

/ SUCCESS STORY

# ROMCO increases productivity by restructuring with ProntoForms



*“With ProntoForms... our processes are more accurate and efficient.”*

J.P. MCLAIN  
PRODUCT SALES AND SUPPORT MANAGER



## BUSINESS GOALS

- Refine business processes
- Increase business efficiency

## RESULTS

**Bolstered bottom line**  
through more efficient sales processes

**Faster**  
through more efficient sales processes

## / Building better business solutions

Succeeding on a large scale in business these days is tough. So when you hear about a company such as ROMCO, sellers and renters of heavy construction and mine building equipment for over 50 years, you can't help but be impressed. With eight locations across the most heavily populated eastern side of the state of Texas, ROMCO has been an industry mainstay.

One of the reasons for the company's success is its ability to continue to reassess its practices and processes.

"We went through a lean process, where we were auditing our processes and activities, trying to streamline how we do business and how we could become more efficient," offers J.P. McLain, ROMCO Product Sales and Support Manager.

With each ROMCO store location checking in and checking out a lot of machinery and equipment every week, the company's brain trust wanted to better digitize the process.

"The idea was not to have a ton of people touching the same paper. We figured someone somewhere had to have an e-form for us to integrate."

Enter ProntoForms. A fully customizable mobile form solution, ROMCO came across ProntoForms and decided to implement the business service on 15 seven-inch Samsung Galaxy Tablets. The ProntoForms Web Portal and mobile application lets companies create forms on any smart device, allowing for the transfer of data back to the office in real-time. ProntoForms ties in with any back office system and also lets users access and share files via most popular cloud services.

"With ProntoForms, we can scan a piece of equipment in after it's brought back by the customer, as its digital forms capture barcodes from all of our machines. This allows us to fill out forms faster and also to instantly send the information to the right people. In some cases, the old paper forms were poorly written or simply vague. Now, our processes are more accurate and more efficient. "

Another ProntoForms component that McLain and ROMCO are also employing is the ability to notify employees about the status of equipment through a private Twitter setup. Workers across all locations can view a running feed of equipment status.

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In some cases, McLain says ProntoForms has allowed ROMCO's sales team to rent out a piece of machinery as much as a week faster than previously - making a significant difference in the bottom line.

"There have been some ears perk up at the explanation of ProntoForms in our industry and it won't be long before more and more companies are turning to this mobile business solution."