



RENT EASY • RENT YOUR WAY

Tech Equipment Rentals: Effortless Device Rentals for Modern Needs

Use Case

- Business Rentals
- Remote Work
- Education

Scope

- Website UI/UX
- App UI/UX
- Brand Communication

Industry

- Tech Rental - B2B/B2C

Tools Used

- Shopify
- Figma

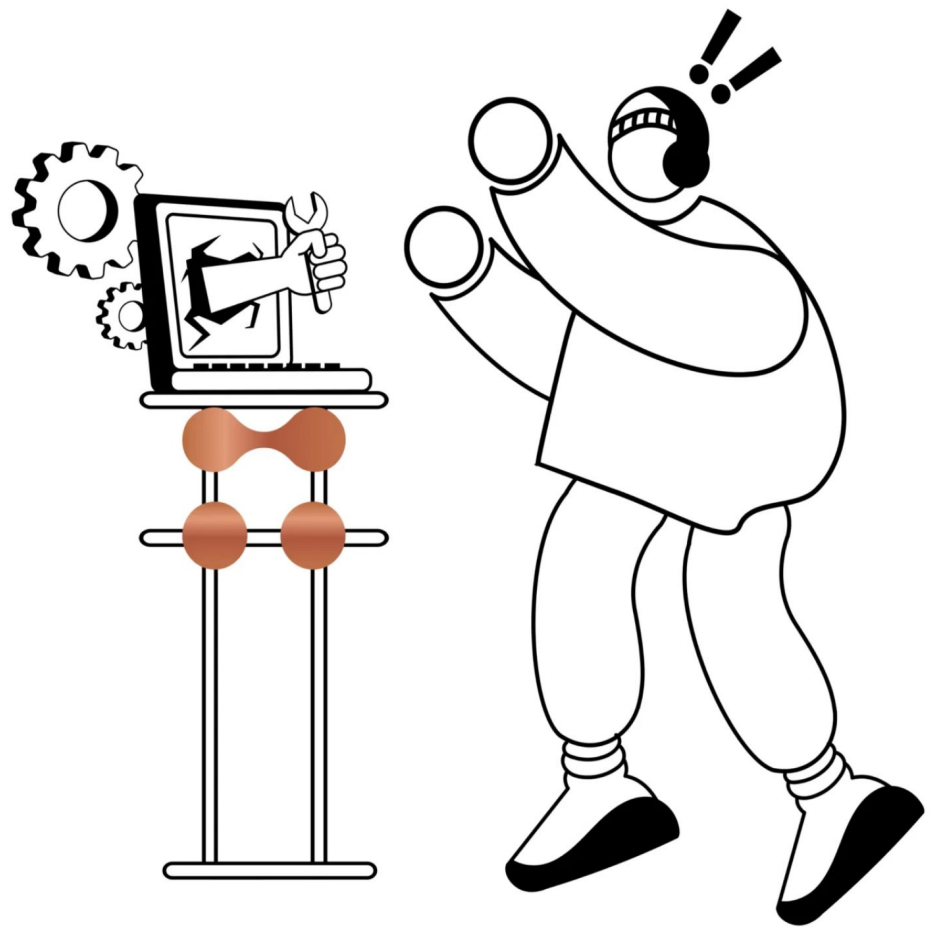


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The Challenge/ Problem

Our mission is simple: to make great tech accessible for anyone and everyone. The problem is that buying tech can be expensive, inefficient, and unsustainable. We offer affordable subscriptions that are flexible enough to fit into your life while being planet-friendly at the same time



01

KYC Integration: Integrating third-party KYC platforms for secure customer verification

02

Pricing Strategy: Developing a sustainable and competitive rental pricing model

03

Payment Gateway issues: Regulatory issues necessitated the shift to modern payment gateways that were better suited

04

Order Management System: Building a robust OMS for various stages of order processing, including verification and delivery

05

Security Deposit & Delivery: Managing security deposits and offering same-day delivery efficiently

