PROFIT$ WEB

Cloud-Based Software

Equipment Replacement & Utilization

Designed by Fleet Managers for Fleet Managers

www.longobart-ross.com

949.943.0023

PLAN AND BUDGET
FOR VEHICLE & EQUIPMENT REPLACEMENT

Today, and in the Future!

PROFIT$ = Saves your fleet operations hundreds of thousands of dollars each year.

Plan and set budget for vehicle and heavy equipment replacement.
Right-size your fleet.

YOUR RETURN ON INVESTMENT

Plan and set budget for vehicle and heavy equipment replacement.
Right-size your fleet.
Reports serve as the first step to planning for transition to electric!

SOFTWARE FEATURES

- Uses six factors to determine replacement vs. only miles and age.
- Allows you to change the lifecycle of a class and instantly see the results. Adding years before an asset should be replaced saves thousands of dollars each year.
- Five and ten-year projection reports by class and/or by department:
    - Instantly shows cost incurred when holding an asset over its recommended life.
    - See maintenance and depreciation cost breakdowns for every asset.
    - Example: If your fleet has $5M in replacement funds, but $12M shows in need of immediate replacement, now able to determine which assets should be replaced, first by comparing other instant reports available via PROFIT$.
- Auction Report: Find out best time to sell for the highest dollar.
- Keep photos of assets, accidents, work orders, etc. under each asset's VIN number.
- Track unexpected repairs and scheduled repairs.
- Monthly and Annual Maintenance reports, including fuel cost.
- Determines Total Cost of Ownership by class and department.
- Instant utilization reports.
    - See assets that should be redeployed, sold, or put into motor pool.
    - o Assets can be moved to non-active status and method of disposal can be customized.

PROFIT$ Web was created by a Fleet Manager with four decades of experience and numerous industry awards, Rick Longobart, and President of LRC, Cynthia Ross, who designed the software. It was developed to eliminate the time-consuming task operations face when determining the optimal time to replace an asset (vehicles, equipment, and yellow iron) and rightsize its fleet.

PROFIT$** was introduced at the Government Fleet Expo, aka GFX, in Nashville of 2016. There Fleet Managers from all over the nation were involved in testing the software and shared their ideas for additional functions that have made **PROFIT$ Web the most robust equipment replacement and utilization software in the industry.

Prior to LRC importing valuable data into their software, data is scrubbed to ensure complete accuracy. LRC handles all data import delivering a fully functional software program in just *four to six weeks.

While other software programs require sorting and/or filters in order to run each type of report, **PROFIT$ Web** provides its wide variety of reports immediately and with just one click of the mouse.

Reports were designed to be easy to understand for anyone outside Fleet Services. Anyone involved in decision-making, whether a CFO, a CPA, a President of a corporation, the Mayor etc. can view the printed reports and analyze the data that, in turn, shows what assets should be replaced today, what assets are coming up for replacement soon, what assets are in good standing and what assets are in excellent standing. Color codes reflecting each are shown in every sortable report.

Reports may be shown by class or department, therefore, financial decisions required for budgeting are simple to delegate to the appropriate customer. All reports are driven by financial data and industry-set algorithms. All factors utilized in **PROFIT$ Web** are essential for accurately reporting the optimal time for replacement.

With just one-click, **PROFIT$ Web** also provides 10-year projection reports that can be viewed in various ways. These reports show what will occur financially when an asset is held after its optimal replacement time. In just minutes, annual replacement, annual depreciation, and escalating annual maintenance costs are shown for each asset over a 10-year period. The 10-year time span is set by user.

Monitor fuels, edit data for each asset, import timely updates, and utilize unlimited photo space for accident records and important documents associated to an asset.

Unlike other software that uses only a few factors to determine replacement, **PROFIT$ Web** utilizes six factors that are each important when determining the true replacement time.

1. Type of service
2. Age
3. Mileage
4. Reliability
5. Maintenance Repair Costs
6. Condition

PROFIT$ Web shows users when maintenance costs exceed the original purchase price which allows users to calculate projections for holding an item over its recommended replacement date. Change inflation value to see how these rates could affect the future.

By evaluating **PROFIT$ Web** reports, rightsizing the fleet becomes an easy task. Rightsizing is essential and when done properly can save an operation several thousand dollars. You will now be able to determine when an asset should be replaced, put into a car share program, redeployed, or sold.

PROFIT$ Web also has a feature that allows vehicles to be put into an auction report that may then be sent to auction houses for input on the best time to sell an asset for the highest price possible.

PROFIT$ Web's front-end is built on the Vue.js framework with proprietary middleware. **PROFIT$ Web's** data backend runs on a Microsoft SQL Server data center, securely hosted and maintenance-free for clients.

This means:

1. Faster support
2. Data is not on city or county network
3. Better version control
4. Single directory, just for the front-end
5. Infinite users from any location
6. User permission levels
7. Secure data

LRC warrants that no other like products are available for purchase that would provide the same stand-alone service and robust functionality for equipment replacement and utilization as Longobart- Ross **PROFIT$ Web** Software.

