



**INTERNATIONAL POWERED
ACCESS FEDERATION**





IPAF ANCH'10



RENTAL ACADEMY





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TCO - Total Cost of Ownership Una case-history applicativa

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Savoia Regency

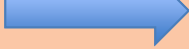


TCO – Total Cost of Ownership



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Total Cost of Ownership (TCO): Costo totale di proprietà o costo totale di possesso, è un approccio utilizzato per calcolare tutti i costi del ciclo di vita del prodotto, per l'acquisto, per l'installazione, la gestione, la manutenzione e il suo smaltimento.

Make or Buy (LLA Power Tower)  Buy or Rent (Operative Lease)

Costi diretti e Costi indiretti

Selling Value

Uptime: The time when the equipment is available to rent. This includes when the machine is actually being rented out as well as when it is waiting to be rented out.

Downtime: The time when the equipment cannot be rented out or used (unavailable to rent). This includes time when the machine is being repaired, waiting to undergo maintenance, or is out at a training demonstration.

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ACQUISITION	FIRST PRIORITY ISSUES	Product Costs (direct)	Process Costs (indirect)	Opportunity Costs (indirect)	Description / Related Activities	Cost Drivers	
		Equipment cost				Depreciation over Lifetime	Purchase price – Economic life time
				Transport/ PDI cost	Inbound transport from supplier to warehouse	Delivery terms – Shipping mode	
				Administration cost	Registration of new equipment (asset booking)	Rental items	
	SECOND PRIORITY ISSUES		Purchasing cost Handling cost Storage cost	Cost of capital	Demand planning, testing and selecting of new products Receiving and storing of new equipment Storage area and infrastructure Internal interest rate on tied-up capital	Type of investment – Size of investment Shipments - Rental items Rental items – Size and weight Payment terms – Internal interest rate	
OPERATIONS & MAINTENANCE	FIRST PRIORITY ISSUES	Spare parts costs			Spare parts needed to service/repair equipment	Purchase price – Repair/service frequency	
			Handling cost - spare parts		Planning, ordering, receiving, storing and picking of spare parts	Spare parts – Repair/service frequency	
			Handling cost - equipment		Picking, packing, receiving and storing of rental equipment	Rentals	
			Service cost		Exchanging wear parts according to service schedule	Service frequency – Service cycle time	
			Repair cost		Exchanging broken parts	Repair frequency – Repair cycle time	
			Training cost		Training of sales and service personnel	Trainings – Product/application complexity – H of equipment	
			Sales cost		Advising and training of customers	Active customers - Product / application comp Hazardousness of equipment	
			Marketing cost		Communication of product and service offering	Potential customers	
					Lost sales	Days equipment is not available to rent	Rentals (inspection frequency) – Inspection, re cycle time
SECOND PRIORITY ISSUES	Insurance cost	Inspection cost Transport cost Transfer cost Administration cost		Rental rates	Insurance fee for potential theft, damage Testing and cleaning of rental equipment Shipping equipment to & collecting from customers Transferring equipment among depots Administration cost Chargeable daily fees	Purchase price – Risk of damage / theft Rentals – Product design Rentals - Unplanned returns Transfers – Product availability Rentals Rental duration – Service offering – Brand reco	
	FIRST PRIORITY ISSUES	Recycling cost			Fee for recycling of equipment	Recyclable materials – Product design (ease of Size and weight)	
					Second-hand sales	Revenue generated by selling off second-hand equipment	Second-hand sales price – Economic life time - recognition
	SECOND PRIORITY ISSUES	Warranty cost	Transport cost Administration cost Handling cost Storage cost Sales cost Marketing cost			Accruals for potential liability claims Shipping to customer / recycling company Invoicing, book keeping... Picking, packing, shipping Providing storage area for excess equipment Acquiring and contacting potential customers Advertising of used equipment	Equipment claims Sell off equipment – Economic life time – Size of Sell off equipment – Economic lifetime Sell off equipment – Economic lifetime Sell off equipment – Economic lifetime – Size of Sell off equipment – Economic lifetime Sell off equipment – Economic lifetime
		DIVESTMENT					



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Costs of Ownership for Booms and Scissors



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JLG ES Scissor Vs R Scissor

Enter the information for your equipment. All fields are required.

Currency*

Monthly Rental Rate ⓘ

Percentage Utilization
 %

Rental Life ⓘ
 years

Units in Fleet ⓘ

JLG Acquisition Price ⓘ

Competitor Acquisition Price ⓘ

*Conversion rate last updated on January 20, 2015.

