



A Rush Computer Rentals Case Study

## Computer Learning Academy Relies on Rush

### Reliable Technology with Customized, Personal Service

This case study is based on an interview with Danny Pezzotta, co-founder of PlanetBravo, a learning academy that operates summer camps, technology labs and after-school computer clubs near Burbank, California.

Since 2003, PlanetBravo has grown from a single location to provide nearly 40 local schools and recreation centers where students learn to code, engineer custom robots, film original movies and create digital artwork.

### Full Customization and Technology Set up

According to Pezzotta, “When we started, we had one location. We ran a computer lab and got permission to use the school’s computers for our summer program. Today, Rush provides all the technology and equipment we need to run our program every year.”

Rush spends quite a bit of time ensuring that all the equipment, network and power connections are properly set up, so we don’t encounter any issues. At the end of the course, Rush returns to break everything down and take back the equipment.

To further assist us, Rush provides us with a demo unit so we can create the custom image that Rush loads on each computer prior to installation. “It’s amazing that they give us a sample computer to perfect our image exactly how we need the final configuration. It’s amazing.”

Today, PlanetBravo is the largest computer and technology summer camp in Los Angeles.

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## The First Meeting

In the summer of 2007, we contacted Rush to see what they could offer. We met with them in person because we wanted to understand what made Rush different. Within a short time, we found out: their people make everything super-easy and comfortable.

Today, we know the Rush team very well. In fact, we know each one of them by name and consider them part of our extended family. Without exception, they are consistently helpful, friendly and service oriented.

## Annual Summer Set Up

Each year, when the Rush team arrives for summer set up, we immediately feel comfortable. There's a lot of familiarity and camaraderie. Rush goes out of their way to customize everything for us. Whatever we need, they are happy to help.

I remember the first time we wanted to use virtual reality headsets. Rush immediately understood what we needed and knew how to set up the VR graphics cards for best performance. The following year, they asked us how many units for VR we wanted, and they already knew how to customize the graphics cards.

## Fast Replacement, if Needed

The entire Rush team is easy to work with. If there is ever a budget issue or a problem, they are there to help—right away. I recall one time there was a technical issue with a display. We called Rush and gave them the asset tag number. The next morning, someone from Rush arrived with a new display. They exceeded our expectations.

## Financial Analysis – Rent or Buy

Each year, PlanetBravo conducts a financial analysis to confirm whether it makes sense to rent or buy, and each year, the results come back the same—it makes financial sense to rent from Rush. From equipment storage and set up to imaging and transportation, it simply doesn't make sense for us to buy the equipment.

Rush delivers and sets up everything we need, including laptops, displays and custom graphics cards.

Rush technical people are meticulous and take additional time and attention to confirm that everything is right, especially the networking and power distribution in our labs.



- All things considered; Rush is the best fit for us. There's really not much we need to do. Rush knows exactly what we need, and their people understand customer service.

## The Bottom Line

Rush is so good that they can really serve all of our needs. Occasionally, we have been contacted by other providers. Some can't meet our expectations in terms of set up. Others can't service all of our locations.

- In every instance, we quickly realize that using another vendor would mean compromise.

Rush is the best fit for us – they know exactly what we need and provide it with a high level of service and attention. With Rush, we get the right price, the right equipment, and set up and breakdown, just the way we want it.

## Your Trusted Partner

Name-brand products, proven technical expertise and flexible financial options. With nationwide locations, Rush provides fast shipping and personal, responsive service. Maybe that's why so many of our first-time customers become longtime clients.

To learn more about customized laptop and computer technology management programs, or to receive a customized no-cost/no-obligation proposal, contact us at \_\_\_\_\_ or visit \_\_\_\_\_