



**Company:**  
Rentcash Inc.

**Type of Business:**  
Payday cash advances and  
Rental of furniture, appliances  
and electronics

**Number of Employees**  
1200

**Corporate Headquarters**  
Edmonton, Alberta

**Website:**  
[www.rentcash.ca](http://www.rentcash.ca)



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## Overview

Founded in 2001, Edmonton-based Rentcash Inc. has created a successful nationwide chain under The Cash Store, Instaloes and Insta-rent banners. Rentcash operates 330 stores in over 90 cities in nine provinces and two territories, and was Canada's sixth-fastest growing company in 2004. The stores offer payday cash advances and rents brand-name furniture, appliances and electronics. Rentcash needed to update its tracking and reporting capabilities; collecting sales data from each of its stores was a challenge that hampered its head office's ability to make decisions. To improve visibility and ensure a smoother flow of information, Rentcash enlisted the aid of Microsoft® partners ProClarity and Ideaca, to build an agile and easy-to-use business intelligence solution that has boosted staff efficiency.

## Challenge

As the company expanded, it quickly outgrew its aging sales reporting and tracking system. Rentcash used a custom-built, legacy COBOL system to track its daily store activity, which required constant manual intervention.

The information Rentcash generated was not properly secured and the company found it difficult to re-use or analyze the data it collected. As well, in order for regional and divisional executives to view reports, another Rentcash staff member needed to cut and paste data from the information generated by the tracking system into more intuitive documents.

Rentcash realized it had to upgrade and standardize its reporting software to accommodate and better track their rapid growth and make sales information available to those who needed it most. After looking at several options, including a major ERP software package, Rentcash enlisted the aid of Microsoft® partners Ideaca and ProClarity to upgrade its reporting system and build its solution on the Microsoft® SQL Server™ 2000.

## Solution

Rentcash needed a reporting and tracking platform that could accommodate its rapid growth and help ensure that the company remained agile. After looking at several competitive products, Rentcash selected ProClarity Analytics. "We looked at a package from SAP but it was too cost-prohibitive for us." says Michael Smith, VP of Technology, Rentcash Inc. "ProClarity seemed to offer us everything we wanted. Looking back, that decision was clearly the right one."

*"Our employees don't have to come in late at night anymore to extract data as well as having to manually cut and paste figures into documents. This has been significant in the hours of labour time that have been saved."*

*-Michael Smith  
VP of Technology  
Rentcash Inc.*

Enlisting the aid of Ideaca, a Calgary-based Microsoft Gold Certified® partner and integrator, Rentcash worked with ProClarity to implement the first phase of the

solution in six weeks and recently completed the second phase, which completely eliminated the need for manual intervention in the reporting process.

“It was a smooth process. We were impressed with the robustness of ProClarity and how it helped the business users. We worked with Rentcash to help everyone understand how we would integrate data and how we would cut down on manual processes,” says Richard Hines, Consulting Manager, data group, Ideaca.

Some of the benefits that Rentcash has experienced are:

- Better insight into data
- More efficient use of staff resources
- Improved simplicity