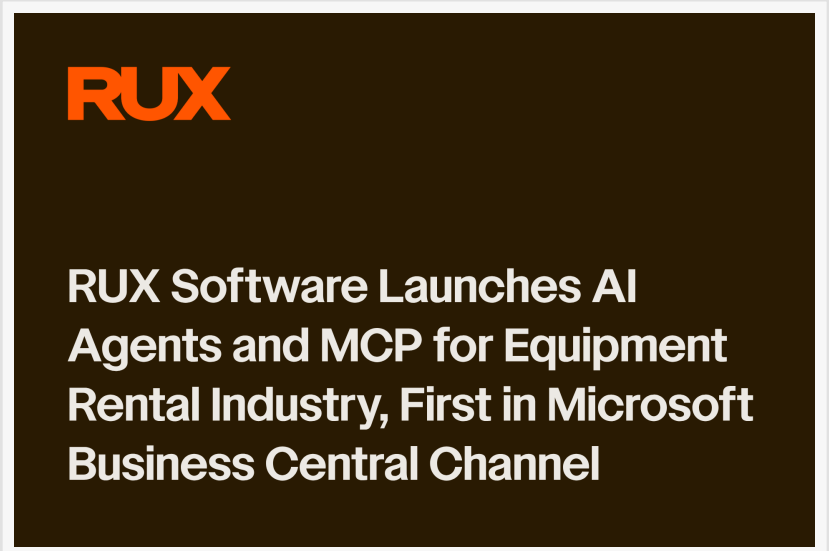
RUX Software Launches AI Agents and MCP for Equipment Rental Industry, First in Microsoft Business Central Channel

A first-of-its-kind: RUX introduces Rental Contract Agent, Sales Rep Agent, and MCP, accelerating operations across every stage of the rental lifecycle.



ST PETERSBURG, FL, UNITED STATES, September 17, 2026 / EINPresswire.com/ -- RUX Software today announced the launch of two purpose-built AI agents: the Rental Contract Agent, for its vertical rental product, and the Sales Rep Agent, part of its horizontal BC Toolbox suite. The launch also includes RUX Rentals MCP, a governed connection that opens the entire rental data model to AI tools and Copilot experiences. With this release, RUX becomes the first Microsoft Dynamics 365 Business Central partner to introduce AI agents and a full Model Context Protocol (MCP) integration to the equipment rental industry.

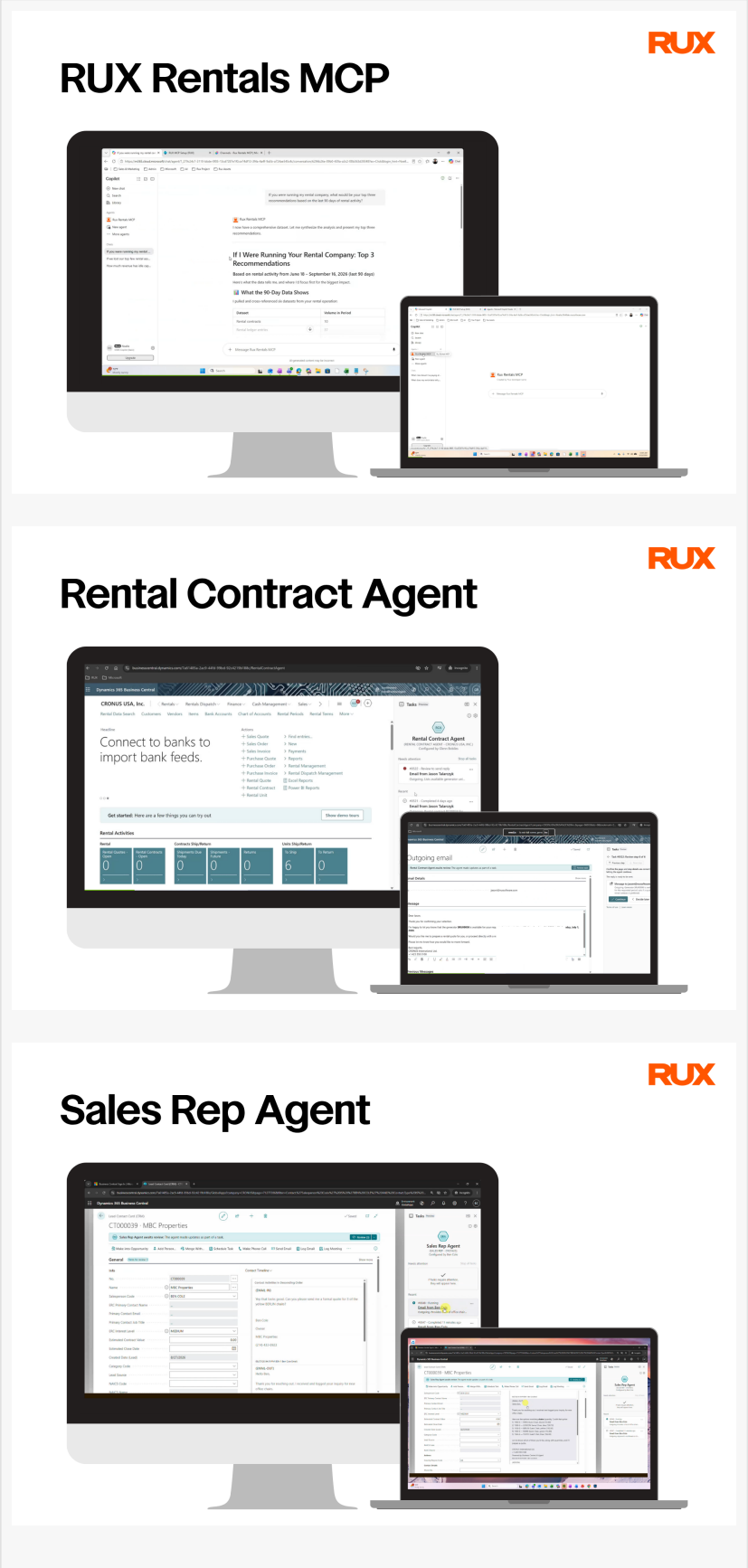
> We believe faster access to meaningful information is one of the biggest competitive advantages AI can deliver."
> *Jim High, Chief Services Officer at RUX*

