

FOCAL POINT[®] SOFTWARE

COST JUSTIFICATION WORKSHEET

BASED ON \$250,000 ANNUAL SALES

Investment Amount - Single Store Two User License	\$6,500.00
5 Year Breakdown of software investment	
Annual	\$1,300.00
Monthly	\$108.33
Daily	\$3.61
Hourly	\$0.45
<i>Keep in mind these figures are based on 5-years, and the software license is a one time purchase.</i>	
Justifications - Based on DAILY breakdown of FocalPoint Software Investment	
Better Inventory Control	Minimum Savings per Day
How many times have you lost a rental, and maybe even a customer, because you committed to renting equipment that wasn't available? FocalPoint Rental Software will enable you to keep track of your inventory like you never thought possible. Our powerful and fast real time contract/invoicing, reservation with calendar display, quotes, POS and other tools available will give you a world of knowledge at your finger tips. This will give you reporting feedback to know what types of rental items you should own more of, less of and good utilization and ROI tracking and much more!	\$10.00
Arm your customers and your employees with knowledge.	Minimum Savings per Day
If your customers understand your policies, and know how to use your rental items safely and correctly before they leave your store, you and your customer will look forward to seeing each other again and again. FocalPoint Rental can help you reduce occurrences of unrecoverable damages or service calls by printing out instructions, waivers, and other important documents at the same time the contract prints. It can also take some injury liability back to the manufacturer if you have the customer sign a mfg's warning sheet. Everybody's on the same page when the equipment goes out, you get paid fairly when the equipment comes back, and your customers are happy with the knowledge and comminitcation you were able to provide them.	\$5.00
Billing for the CORRECT amount of time on rent, every time!	Minimum Savings per Day
FocalPoint Software automatically calculates correct rental rates including possession time/meter overages, cleaning, delivery, damage wavier, merchandise sales and tax.	\$10.00
Professionalism Counts!	Minimum Savings per Day
It's just as important to have a clean rental contract as it is to have clean, well maintained rental equipment and a clean showroom floor. Customers judge on professionalism. Your banker relies on you to provide accurate reports and records. The ease-of-use philosphy of FocalPoint Software will allow you focus your attention on your customer. You'll be confident that the information you're conveying to your customer is accurate, and the contract will be easy to read and understand by both your customer and you.	\$5.00
Efficient Accounting	Minimum Savings per Day
FocalPoint Accounts Receivable and Purchase Orders functions are integrated within the software, as is the ability to transfer data to QuickBooks and Peachtree from FocalPoint. Once you close a rental contract, you can invoice immediately to keep your cash flow timely. You won't have to enter transactions in to two different systems...FocalPoint Software does it for you!	\$20.00





Software Return on Investment based on Potential Savings per Day	
Daily	\$50.00
Monthly	\$1,500.00
Annually	\$18,000.00
5 Year	\$90,000.00
Software Investment for Software and Support	
Monthly Software Investment	\$108.33
Monthly Software Support Fee	\$70.00
Total Monthly Investment	\$178.33
Net Return on Software Investment After ALL Software Expenses	
Daily	\$44.06
Monthly	\$1,321.67
Annual	\$15,860.00
5 Year	\$79,300.00

Please keep in mind there are many other features that aren't listed above that FocalPoint Software™ provides. These other features will help your company recover your software investment even that much more quickly. Also keep in mind your computer doesn't take vacation, get paid overtime and has a VERY good memory.

