



A Rush Computer Rentals Case Study

Serving University Technology Needs with Quick and Easy Equipment Solutions

Recently, one of the largest universities in Canada addressed a rapidly changing, business-critical situation with the help of Rush computer. Rush rental equipment, personalized service, and customer responsiveness helped this university make the best of an uncertain business environment during the pandemic.

Situation

In the early stages of the pandemic, a prominent educational institution needed to provide 1,000 laptops, very quickly, to students who were adapting to a learn-from-home environment.

Without much notice, the university realized that nearly all students and staff would be learning and working from home, with students studying and completing assignments on a remote basis and staff teaching from home.

Problem

To ensure that each student and all teachers had the proper equipment, the university required 1,000 laptops on an expedited basis. They were referred to Rush due to its large inventory of readily available rental equipment and the ability to process large equipment deployments quickly.

Solution

After an initial discussion, the university rented 1,000 laptops, as the duration of use was unknown at that time.

division of ElectroRent Corp

To accommodate work from home needs and determine the appropriate quantity going forward, rentals were initially set for a two-month term.

Regarding shipping and distribution, various options were provided for deployment services. To provide many units as fast as possible while easing the distribution burden, laptops were delivered in bulk groups of 100.

Outcome and Benefits

After the initial two-month rental need was fulfilled, in consultation with Rush the university decided to purchase the initial order of 1,000 rented laptops. This was done for several reasons.

- The rented laptops were newer than their existing computer inventory
- The university already had a pending project to replace 1,000 aging assets.
- This eliminated the logistics of collecting all rentals at the end of the rental term.
- It was clear that learn from home would remain in place for much longer than anticipated.

Contact Us Today

Visit [rush.computer.com](#) or contact us at [800-875-2277](tel:800-875-2277). Ask us for a no-obligation proposal to meet your specific needs.