

FLEET ANALYSIS IN EXCEL

Better Manage New, Used, and Rental Fleets

Fleet Analysis helps dealers manage profitability as market demands shift between sales and rental. Analytical capabilities beyond Caterpillar's Rental and Inventory Barometer (RIB) include:

- Attachments and Bulk Inventory
- Non-CAT, Reserved, and On-Order Equipment
- Customer Activity and Profitability
- Transaction Detail
- Daily and Near-Real-Time Reporting
 - Mid-Month Estimates
 - Depreciation
 - Internal Maintenance Expenses
- Dealer-Specific Calculations like Utilization and Washout
- Multiple Machine Lives
- Simplified Dimensions and Measures

Powerful and Fast

Immediate analysis from every conceivable angle is now possible. With just a few clicks, you see how an individual machine, attachment, or customer is performing against others. On the fly, users can view the entire dealership as well as predefined and ad-hoc store groups or divisions including one or more stores from multiple divisions.

Flexible Reporting

SQL Server's open architecture delivers powerful functionality via reporting tools many organizations already own and know how to use such as Excel, Reporting Services, TARGIT, etc.

- Supports Caterpillar Utilization and ROI Reporting
- Compatible with All Rental Systems and ARA Metrics

The following screen captures illustrate a small sample of comprehensive Fleet Analysis capabilities in Excel. For a complete demonstration: Contact Carl Salerno at salernoc@advci.com or 847-650-2275

Attachment Inventory

Date Group can display a variety of time periods; Life To-Date is shown in this example. A pop-up appears with ID Number detail after pausing over a cell as shown below for the 63mm hammer in cell A19.

Row Labels	Units	Book Value	Rental Rev
CAT WORK TOOLS, INC.(SERIALIZED): CT	15	20,198	198,802
⊕ 301 24" BT	1	0	0
⊕ 302.5 10"B		409	0
⊕ 302.5 18"B	1	0	0
⊕ 302.5 24"B	1	0	0
⊕ 302.5 QC		0	
⊕ 303 16" BT	1	151	459
⊕ 303 20" BT	1	0	480
⊕ 303 T47"BT		1,790	2,294
⊕ 906 44" FK		1,420	0
⊕ FK LL 48"		3,148	300
⊖ H63	2	10	69,483
ID: AXW16335 SER: 04GL05785	1	5	41,939
ID: AXW16336 SER: 04GL05786	1	5	27,543
⊕ H63 303BRK	1	0	0
⊕ H63 304BRK		0	200
⊕ H63 305CCR	1	0	53,162
⊕ H90		5	43,232
⊕ HM312	1	7,398	18,048
⊕ SS 72" BT	1	1,950	0
⊕ SS 78" BT	2	939	76
⊕ TH LMBT3YD	2	1,820	10,538
⊕ TH215 BT		1,157	530
Grand Total	15	20,198	198,802

Attachment Inventory
by Manufacturer, Model, and ID Number

ADVANCED COMPUTING

ID: AXW16335 SER: 04GL05785 (MachineID)
Acq Date: 11/11/2005
Barometer Status: FS
Barometer Status GRP1: Rental/Lease
Barometer Status GRP2: Short Term Rental Fleet
Compatibility Code: Attachment
CompCode: Attachment
Group:
Inv Status: F
Last SMU Date: 0
Last SMU Value: 0
Mach Att: Attachment
Machine Key L4: CAT RENTAL STORE: R
Machine Sort: AXW16335
Make: CAT WORK TOOLS, INC.(SERIALIZED): CT
Model: H63
On Order Ind: Received
Order Date: 0
Product Code: Attachment
Rental Flt Start: 20051121
SMU Type:
Row: CAT WORK TOOLS, INC.(SERIALIZED): CT - H63 - ID: AXW16335 SER: 04GL05785

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Utilization by Make and Model

Date Group is now filtered for Rolling 12. ID numbers for each machine model are available as shown in the bottom screen.