Total JLG Fleet Advantage	
1930ES	Current Model
Percentage Uptime	
85%	72% Change value
Lifetime Labor Cost** (Repair, Maintenance, Inspection)	
\$899	\$1,342 Change value
Lifetime Parts Cost***	
\$703	\$772 Change value
Lifetime Rental Revenue with Uptime	
\$13,387.50	\$11,340
Acquisition and Other Costs (Repair, Maintenance, Inspection)	
\$11,602	\$11,114
Net: Revenue Minus Total Cost of Ownership	
1930ES	Current Model
\$1,785.50	\$226
Net Advantage (Per Unit)	
\$1,309.50 (Includes net present value of acquisition delta)	
Total JLG Fleet Advantage	
\$1,309,500	

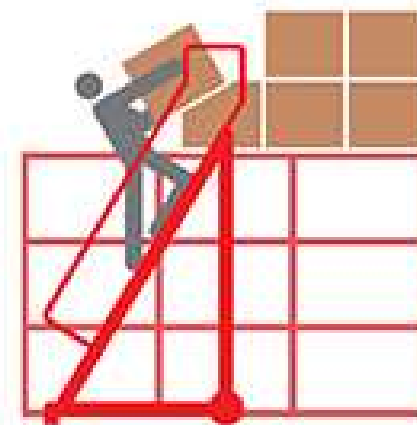


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Rimpiazzare le scale



ALTERNATIVE SICURE
ALLE SCALE INDUSTRIALI



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Creare la necessità - IPAF

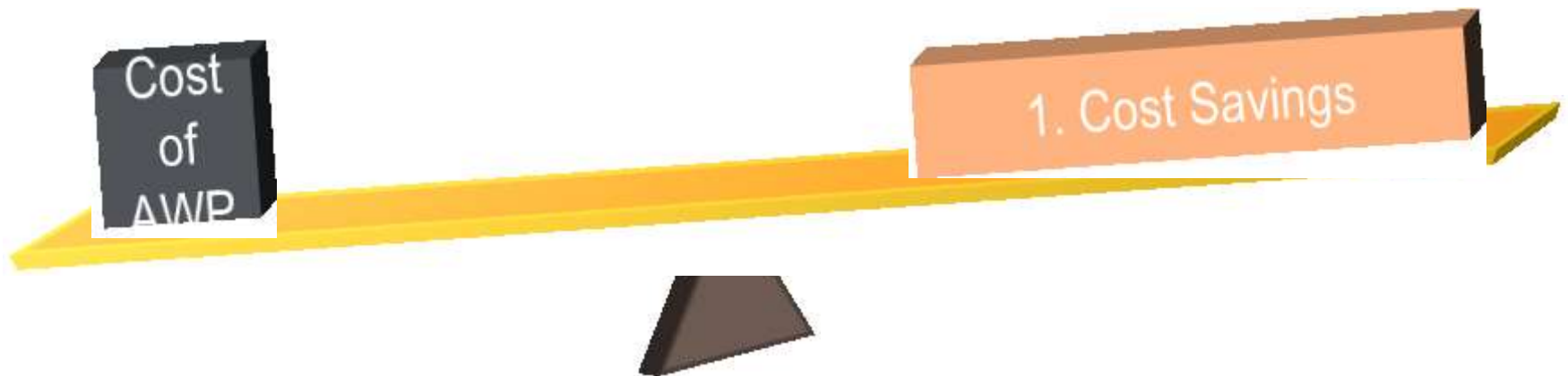