Longobart-Ross Consulting, Inc. (LRC) is located at 525 Angeles Blvd. in Big Bear City, CA 92314 and is the sole-source/single provider for the Longobart-Ross Software-Technology trademarked as **PROFIT$ Web.** LRC created and developed the software independently, maintain full and exclusive rights for source code, programming modifications, distribution of the software, web platform and online processing, software training and support contracts. LRC is the publisher and holds all rights for this platform. There are no agents or dealers authorized to represent this software.

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If you desire additional information, please contact Cynthia Ross at 949.943.0023 or by email at cynthia@longobart-ross.com.

Time for delivery is dependent upon data being provided within a certain time period which is agreed upon during Kick-Off.

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TRANSITION GROUP
A Complete Plan to Your EV Transition

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FULL FLEET SOLUTIONS
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WOMEN'S BUSINESS ENTERPRISE
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Cynthia Ross

CEO/President

Cynthia came from the private sector in December of 2013 where she was the VP of Client Relations throughout her career and earned her Accreditation in Leadership and Energy and Environmental Design.

With a fascination of the government sector, she developed Longobart-Ross Consulting where she is President and co-owner. As a genuine advocate for meeting a client's needs, Cynthia learned the inner workings of a fleet operation in order to then assist fleets throughout the country become more efficient by utilizing industry best standards.

Combining her client liaison skills and her skills as a strategic planner, she acts as the company's Project Manager. Her phenomenal communication skills allow her to go below the surface of external challenges. Combining this knowledge with the thorough understanding of a fleet's current practices and their goals, she is then able to provide prudent solutions that result in a written plan toward the achievement of a more efficient operation. Her ability to hit milestones, manage cost control, and stay within budget allocations allow her to oversee projects ensuring all Client goals are met and exceeded. Cynthia manages all collaboration between Client, LRC, alliance members, subcontractors, and others involved in the project.

In 2017, she co-authored a proprietary software called PROFIT$. This software is the perfect tool to provide a variety of reports that allow fleet operations to plan their replacement budgets for all vehicles and equipment within their fleet. These reports also allow for long-term planning for the transition to electric and/or hybrid.

In 2020, Longobart-Ross Consulting became a Woman-Owned Business and is a Certified CA Small Business.

In 2021, Cynthia created Seamless EV Transition Group, aka SEVT Group, which is doing business under Longobart-Ross Consulting. SEVT Group is a solid collaboration of experts who work with clients throughout the country to plan a "seamless transition" to electric and hybrid.

PROJECTS

- ✹ SALT RIVER PROJECT, ARIZONA
- ✹ CITY OF KENT, WA
- ✹ SUNLINE TRANSIT AGENCY
- ✹ CITY OF LEHI, UT
- ✹ BC HYDRO, CANADA
- ✹ EVERETT, WA
- ✹ MOBILE, AL
- ✹ SACRAMENTO AREA SEWAR DISTRICT
- ✹ DONA ANA, NM
- ✹ COUNTY OF ALAMEDA, CA
- ✹ EASTERN MUNICIPAL WATER DISTRICT, CA
- ✹ CITY OF BURBANK, CA
- ✹ CITY OF OCEANSIDE, CA
- ✹ COLORADO SPRINGS, CO
- ✹ KENNEWICK, WA
- ✹ WENATCHEE, WA
- ✹ CITY OF CHULA VISTA, CA
- ✹ COUNTY OF BOULDER, CO
- ✹ COUNTY OF SAN JOAQUIN, CA
- ✹ TOWN OF CASTLE ROCK, CO
- ✹ COUNTY OF LIBERTY, TX
- ✹ MECKLENBURG CO., NC

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Rick D. Longobart

Vice President

Mr. Longobart has been Involved in the Fleet industry for 40 years, working for three different municipalities in California. Mr. Longobart led the City of Santa Ana Fleet to 3rd Best Fleet overall, #1 Mid-Size Fleet in the country, and 9th on 100 Best and Greenest Fleet in the Nation in 2014. Mr. Longobart is the only Fleet Manager in the nation to bring all three agencies into the 100 Best Fleets.

A member of (MEMA) for 29 years, he was President for ten years. He's past chair of the NAFA Pacific Southwest Chapter, Mr. Longobart is also a Chief Judge for 100 Best and Green Fleet award program.

Mr. Longobart is a highly accomplished management professional with proven leadership skills and a track record of award-winning performance in the public service sector of Public Works handling Fleet, facility, street maintenance, solid waste management and custodial services. He possesses an extensive background in alternative energy, budgeting, equipment replacement, capital improvements and management of internal service funds using lifecycle cost analysis, real-time operating charges, and cooperative agreements for purchase of products and services. Mr. Longobart excels at the development and implementation of cost containment strategies and at dramatically improving operations through institution of creative solutions. He demonstrates ability in successful representation of division to governing bodies and in the management of hazardous materials.

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