



# Assessing the impact of online rentals

Sören W. Ladig - CEO & Corporate Entrepreneur - Klickrent GmbH

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## Introduction

The rental market will **change** in different ways. Let us take a look at how far it could be from the current point of view.

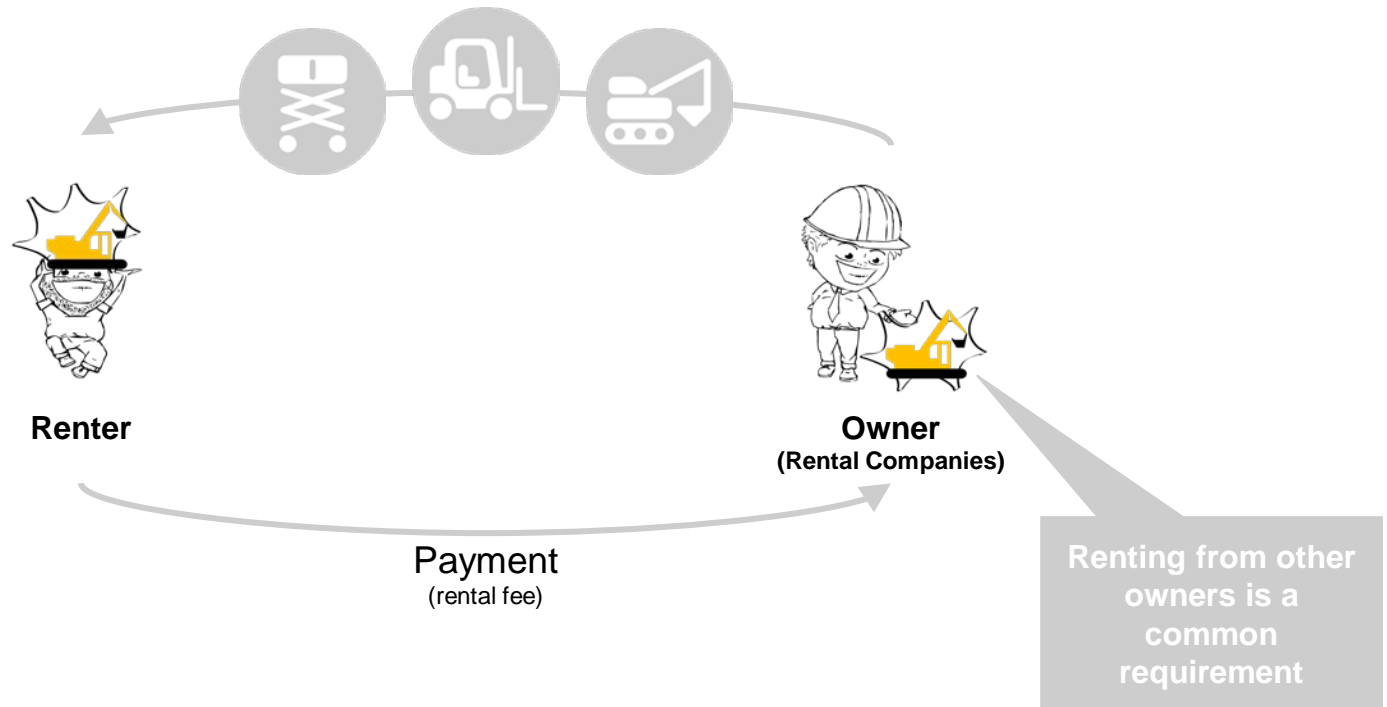
My current point of view? I'm the CEO of klickrent, a corporate spin-off & startUp founded by **Zeppelin**.