Row Labels	Units	\$ Utilization	Time Utilization	Book Value	Rental Rev	Maint/Inc%	
90	⊕GCCOMPACTION EQUIPMENT: CB224/214	3	43.67%	63.39%	92,805	40,528	11.65%
91	⊕GCCOMPACTION EQUIPMENT: CS56	3	37.17%	50.63%	414,512	154,072	11.08%
92	⊕GCCOMPACTION EQUIPMENT: CP56	7	26.25%	38.80%	898,231	235,753	3.76%
93	⊕GCCOMPACTION EQUIPMENT: CB634	5	22.01%	45.47%	547,070	120,431	15.24%
94	⊕GCCOMPACTION EQUIPMENT: CP433	13	25.24%	26.07%	638,786	161,220	15.23%
95	⊕GCCOMPACTOR/WHEEL 815: 815	3	20.75%	45.31%	797,142	165,406	6.71%
96	⊕GCCOMPACTOR/WHEEL 825: 825					46,187	9.86%
97	⊕GDTRACK-TYPE TRACTOR D6M: D6M	1	44.78%	42.60%	222,631	99,703	11.73%
98	⊕GDTRACK-TYPE TRACTOR D7: D7	3	29.89%	61.28%	777,077	232,253	7.39%
99	⊕GDTRACK-TYPE TRACTOR D9: D9	1	17.53%	9.09%	719,289	126,084	21.74%
100	⊕GDTRACK-TYPE TRACTOR D6K: D6K	16	24.15%	52.07%	1,932,120	466,630	22.68%
101	⊕GDTRACK-TYPE TRACTOR D6R LGP: D6R LGP					17,241	20.55%
102	⊕GDTRACK-TYPE TRACTOR D8: D8	9	33.76%	39.85%	4,012,524	1,354,705	7.62%
103	⊕GDTRACK-TYPE TRACTOR D6: D6	10	39.46%	35.38%	2,550,228	1,006,386	9.56%
104	⊕GDTRACK-TYPE TRACTOR D6N: D6N	2	28.14%	9.59%	344,393	96,906	11.54%
105	⊕GDTRACK-TYPE TRACTOR D6R: D6R	8	28.57%	41.77%	1,657,196	473,397	10.59%
106	⊕GEEXCAVATOR 336: 336	6	36.00%	58.17%	1,239,195	446,121	12.58%
107	⊕GEEXCAVATOR 345: 345	4	34.99%	56.51%	1,302,887	455,906	9.89%
108	⊕GEEXCAVATOR 325: 325	5	34.72%	51.83%	844,445	293,205	14.07%
109	⊕GEEXCAVATOR 321: 321	5	33.24%	63.56%	632,699	210,303	12.95%
110	⊕GEEXCAVATOR 320C: 320C	1	69.70%	22.39%	127,987	89,208	3.49%
111	⊕GEEXCAVATOR 330: 330	1	30.59%	47.95%	179,686	54,970	5.59%
112	⊕GEEXCAVATOR 385: 385	1	45.31%	55.34%	442,898	200,670	1.52%

ID numbers appear by clicking the “+” for each model as shown below for the 325 Excavator. Transaction detail is also available.

Row Labels	Units	\$ Utilization	Time Utilization	Book Value	Rental Rev	Maint/Inc%	
7	CATERPILLAR INC.: AA	5	34.72%	51.83%	844,445	293,205	14.07%
8	⊕GEEXCAVATOR 325: 325	5	34.72%	51.83%	844,445	293,205	14.07%
9	⊕325DL	2	57.80%	59.18%	190,030	109,842	26.16%
10	ID: XE112 SER: 0A3R00752	1	36.44%	58.63%	146,944	53,540	12.68%
11	ID: XT258 SER: 0A3R00898	1	130.67%	59.73%	43,086	56,302	38.97%
12	⊕328D CLR	3	28.02%	48.15%	654,416	183,363	6.84%
13	ID: XE272 SER: 0GTN00454	1	32.19%	52.05%	160,067	51,529	8.21%
14	ID: XE308 SER: 0GTN00484	1	46.49%	55.07%	123,633	57,474	3.61%
15	ID: XE505 SER: 0GTN00488	1	28.30%	48.77%	162,822	46,083	5.53%
16	ID: XE631 SER: 0GTN00523					28,277	13.01%
17	Grand Total	5	34.72%	51.83%	844,445	293,205	14.07%

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Utilization by ID Number

Life To-Date and Rolling 12 information is displayed in the columns below.

