Application: 5999

EquipmentShare

Page: General Information

Provide information about the company to be considered for the award. If you will be nominating an individual, specify the nominee's employer.

Name of Organization/Company

EquipmentShare

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Additional Contacts

I do not wish to list additional contacts

Page: Entry Information

Entry Title

EquipmentShare

Category

H01. Company of the Year - Business Technology

Company of the Year Submission Format

Written Answers

a. Briefly describe the nominated company's history and past performance (up to 200 words). Required

How it started: EquipmentShare was founded by brothers Jabbok and Willy Schlacks, contractors who experienced firsthand the inefficiencies and outdated practices of the construction industry. Despite massive advances in adjacent industries like manufacturing, retail and agriculture — where productivity has improved as much as 1,500% since the 1940s (1) — construction labor productivity has remained stagnant. The Schlacks launched EquipmentShare with a mission to transform the industry through technology.

How it's going: A decade later, EquipmentShare has more than 300 branches (2) nationwide offering rental and retail equipment and services. A driver of that growth has been EquipmentShare's T3™ cloud-based operating system (3), a platform that improves jobsite safety, security and productivity.

EquipmentShare's tech advantage: T3 is an award-winning product (4) powered by hardware such as trackers (5), bluetooth tags for tools (6), dash cams (7) and cloud-connected keypads (8) that replace universal keys. Those hardware pieces supply a constant stream of data into T3, allowing users to monitor the location, health and utilization of all their equipment and vehicles — regardless of make, model and class — on one platform. Every machine in EquipmentShare's rental fleet is outfitted with T3, and contractors can purchase T3 for their own equipment.

b. Outline the nominated company's achievements since the beginning of 2023 that you wish to bring to the judges' attention (up to 250 words). Required

Building a better map: Among EquipmentShare's most important technical achievements of the last two years has been an enhanced T3 GPS and telemetry trend capability released in December 2024 (9) that gives users unmatched visibility into their equipment via an interactive map. This breakthrough makes the data generated by a user's connected equipment easy to access, interpret and act upon in one intuitive interface.

How it works: When customers use the T3 platform, they can see all of their connected assets on an interactive map. The T3 tracker installed on the asset continually updates key metrics, including speed, odometer, fuel level, engine RPMs, coolant temperature and battery voltage in real time. This provides live insights, which aids in immediate fleet health decision-making and enhances operational efficiency. What differentiates T3 is that beyond seeing the location and health of their heavy equipment and vehicles in real time, users can click on individual assets for a historical look at key telemetry data without switching between dashboards or reports.

Why it matters: EquipmentShare recently tested the impact of T3 combined with the company's new Uptime Center management program. In the first three months of a pilot study of six jobsites with 7,700 assets, EquipmentShare proactively intervened to perform needed maintenance 162 times. In 72% of those cases, the problem was resolved in less than four hours. By preventing unscheduled downtime, EquipmentShare helped the customers save an estimated $119,000.

c. Explain why the achievements you have highlighted are unique or significant. If possible compare the achievements to the performance of other companies in the firm's industry and/or to the company's own past performance (up to 250 words). Required

The T3 difference: While other platforms offer real-time monitoring and historical data analysis, EquipmentShare's T3 map uniquely combines these features into a single, interactive map interface. This integration streamlines the user experience, reducing the need to navigate multiple systems to access different data types.

For instance, some competitors provide real-time GPS tracking and historical trip data but typically require users to access separate dashboards for different data sets. Similarly, other competitors offer robust telematics solutions, but their interfaces may not provide the same level of integrated, map-based visualization for both live and historical data.

The big picture: The improved map is just one example of how T3 helps contractors manage their assets, people and material to improve safety, security and productivity. EquipmentShare is constantly engaging with its customers to identify ways to make T3 more useful and user-friendly for them. The company continues to invest heavily in this area, including the 2024 opening of the new 37,500-square-foot Technology Development Center (TDC) on the corporate campus in Columbia, Missouri. The TDC includes the Uptime Center — the company's fleet-management Mission Control — which uses T3 to monitor all 254,000 EquipmentShare assets.

Because T3 is an industry leader in the telematics field, EquipmentShare has a differentiating advantage over its competitors in the equipment rental business. ▬▬

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d. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words). Optional

1 — McKinsey report on construction industry: https://www.mckinsey.com/~/media/mckinsey/business%20functions/operations/our%20insights/reinventing%20construction%20through%20a%20productivity%20revolution/reinventing-construction-a-route-to-higher-productivity-full-report.pdf

2 — About EquipmentShare: https://www.equipmentshare.com/about

3 — About T3: https://www.equipmentshare.com/t3

4 — Awards and accolades: https://www.equipmentshare.com/awards-and-accolades

5 — Trackers: https://www.equipmentshare.com/t3/tracking-hardware

6 — Small tool trackers: https://www.equipmentshare.com/t3/small-tool-tracking

7 — Dash cams: https://www.equipmentshare.com/t3/dash-cams

8 — Cloud-connected keypads: https://www.equipmentshare.com/t3/access-control

9 — T3 enhanced interactive map: https://updates.equipmentshare.com/release/lUMfw-new-interactive-live-asset-data-from-the-t3-map

Webpage Link

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