What is klickrent doing? Building a **marketplace** of the *new generation!*



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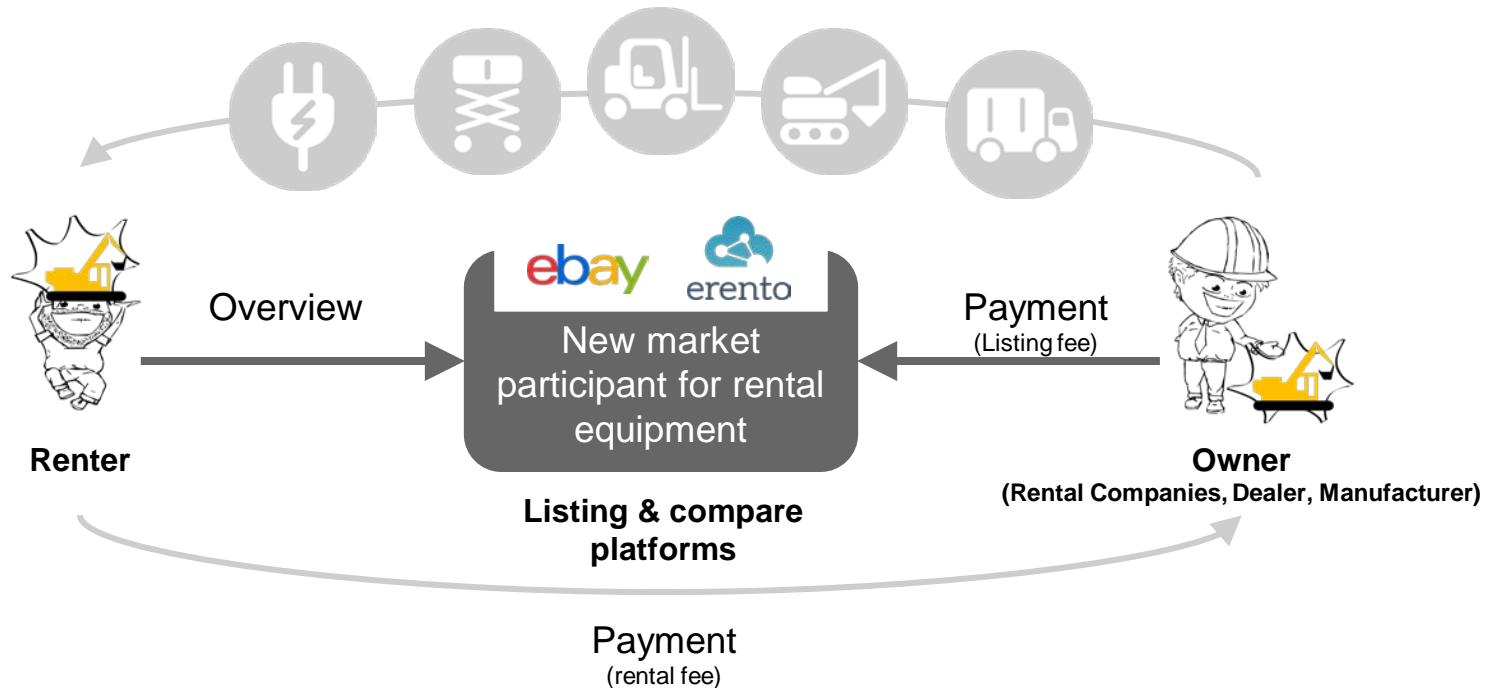
What is the *standard* rental business from the past to the present?



- Renting equipment via phone, directly at the rental station ...
- **Digital rental** possibilities already on the market
- Owners have to fight with different challenges
- Improvements already known and **partly implemented**

