



# Media Alert: Ascent ERP Participating in ARA Rental Show

*Ascent, a cloud based enterprise solution (ERP) natively built on Salesforce, streamlines all aspects of the rental industry and manages the entire process.*



SOMERVILLE, NEW JERSEY, UNITED STATES, February 14, 2018

/EINPresswire.com/ -- Ascent, a cloud enterprise resource planning (ERP) solution, built natively on the Salesforce platform, is a proud first time exhibitor at the [ARA Rental Show](#) event and will have a team of professionals attending. The event kicks off February 18-21 in New Orleans and is hosted once a year for the rental industry.

AscentERP is a customer driven solution that breaks down business silos while increasing collaboration and communications across internal and external departments. Innovative new technology extends mission-critical business processes that are necessary to manage a rental reservation across the entire spectrum of equipment rentals and includes forecasting, scheduling, repair, maintenance, calendaring and customer feedback.

The Rental Management Group serves as the voice of the entire equipment rental industry dedicated to providing essential information for business success in the equipment rental industry. The event will provide educational seminars, networking opportunities, keynote sessions and exhibitors that are all directly involved in the rental industry. On February 19, the keynote session will feature Jonathan and Drew Scott, stars of HGTV's "Property Brothers"

What:

The Rental Show® is the American Rental Association's annual convention and trade show for the equipment rental industry. It features construction/industrial equipment, general tool/light construction equipment and party/special event equipment. The agenda includes education, strategic presentations and panels with industry leaders. The event draws over 6000 attendees with over 700 manufacturers and suppliers of rental equipment exhibiting.

Ascent will be sending 4 [rental expert](#) team members to the event and they are all ready to meet with attendees:

Shaun McInerney – Co-founder & President  
Akbar Rafiuddin – Chief Technology Officer  
Fabio Massetta - Senior Global Account Manager.  
James Gaines - Director of R&D.

When:

Sunday, Feb 18th - Thursday, Feb 22nd, 2018

Where:

Ernest N. Morial Convention Center  
900 Convention Center Blvd, New Orleans, LA 70130

Ascent Booth # 2469

About [Aspect ERP](#), Inc.

Ascent Rental is a cloud based application that allows clients to manage their rental processes including inventory control, rental planning, sales, purchasing, repair and refurbish.

AscentERP is an application that seamlessly integrates your front and back office in real time with features covering Sales Order and Purchase Order Management, Inventory Control, Assembly Operations, Master Planning as well as Rental Management. The solution itself was created by second generation manufacturing and distribution business owners to improve their own inefficiencies resulting in a deep business process cultural core competency.

Contact:

Shaun McInerney  
AscentERP  
9089810150  
[email us here](#)

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