'll kick things off with a few starter topics, but this is a fully interactive session driven by the ideas, challenges, and insights of the participants.



Want to explore ways to reduce friction for your clients? Enable more effective self-service? Minimize errors or improve communication? This is your space to dig into what matters most to your business.

Bring your questions, success stories, and ideas - the hour will go fast, and your input will shape the conversation.

Roundtable: Marketing Strategies

It's been a few years since we have discussed marketing at Users' Group, and each year more and more changes how companies are marketing to their clients. Be prepared to bring 2 examples of marketing that you have implemented recently that were examples of both a flop and of a success. Bonus points if you bring an idea that you would like to try out, and want to see if others in the room have done it!

Roundtable: Using AI in your Business

Ever used ChatGPT to write a killer job ad? Rewrite a cringe-y client email? Supercharge your SEO without losing your mind? Then this is the roundtable for you!

Led by a savvy Alert user and an Alert staffer, this session will kick off with a few AI-inspired topics, but the real magic happens when you join the conversation. Whether you're an AI wizard or just here to figure out what "prompt engineering" even means, there's something for everyone.

Oh, and yes, ChatGPT helped write this description. We're practicing what we preach. 😊

Roundtable: Seasonal and Surge Pricing

This is roundtable that comes with homework! Prior to arriving in Scottsdale, you will receive our specifications for Surge Pricing: the concept to have Alert auto-adjust the rates charged based either on lead time or availability of items. We will begin the discussion in the roundtable with how Alert handles pricing now (i.e. Flex Rates) and then move into a discussion of whether developing Surge Pricing makes sense within Alert, and if so, how you prepare your clients for the fluctuation of those rates.



Owners' Roundtable: Reducing Expenses *

A discussion led by Alert Users for company owners on the topic of expense reduction. The specific suggestions will be determined by the users that attend, but could include things such as ways to cut CC fees, offsetting expenses with customer fees, selling un-used or under-utilized equipment, changes to warehouses that save on utilities, out-sourcing full-time positions (like IT, marketing or accounting), etc. Come with at least 1 cost-saving thing that your operation has implemented!

Owners' Roundtable: Best Business Practices *

A discussion led by Alert Users for company owners on the topic of best business practices. What do you feel you should be doing that you just haven't figured out how to implement? What do you wish you had started doing sooner? What are your biggest business challenges? The discussion points will be determined in the room by the users that attend, but could include things such as financing, expansion, finding/retaining talent, better hiring, monitoring KPIs, implementing a tool like EOS, etc. The sky is the limit to the topics that can be discussed, and we are certain that you will get great feedback on whichever topic you want to tackle, and you will leave feeling that you could have spent twice the time in this class!

**** Owners' Roundtables are restricted to attendance by owners of the companies attending***