# The Wallace Haines Company

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# Rent DVDs. Set Rental Prices. Enroll Rental Customers. Track Rental Activity.

R ent DVDs through the cash register. Accept returns in the cash register.  Rentals, rental returns and sales  move smoothly in one and the same transaction, for customers who want to do it all. The cash register calculates the amount due on rental out or at rental return.

The Rental Module is a complete system–from rental pricing to rental activity review to rental piece retirement. Design rental program terms and price codes.  Enroll rental customers through the cash register.

The Rental system is flexible. Will rental charges apply at rental or at return? Do rental dollars count toward frequent buyer benefits? Will you award a free rental after 8 or 10 or any number of rentals? Will the rental period be a run of days or weeks? How will you price rentals? How will you identify late rentals?

Storeal managers have tools to review rental activity and spot slow movers.

Stock Item Inquiry concisely wraps together  sales and rental data for the same SKU and opens  windows to more rental and sales activity.

### Enroll Rental Customers (and Deny Rental Privileges to unenrolled customers)
Rental privileges at the cash register are safeguarded. Rental permission may be more than turning a flag to <YES>. For example, a valid

unexpired credit card on file may be the key.

### Setup Rental Price Codes
Create price codes and price rules for each rental category. Charge a low rental fee for back list classics. Afix a special fee for Children's rentals. Award a free rental for 8 or 10 rentals, automatically calculated by the cash register.

### Collect Rental Fees
Cash register checkout automatically calculates rental fees and late fees for rental customers.

### Attach Rental Piece IDs (RPIDs)
For each SKU (UPC or ISBN) create an ID (SKU) unique to that piece and cross-reference to the title UPC

### Inventory Inquiry: Rental Views
 View both quantity for sale and quantity for rent at each store.
See what rental pieces are out, with date out and customer name.
View a quick profile of rental activity.
Transfer rental pieces from one store to another.
Unite both sales and rental inquiries under a singe master UPC, and peel back for details.

### Rental Action Reporting: For Active or Inactive titles, Big Movers or Slow Movers
Build a report of rental activity to pick out fast or slow rentals, active or inactive titles, outstanding rentals, or just late pieces.

## The *Rental Action Reporter*: Set Up and Build the Report (to your specs) / Review and execute
❑The good and the bad...Rental managers need to see it all and track both active and inactive rental titles (ones that move slowly or not at all). The rental report builder delivers both good news, bad news, and in-between news.
❑ The rental report builder takes instructions. View active titles (say, those renting out in the last week) to verify that rental stock is sufficient for rental demand
❑ In the online report see number of rental pieces, number out, rentals (times out)  in each of the last four weeks, four months and year.
❑ View rental revenue for a rental title, over a specified date range and over all time, with total days rented out. Peel back to rental activity and about earned for each rental piece.

## Stock Inquiry: Rental Views
❑Look up a title. See quantity for rent and quantity for sale. See what pieces are currently rented out and how many pieces are available for rent. Open windows for recaps of rental activity (times out) and rental revenue by piece, by store or by week.