CASE STUDY

Improved data management, management reporting and operational efficiencies are among the benefits that Prohire, and its customers, have realised from implementation of Key2.

Prohire is at the forefront of providing specialist Contract Hire, Repair and Maintenance, Accident Management and Fleet Management solutions to vehicle operators throughout the UK and Irish markets.

- Fleet size: 4,000+ from car derived vans to HGVs and highly specialised units
- Customer Since: 2011
- Key Personnel: Jim McAlinden (Group IT Manager)

Key2's modular functionality coupled with integration with external systems enables the system to be used as a totally cohesive business solution by Prohire managing all assets from cradle to grave and from online quotation and vehicle ordering through to disposal as well as having fully integrated CRM and accounting functionality.

Prohire has more than 40 users of Key2 with some working remotely so system accessibility was critical to the implementation decision. What's more the company's 2016 acquisition of Sunrent, which provides contract hire and short and long term rental solutions to a range of customers, saw Key2 rolled out to its Tunbridge Wells office.

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> The benefits that we and our customers have gained from Key2 far outweigh any other systems we saw. Prior to Key2 we had financials, operations and sales all in different areas. Key2 has brought all aspects of the Prohire business together enabling all users to have total visibility of any asset. The seamless process has eliminated any requirement for manual intervention and processing with the paper trail reduced.
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> Jim McAlinden - Group IT Manager