

# Track and Manage Loaned Equipment

Ledgeview partners CRM FOR OIL & GAS

NATIONWIDE-PREFERRED SOLUTION

## Do you really know where your equipment is, such as expensive tanks, or do you rely on good word alone to be assured your product is in your tanks?

Face it – Lubricant Marketers can't ever be 100% sure that the right product is going in their tanks and when they're going to get them back without a system to keep account information organized. Though you may have previously relied on phone calls with your customers or their vocal promises alone, CRM for Oil & Gas provides you relief so there is no wondering or guessing and you get your part of your equipment contracts fulfilled.

### CRM FOR OIL & GAS:

- **ENSURE YOUR PRODUCT IS IN YOUR TANKS**

Equipment tracking in CRM lets Lubricant Marketers know where their money is and see who still has their equipment, where it is, and when the contract is due. By tying a specific account to the equipment, Lubricant Marketers can record and track which customer has which equipment and the product that is supposed to be in it. Using this feature, you can identify pitfalls or questionable activity that may lead you to believe or identify that your product isn't actually being used in the tanks, preventing huge losses.

- **CLEAN UP YOUR TRACKING METHODS**

With Equipment Tracking in CRM, you can get rid of all of your pesky spreadsheets and documents you may have for tracking equipment now, and see everything you need to about your equipment: who has it, which tanks are where, which products are going into what tanks or not, and more.

- **DASHBOARDS MAKE TRACKING EASY**

Dashboards provide easy visualization for Lubricant Marketers to track equipment, and, the best part is, **Lubricant Marketers can fulfill their ROI on Equipment Tracking alone!** The value of tracking and managing loaned equipment in CRM is undeniable. (Remember, you can track generators and other equipment – it isn't just for tanks!)

Name	Account	Equipment
Alexis Oil - Josh's Hose	Alexis Oil	
Fairview Manufacturing - #10 Hose	Fairview Manufacturing	#10 Hose
Amet Limited - #10 Hose	Amet Limited	#10 Hose
1812 PAINT & BODY - 200 Gallon Tank	1812 PAINT & BODY	200 Gallon Tank
A & P AUTO - 200 Gallon Tank	A & P AUTO	200 Gallon Tank
Fairview Manufacturing - 200 Gallon Tank	Fairview Manufacturing	200 Gallon Tank
A ONE OIL - 200 gallon tank 4/23/12	A ONE OIL	200 gallon tank 4/23/12
AAAA Construction - 200 Gallon Tank 10/6/2011	Arrow Construction	200 Gallon Tank 10/6/2011
A & P AUTO - 200 Gallon Tank 10/6/2011	A & P AUTO	200 Gallon Tank 10/6/2011
STEVE LEWIS SUBARU - 250 Bench Tank 10/27/2011	STEVE LEWIS SUBARU	250 Bench Tank 10/27/2011
Fairview Manufacturing - 275 gallon tank 09/13/2011	Fairview Manufacturing	275 gallon tank 09/13/2011
1812 PAINT & BODY - 275 gallon tank 09/13/2011	1812 PAINT & BODY	275 gallon tank 09/13/2011
A & F TRUCK SERVICE	A & F TRUCK SERVICE	275 gallon tank 09/13/2011
Hardy Industries Inc	Hardy Industries Inc	Big Oil Truck

"I don't know where we'd be without Ledgeview's CRM for Oil & Gas product."

H.N. FUNKHOUSER

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