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Cost Savings



Cost Savings

1. Cost Savings

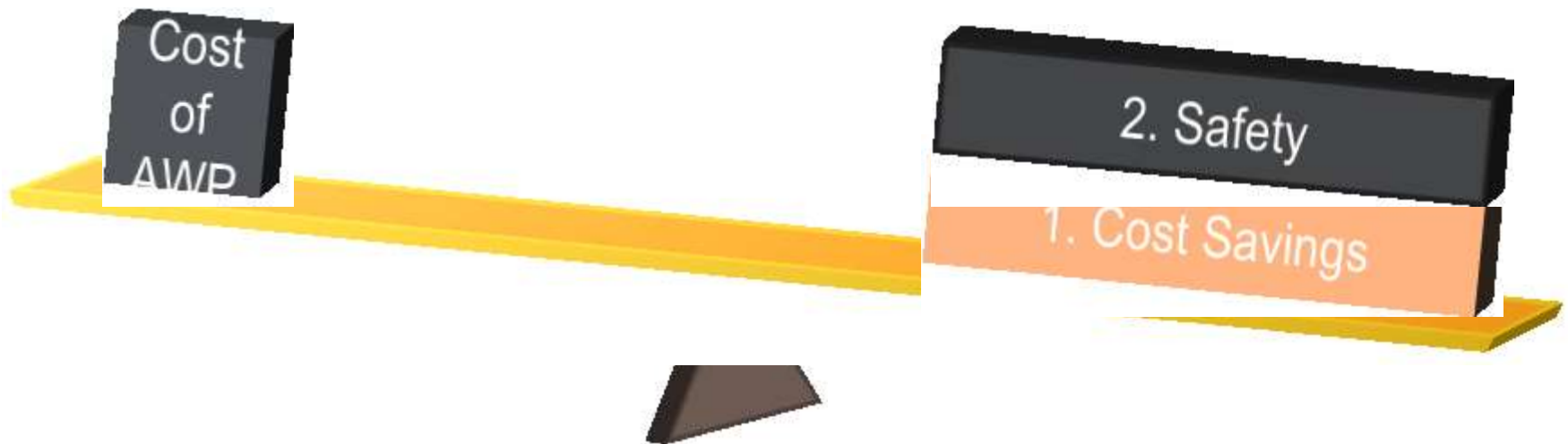
- Migliorare l'efficienza del lavoratore
 - Tempistiche di lavorazione più brevi
 - Unica persona per fare il lavoro
 - Manovrabile in altezza
 - Minore fatica

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Safety - IPAF



Safety

2. Safety

- Riduzione rischi e incidenti
- Motivazione per il lavoratore

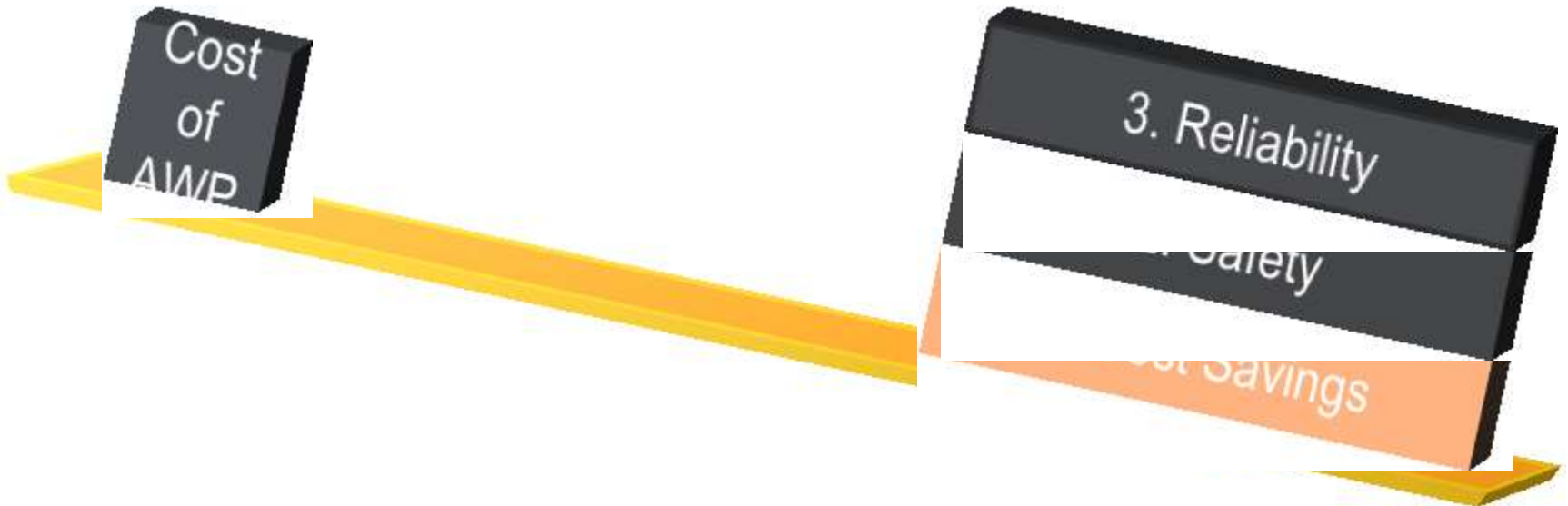


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Reliability



Affidabilità

3. Reliability

- Macchine customizzate per il cliente
- Macchine adatte per la tipologia di applicazione
- Training

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Sostituzione Scale



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GRAZIE