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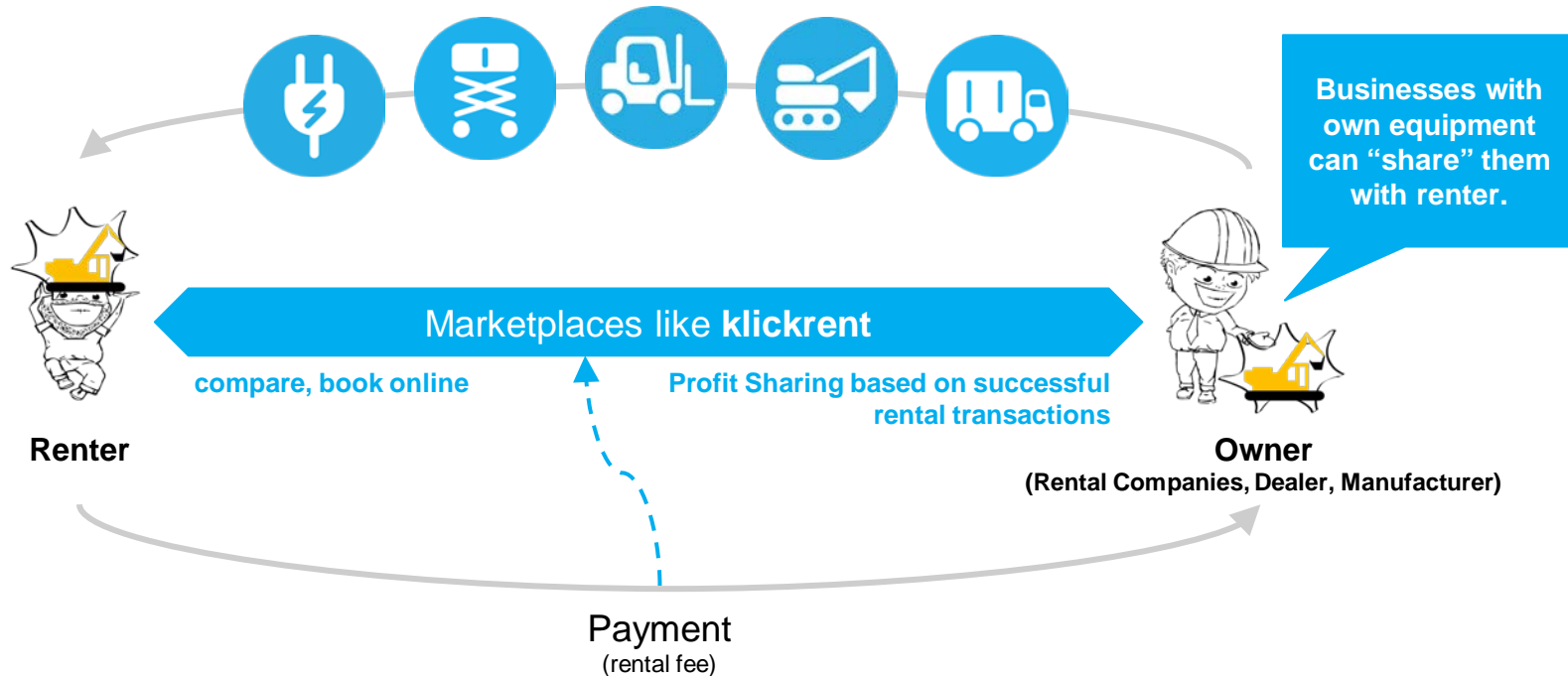
What has changed so far in the *standard* rental business?



- Renter:
  - simple access (**digital**); compare offers; can't book online - just ask for availability
- Owner:
  - rental equipment online and potential new customers
  - has to pay for the "online offer" to the renters (**listing model**)
- Equipment dealer and manufacturer adding **rental** to their core business

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What can we expect of the rental market now? Sharing of equipment?



- New group of owners inside the market; “sharing” means renting out
  - businesses can increase the usage of their own equipment & reduce the operational costs
- Renter:
  - rental equipment comparing & **booking** online from different owner
- Owner:
  - better support for the **digital change**; additional service & **earning options**

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What could “sharing” & new marketplaces mean for rental companies?

- **Challenges:** additional market player > additional equipment on the market > stronger competition > stronger price & service pressure
- **Opportunities:**
  - renting out equipment as a service from and for 3rd party companies (“sharing partner”)
  - adding more value to the standard rental business like project consulting
- **Questions:** be part of the change; cooperation with the *new generation* of marketplaces



Already there and more on the way especially in Europe!

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Thank you for attention - Questions?

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