



# Renting Test Equipment on Demand

A flexible solution for uncertain times



# Table of Contents

Test Equipment on Demand	3
We Invest So You Don't Have to	4
Pay for Equipment Use, Not Life	5
Access Leading Technologies	6
Unprecedented Flexibility	7
True Cost of Ownership	7
Contact Electro Rent	8



# Renting Test Equipment on Demand

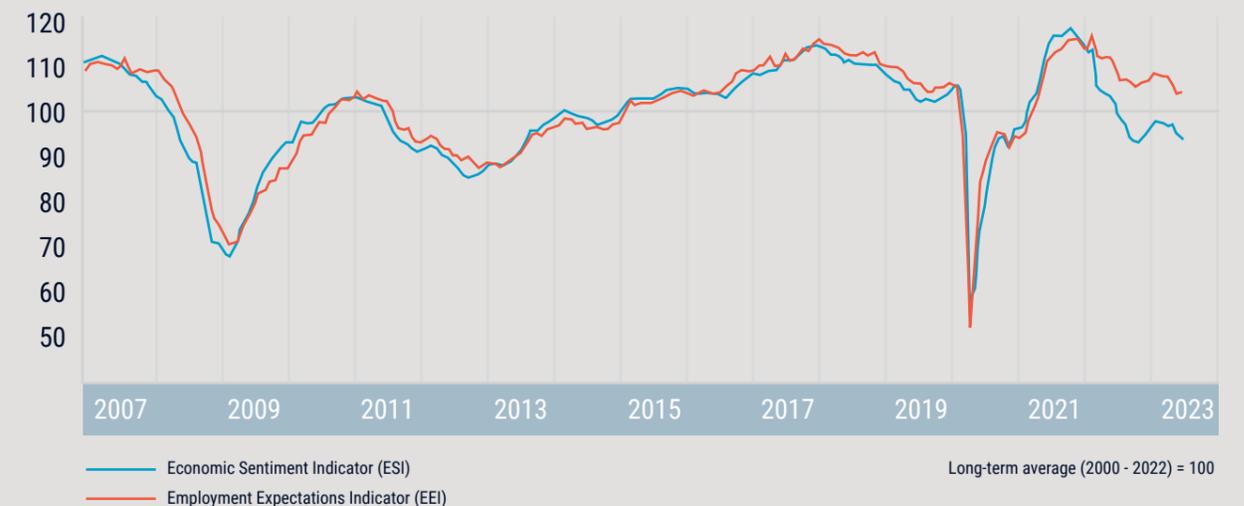
## A flexible solution for uncertain times

According to the most recent data from the European Central Bank, European GDP is expected to grow at 0.9% in 2023 (significantly below the long-term average of 1.7%), while the purchasing managers' index has dropped to 50.3, indicating reduced confidence in the economy and companies' purchasing power. (Martin Arnold, Financial Times, June 23, 2023)

The picture is similar globally, with the most recent report from the U.S. Bureau of Economic Analysis showing the biggest drop in business investment in equipment since the pandemic in 2020, falling 7.3% on an annual basis (Natalie Sherman, Business Reporter, New York, April 27, 2023).

This suggests that business confidence is falling and with global challenges set to continue, technology businesses need to find new ways to invest in the equipment that will support future growth. In challenging times, we find that businesses often turn to rental as an ideal solution, providing flexible access to the latest equipment, while reducing costs and conserving precious capital.

## EU Economic Sentiment & Employment Expectations (s.a.)



# We Invest So You Don't Have to

**Get valuable test equipment without delay or up-front costs**

Many companies have found that renting offers numerous benefits. It increases project flexibility, reduces delays, and accommodates changing technologies, specifications, and compliance requirements.

Time to market is critical, but how can you manage large equipment purchases in uncertain times when capital is restricted or unavailable? Electro Rent makes significant annual investments to maintain its inventory of specialized equipment for you to rent as needed. You won't need capital, and you won't be saddled with expensive equipment that might not be used in the future.

With more than 50 years of experience, Electro Rent has more than \$1B+ in inventory that's ready to ship. Our quick start rental programs eliminate the need for capital spending with no up-front costs and no long-term commitments.



***Now you can rent high-end test equipment as you need it.***

# Pay for Equipment Use, Not Life

**Flexible and scalable solutions with no up-front costs**

Many companies have stockpiles of old or outdated equipment that takes up space and slows things down.

- What if you could acquire only what you need, as you need it, and simply return it when you're done?
- What if you could reduce spending and alleviate budget pressures at the same time?

For many companies, renting represents an ideal situation with:

- Fixed monthly payments
- No up-front costs
- No long-term commitments
- Lower CapEx requirements.

***Renting is easy. Keep it as long as you need it, upgrade as needed, and return it when you're done. It's that simple.***



Compared to an outright purchase, renting doesn't require capital funds. Many companies use operating budgets to rent equipment and get started quickly. Ongoing expenses are lower with renting because calibration, maintenance/repair, support, and software licensing are included.

With renting, teams get what they need, and companies can scale testing based on demand. For periods of several months to several years, renting often makes sense. With no up-front costs and lower ongoing costs, renting is ideal for uncertain economic conditions.

Now, you can have the leading equipment you need to test faster and get to market faster. Renting is easy. Keep it as long as you need it, exchange or upgrade as needed, and return it when you're done. It's that simple.

# Access Leading Technologies

## Renting protects against obsolescence

Older equipment is simply not well suited for the latest technologies like 5G, WiFi-7, signal integrity, and PCIe Gen 5/6. Renting means no more hassles with older equipment, long lead times, or lingering supply chain issues. With newer equipment, testing becomes faster and more efficient.

We invest heavily to provide more choices and a better selection of leading products and technologies. Find what you need and get it right away from our inventory of the world's best brands, products, and technologies.

With renting, you'll enjoy access to the latest equipment without the cost of long-term ownership or long-term commitments. Gain the flexibility to upgrade, exchange, or return, as needed, based on testing schedules and demand.

*Our in-house application engineers can provide start-up assistance and consultation.*



# Unprecedented Flexibility

## Move with agility

While an outright purchase may be appropriate for long-term, continuous use, it also represents a fixed commitment. With no up-front costs and greater flexibility, teams can get started quickly so products get to market faster.

Renting increases operational agility. When a project ends, new instruments are required, or new technologies arise, you can return, exchange, or upgrade your rental. You can also rent, return, and rent again, as needed.

Renting may also eliminate procurement requirements for large capital purchases. By using operational budgets, engineering teams can avoid the long lead times that often accompany a purchase.

# True Cost of Ownership

**The up-front purchase price is only part of the story**



# Conclusion

---

Understanding your options can bring savings and minimize distractions for teams using the equipment. Our asset optimization practice specializes in helping companies optimize their test fleet size and reduce costs by renting strategically.

## **In uncertain times, renting makes sense**

With no up-front costs, no long-term commitments, and most services included, renting is an ideal solution. With the flexibility to rent, exchange, upgrade, or return—as needed—renting helps companies scale operations based on demand. All of this comes at a lower cost and with faster timelines compared to an outright purchase.

To see if renting makes sense for your company, let's talk. Ask about our no-cost, no obligation rent or own financial comparison today.

*Contact us to learn more. Our sales consultants and application engineers can help you understand your options and inform your decisions.*

---

*Contact us at  
**+44 20 84 200 200** ,  
**electorent.com** or email  
**info.eu@electorent.com**.*

