



NADITA 2024

April 8-11, 2024
Las Vegas, NV

North American Dealer IT Association (NADITA) – Annual Conference

The NADITA conference focuses on the latest advancements, trends, and challenges in Caterpillar Dealer technology. Featuring keynote addresses, expert panel, networking opportunities, technology showcases, and real-world case studies, the event provides valuable insights and practical strategies for professionals looking to drive innovation and success in the Dealership.

When

April 8, 2024, 7am PDT
-
April 11, 2024, 11am PDT

Where

ARIA Resort & Casino
3730 S Las Vegas Blvd
Las Vegas, NV 89158

Register for NADITA 2024 on Eventbrite!

[Eventbrite](#)



Rental Roundtable

Facilitated by Joyce Pingel & Kalani Racoma
4/9/2024 9-9:50AM Holt Group - Texas

The HOLT logo is displayed in a bold, italicized, black sans-serif font on a yellow rectangular background.

HOLT®

The CAT logo features the word "CAT" in a bold, white sans-serif font, with a yellow triangle integrated into the letter "A". It is set against a black rectangular background.

CAT®



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NADITA - SAFETY First

Be Safe

Be aware of your surroundings, Conference room exits & emergency equipment

Be Present

See + Share + Listen + champion

Win the Right Way

Values + Ethics + Compliance

Refer to the Conference Center and Hotel's Safety information available in the App



Approach - Roundtable

- Encourage participation and sharing.
- Introduce yourself, your role, and your company.
- Facilitation and popcorn.
- Establish a common language
 - “Rent-to-Rent” vs. “Rent-to-Sell”
 - “Retail Rental” vs. “Heavy Rent”
- Be mindful of competitive information when sharing.



NADITA Conference

Multi-Dealer Meeting Competitive Guidance

Competitive Guidance

Dealers, business partners, or Caterpillar may be considered competitors for purposes of antitrust / competition laws.

Competitors must make independent business decisions and must not share competitively sensitive information

We will not hesitate to make remedial action during the meeting (e.g., stop discussions, end meeting) should inappropriate topics arise

We will keep minutes of the meeting to reflect who attended and what topics were discussed

Topics to avoid

Topics that would be inappropriate among competitors will not be discussed at this meeting, including but not limited to:

Prices, price ranges, minimum/maximum resale prices or price formulas related to products or service

Margins, discounts, or promotional benefits

Credit terms or financing

Agreements to limit production, reduce capacity, reduce inventories, buy up surplus, set sales quotas or discontinue certain products

Agreement on common practices for the purpose of reducing or eliminating competition

Whether to do business with a third party (e.g., supplier, representative, etc.) or influence others to stay away from third parties

Bid rigging – agreement to submit “no bid”, submit artificially inflated bids or rotate bids



What does it mean to you as a Dealer, for
CAT to have a high focus on a Rental
Strategy?



What barriers might be preventing you from achieving CAT's stated goal of growing the Rental business by 2.5x by 2030?



What is the biggest opportunity to enhance your Rental business?



What Rental software solutions do you have in place?



Notes Captured During Session
Data Not Validated

Summarize Rental Solutions

Dealer	Product/Vendor	R2R or R2S?	Rental Maturity Just Starting to Mature (0-5)	CAT Rental Store
HOLT of Texas	RentalMan	R2R	5	Yes
	IRS	R2S	4	
	Annata	R2S	1	
Western States	AX-2012	R2R & R2S & Power	Maturity 5 Functionality 3	Yes
Carolina CAT	IRS	R2R & R2S & Power	5	Yes
Wagner Equipment	IRS	R2R & R2S	5	Yes
	DBS	Power	5	
Mustang CAT	IRS	R2R	4-5	Yes
	Salesforce	R2S	3	
Pon CAT	CDRS		4	
	M3	Energy & Rental & Power	5	
HOLT of California	IRS	all (R2R, R2S, PS)	5	Yes



Is your Rental solution connected to an ERP, or is your Rental solution a full Rental Management System?



Q & A

Please comment on this session in the Guidebook app, your feedback is used to update future NADITA conferences