Utilization by ID Number									
Life To-Date and Rolling 12									
Row Labels	\$ Utilization	Time Utilization	Rental Rev	Book Value	\$ Utilization	Time Utilization	Rental Rev	Book Value	
318 ID: XT560 SER: 0622MXL07		20.19%	1,338						
319 ID: XT561 SER: 0623MXL07	115.86%	19.24%	5,396	4,658	3.22%	17.66%	150	4,658	
320 ASCO/ACME SWITCH CO: AW	0.00%	0.80%	0	-445					
321 ID: UERE4 SER: 914787	0.00%	0.80%	0	-445					
322 CAPITAL CORPORATION/CENTRAL: CW	0.13%	2.79%	1,725	1,332,582				1,332,582	
323 ID: AXX32036 SER: X93596232				666,291				666,291	
324 ID: AXX32041 SER: X93596304		0.58%	65						
325 ID: AXX32042 SER: X93596305	0.09%	4.06%	600	666,291				666,291	
326 ID: AXX32034 SER: X89396015		8.72%	360						
327 ID: AXX31038 SER: 10385		12.21%	0						
328 ID: AXX32057 SER: X11597018		4.65%	100						
329 ID: AXX32065 SER: X51597043		103.49%	600						
330 CAT WORK TOOLS, INC.(SERIALIZED): CT	52.80%	0.34%	6,000	11,364				11,364	
331 ID: ERE1 SER: CH000501	52.80%	0.34%	6,000	11,364				11,364	
332 CATERPILLAR INC.: AA	277.47%	45.53%	62,268,169	22,441,528	32.03%	34.27%	7,187,529	22,441,528	
333 ID: AXA23191 SER: OASR00731		50.03%	102,384						
334 ID: AXA23193 SER: OASR00615		30.87%	63,581						
335 ID: AXD23140 SER: OASR00231		48.82%	75,262						
336 ID: AXD23141 SER: OASR00232		39.91%	71,675						
337 ID: AXD23142 SER: OCFP00317		51.28%	64,078						
338 ID: AXD23149 SER: OBTT00254		71.23%	76,604						
339 ID: AXE23225 SER: OASR01058		50.90%	49,776						

Customer Profitability

Customer detail for Parent Customer, Bedrock Company, is shown below. The equipment they rented is illustrated on next page.

Customer Profitability							
Row Labels	Rental Rev	Rental GP%	Maint/Inc%	WO Customer	WO Internal	WO Other	
011542: BEDROCK COMPANY	3,276,722	39.79%	0.00%	87,144	0	149	
000661: MADISON REFINING, LLC	3,232,358	40.00%	0.00%	86,378	0	149	
011542: BEDROCK COMPANY	43,020	24.85%	0.00%	765	0	0	
380373: BEDROCK COMPANY	1,344	29.75%					
030237: ILLINOIS TOLLWAY AUTHORITY	2,611,117	26.93%	0.00%	75,867	0	0	
018830: GOTHAM ASPHALT AND	2,356,549	19.86%	0.00%	23,501	0	0	
012060: ACME CONTRACTING COMPANY,	1,745,720	19.29%	0.00%	21,552	0	0	
373888: CLEAN COAL COMPANY, INC.	1,561,119	16.82%	0.00%	27,260	0	0	
351834: CANADIAN COAL CORPORATION	1,341,162	40.33%	0.28%	181,175	0	3,755	
359042: SOUTHERN COAL COMPANY	1,077,139	34.03%	0.00%	62,214	0	0	
357211: TERWALL ENT.	765,567	16.00%	0.00%	13,976	0	0	
362839: SALT CREEK MINING, LLC	730,214	18.30%	5.02%	23,751	0	36,622	
299108: THOMAS CONSTRUCTION COMPANY	706,147	20.60%	0.00%	11,231	0	0	
377741: QUALITY CONSTRUCTION COMPANY,	672,880	16.61%	0.00%	41,294	0	0	
376280: BADGER MINING, LLC	670,070	16.41%	0.00%	7,626	0	0	
106361: KELLY MINING AND	633,957	22.37%	0.50%	16,782	0	3,188	
380933: PATRIOTIC AMERICAN	611,798	33.98%	0.00%	18,179	0	0	
353481: SPYROS BAKIS	598,658	37.32%	0.00%	3,133	0	0	
353389: MARVEL ENTERPRISES, INC.	584,615	27.39%	0.00%	9,226	0	0	
380395: BEST ENVIRONMENTAL SERVICES	572,483	74.80%	0.00%	7,629	0	0	
379201: SOUTHERN COAL CORPORATION	545,317	32.88%	3.88%	44,683	0	21,178	
361929: HI-VAL PIPELINE	525,382	22.21%	0.00%	19,549	0	0	
052301: LOIS LANE LANDFILL, LLC	477,444	17.03%	0.00%	4,097	0	0	