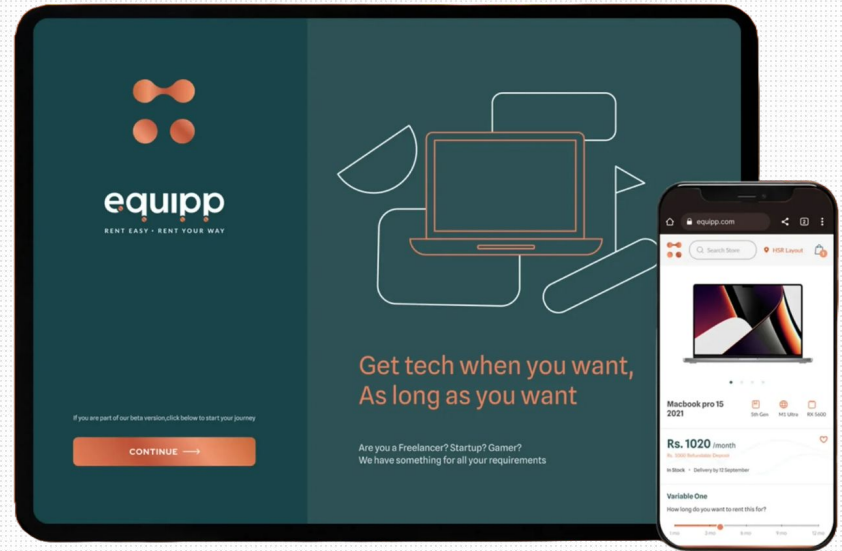
Client Overview

Equipp is not a 'new brand' at all. They're a part of Ralco Synergy. They have been in the rental space for over 25 years and services for over more than 150 of the 200 top IT companies across India. They have catered to well-known clients such as Infosys, Wipro, and TCS

Equipp was launched in 2023, providing operating in both the B2B and B2C segments

They operate in the IT equipment rental industry, focusing on providing technology rentals such as laptops. Equipp was conceptualized with the mission to make great tech accessible for anyone and everyone. Buying tech can be expensive, inefficient, and unsustainable. Equipp offers affordable subscriptions that are flexible enough to fit into our lives while being planet-friendly at the same time. Equipp is one of the first companies in India to be renting out high-end products like laptops, iPads, PlayStations, and more via a web and mobile app

Source: Brandemic



Market Overview

India's Electric Appliance Rental Market: A Growing Trend

The Indian electric appliance rental market, valued at USD 1.80 billion in 2024, is projected to grow at a CAGR of 10.07% through 2030. This burgeoning sector is driven by changing consumer preferences and urbanization, offering cost-effective alternatives to purchasing appliances outright

Key Factors Driving Growth:

- Rising adoption among urban millennials and young professionals
- Demand for convenience, affordability, and easy upgrades
- Shift towards sustainable consumption and sharing economy
- Comprehensive rental packages including installation and maintenance
- Catering to both residential and business customers

Source: the business research company, news18, techsciresearch

Developed for a Client / Prospective Client by Seventh Triangle Consulting Private Limited STRICTLY CONFIDENTIAL: FOR CLIENT CIRCULATION ONLY



Expected Growth
Rate Through 2027

11.7%

Expected Market
Size By 2027

\$104.60 Bn



The increased dependency
on electronic products
is the main driver of the
market

Asia-Pacific
is the largest region
in the market



Competitor Analysis

	Computer Junction Private Limited	RAC IT Solutions	RentSher	RentoMojo
Founding date	1995	1998	2016	2014
Services	IT equipment rentals, including computers and networking devices	Offers diverse IT rental solutions, from graphic workstations to data center equipment	Short/long-term PC rentals for events, businesses, and individuals	Furniture, appliance, fitness rentals; now includes IT equipment
Clients	Notable clients include Coca-Cola, HCL, TCS, Wipro, and Tech Mahindra	Serves 1800+ clients across multiple industries. Deployed over 100,000 assets nationwide	RentSher has a diverse clientele, including educational institutions and event organizers	Serves a wide range of clients including young professionals and startups
Strengths	25+ years nationwide; vast inventory; prioritizes satisfaction and transparency	Innovative, customer-focused, with strategic branches across India for prompt service	Flexible rental periods; easy online booking and management	Strong brand recognition, extensive funding, and resources; asset-light model
Weaknesses	Their extensive service portfolio might dilute their focus on core IT equipment rentals	Large client base may affect personalized service	Newer player; may have less experience and smaller inventory	Has main focus on home items; thus is new to IT rentals

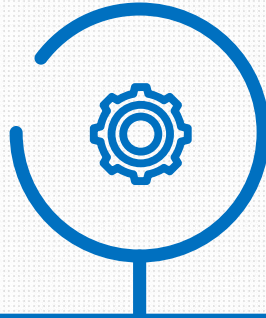
Source: Statista

Solution



BEGINNING

- B2C wing created by second-gen entrepreneur
- Approached STC for platform development and website transformation
- Initial 1–1.5 month discovery session
- Identification of requirements and scope



FRAMEWORK

- Unique model different from usual D2C
- Integration of KYC processes
- Solving pricing model complexities
- Payment gateway integration



DATA

- Key metrics: Conversions, Bounces, Sessions, Traffic
- UI/UX issues identified & fixed
- KYC verification
- Monthly pricing system
- Security deposits
- Custom OMS