For customers, this means faster response times, fewer manual handoffs, and clearer visibility into the data that runs their business leveraging permissions already established inside BC to ensure data is protected. For RUX's partners, it means a stronger, more differentiated set of AI capabilities to offer their customers on Business Central.

"Our customers run complex businesses with many moving parts: units in the field, contracts renewing, crews dispatching, and customers who expect an answer now," said Natalie Lemke, CEO of RUX Software. "We built these agents and this MCP integration because our customers deserve tools that accelerate their operations, not just match the pace. This is what the future of Business Central looks like for real complexity."

Rental Contract Agent: From Inbox to Contract, Without the Gaps

The Rental Contract Agent gives rental teams a faster path from inquiry to signed business by automating manual processes and leveraging a human-in-the-loop model. It turns inbound rental emails into actionable work automatically, so coordinators spend less time sorting inboxes and more time moving opportunities forward. Every conversation stays visible in one workspace, giving teams the context to respond with confidence and consistency, even during peak demand.



Before a team commits to a customer, the agent confirms real availability, reducing avoidable scheduling mistakes and protecting margin. From there, teams move directly into quote and contract generation, shortening the sales cycle and improving turnaround on every deliverable. The Rental Contract Agent gives operations leaders the visibility to optimize continuously, hold the process accountable, and scale AI-assisted rental operations with confidence.

"This has been a high priority on our roadmap, and we are thrilled to bring it to market," said Jake Oetinger, Product Engineering Manager at RUX Software. "The Rental Contract Agent was built around the real workflow our rental customers deal with every day. Putting a rentals agent directly into their hands is what it means to lead this industry, not just talk about it."

Sales Rep Agent: A Single, Structured Queue for Every Customer Interaction
The Sales Rep Agent for RUX Advanced CRM, gives sales teams one place to capture every customer interaction and turn it into action. Emails, calls, meeting notes, and imported transcripts land in a single queue, so reps and managers prioritize the right work first instead of searching across disconnected tools.

Inbound communication routes to the right contact and opportunity automatically, keeping teams focused on high-value records while still capturing new relationships as they come in. When an interaction calls for a next step, the agent creates and tracks the follow-up directly, closing the gap between insight and action so deals do not stall.

Outlook integration keeps replies moving through the same reviewed, thread-aware workflow, maintaining consistent customer communication without pulling reps out of their core tools. Operational logs and performance tracking give leadership the visibility to monitor adoption and build lasting trust in the automation.

"Advanced CRM is already one of the most widely adopted apps in our BC Toolbox suite, and the Sales Rep Agent takes it to a new level," said Ben Cole, Strategic Sales Executive at RUX Software. "Customers who already rely on Advanced CRM every day are now getting an agent that acts on their behalf, not just organizes their work. That is a meaningful step forward for a product our customers already trust."

RUX Rentals MCP: Governed AI Access to the Full Rental Data Model
RUX Rentals MCP gives rental companies a direct, real-time line into the data that runs their operations. Instead of navigating dozens of clicks inside Business Central or waiting on someone to pull a report, teams can ask natural-language questions through chat.

Access covers the full rental data model: contracts, quotes, availability, dispatch, billing, and more, all governed by the same permissions already in place in Business Central. Sales teams answer customer questions on the spot instead of putting them on hold. Dispatchers and field teams stay aligned without constant manual lookups. Finance teams get billing and accrual answers in a conversation instead of a report cycle. And because every query runs under the requesting user's existing permissions, organizations extend the access controls they have already built instead of creating a new layer just for AI.

"Our customers have made it clear that they prioritize two things when talking about AI. First, they want AI to provide insights that are critical to business decisions. Second, they want the freedom to bring their own AI," said Jim High, Chief Services Officer at RUX Software. “Instead of digging through reports, they can quickly identify where they're making money, uncover operational bottlenecks, and make better decisions faster. We believe faster access to meaningful information is one of the biggest competitive advantages AI can deliver."

Configured for Complexity, Built for the Long Haul

This investment reflects RUX's commitment to moving first for the partners and customers who depend on it. The introduction of these agents and an MCP for the industrial equipment rental and commercial field services market, RUX gives its partners a stronger, more differentiated offering to bring to their own customers.

The agents and MCP are available now in sandbox environments. They will be available in production environments in the coming weeks.

About RUX Software
RUX Software is a leading provider of verticalized solutions for industrial equipment and commercial field services businesses, empowering organizations to operate with ironclad integrity through purpose-built software. Built on Microsoft Dynamics 365 Business Central and backed by over 30 years of expertise, RUX delivers a comprehensive ecosystem of Business Applications including Rentals, Service, and 30+ productivity and automation tools, all engineered to transform fragmented operations into unified, intelligent systems. By providing end-to-end visibility from quote to cash and connecting every asset to every dollar, RUX helps clients unlock revenue, automate manual processes, and make confident decisions that maximize profitability and operational efficiency.

RUX. Engineered to fit, built to last.

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