Customer Profitability (Continued)

Machine models rented by the Bedrock Company are shown below. ID Numbers are available as shown in the bottom screen.

Row Labels	Rental Rev	Rental GP%	Maint/Inc%	WO Customer	WO Internal	WO Other
500 CC/CV	226,381	68.58%	0.00%	3,338	0	0
Z60/34 4WD	195,515	23.60%	0.00%	3,413	0	0
TH514	171,356	16.00%	0.00%	3,418	0	0
185CFM	113,532	18.88%	0.00%	2,948	0	0
Z45/25J	106,145	16.12%	0.00%	338	0	0
S60	103,226	76.36%	0.00%	6,109	0	0
1500DE-18	70,098	35.77%				
Z80	63,339	16.00%	0.00%	150	0	0
930H	56,107	16.00%	0.00%	2,990	0	0
345DL	56,000	16.00%	0.00%	2,694	0	0
TH943	53,179	16.00%	0.00%	824	0	0
S85	51,456	36.13%	0.00%	98	0	0
375CFM	50,728	17.78%	0.00%	2,636	0	0
308D SB	49,452	16.00%				
TENNANT	47,072	94.69%				
1600HAF	45,909	60.80%	0.00%	388	0	0
PIPETHREAD	45,747	82.56%	0.00%	4,448	0	0
Z45/25D	45,241	100.00%	0.00%	2,228	0	0
304 CCR	42,792	16.00%	0.00%	178	0	0
314C CR	40,589	16.00%	0.00%	1,880	0	0
XQ400	39,347	35.64%				
TH1055	39,332	16.00%	0.00%	1,140	0	0

ID numbers appear by clicking the "+" for a model as shown below for 500 CC/CV. Transaction detail is also available.

Row Labels	Rental Rev	Rental GP%	Maint/Inc%	WO Customer	WO Internal	WO Other
500 CC/CV	226,381	68.58%	0.00%	3,338	0	0
ID: ACC94688 SER: MB200125E	1,768	16.00%				
ID: ACC94689 SER: MB200123E	1,326	16.00%				
ID: ACC94690 SER: MB200121E	884	16.00%				
ID: ACC94691 SER: MB200122E	1,326	16.00%				
ID: ACC94692 SER: MB200124E	1,547	16.00%				
ID: AXA94455 SER: LG340048E	5,009	100.00%	0.00%	210	0	0
ID: AXA94456 SER: LG340044E	4,015	64.28%				
ID: AXA94457 SER: LG320061E	4,604	100.00%				
ID: AXA94458 SER: LC340050E	4,787	100.00%				
ID: AXA94459 SER: LC340049E	3,425	100.00%				
ID: AXA94460 SER: LC340051E	5,378	100.00%				
ID: AXA94462 SER: LG390017E	5,304	100.00%				
ID: AXA94464 SER: LG380012E	3,904	100.00%				
ID: AXA94465 SER: LG380015E	2,690	100.00%				
ID: AXA94466 SER: LG380013E	884	100.00%				
ID: AXA94468 SER: LG290011E	4,605	100.00%				
ID: AXA94469 SER: LG380018E	5,009	100.00%				
ID: AXD94261 SER: LE175138	4,715	100.00%				
ID: AXD94265 SER: LE175139	4,346	100.00%				
ID: AXD94270 SER: LE136854	2,210	100.00%				
ID: AXD94272 SER: LE175135	3,188	100.00%	0.00%	2,149	0	0

For more information: Contact Carl Salerno at salernoc@advci.com or 847-650-2275