CONCLUSION

- Capability building for the client
- Successful implementation on Shopify
- Focus on maintaining and enhancing platform capabilities
- Potential for expansion based on initial success

Key Findings

Requirement of integrating custom solutions

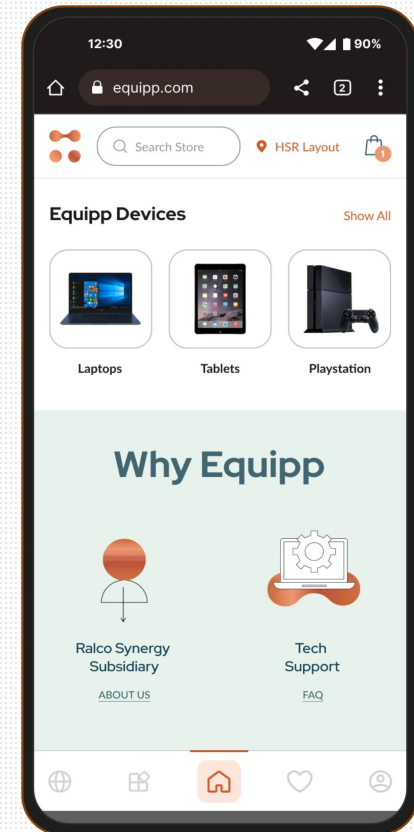
Need to develop a custom Order Management System (OMS) with KYC and verification modules to enhance security and operational accuracy. Also integrating monthly invoicing with a payment gateway to improve payment tracking and handle defaults

Need for Technology and Platform Development

Developing a new platform on Shopify using technologies like React.js and Node.js, ensuring robustness and scalability. The UI/UX design, created with Figma, is being fully integrated to provide a consistent user experience

Need for Operational Efficiency

A system to facilitate efficient order processing from placement to delivery, enhancing operational efficiency. Mechanisms to manage payment defaults, late fees, and penalties are ensuring financial stability and smooth operations



Our Approach

A comprehensive approach ensured the successful development and implementation of the platform, addressing both the technical and operational challenges effectively



Integration of Custom Solutions

- Building Order Management System
- KYC and verification integration



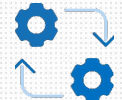
Enhanced Customer Experience

- Efficient same-day delivery strategy
- Integrated security deposit management



Technology and Platform Development

- Robust Shopify platform development
- Integrated Figma UI/UX design



Improving Operational Efficiency

- Streamlined order processing system
- Comprehensive default management mechanisms

Our Solution

We developed a custom Order Management System (OMS) and integrated advanced KYC verification for EQUIPP. We implemented same-day delivery and seamless security deposit management, enhancing operational efficiency and customer experience

Integration of Custom Solutions

Order Management System (OMS): Custom-built to handle orders from placement to delivery, including KYC and verification

KYC: Separate solutions for PAN/Aadhar validation and bank statement analysis

Invoicing: Monthly payments, tracking, default handling



Enhanced Customer Experience

Increasing Delivery efficiency: Suggesting delivery strategies for same-day delivery for pre-noon orders, excluding holidays; improved customer experience and operational efficiency

Security Deposit Management: Integrated security deposit system with rentals; improved transparency and transaction trust



Technology and Platform Development

Platform Development: New Shopify platform built with React.js, Node.js, HTML, CSS, JavaScript; making it more robust and scalable

Custom UI/UX: External Figma UI/UX design integrated for consistent, intuitive user experience



Improving Operational Efficiency

Efficient Order Processing: Efficient system that manages order flow from placement through verification to delivery

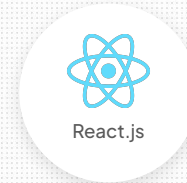
Handling Defaults: Mechanisms for managing payment defaults, late fees, and penalties ensured operational efficiency and financial stability, contributing to the platform's success

Tools & Technologies

By leveraging these advanced tools and technologies, Seventh Triangle Consulting successfully addressed the unique challenges faced by EQUIPP, leading to the creation of a secure, efficient, and user-friendly platform

Developing a custom Order Management System (OMS) for EQUIPP using Shopify's Liquid, React.js, Node.js, HTML, CSS, and JavaScript

The OMS integrates advanced KYC verification, including PAN/Aadhar validation and bank statement analysis. A payment gateway handles monthly invoicing, improving payment tracking and defaults management. We implemented a security deposit system for transparent transactions and enhanced UI/UX with Figma, plus a web app for team access. Despite initial challenges, we created a robust platform for EQUIPP, boosting operational efficiency and customer experience



Seventh Triangle



Building Intelligence

***“Alone we can do so little;
together we can do so much”***