

Top Equipment Dealer on the West Coast makes strategic investment in Equip-Soft Dealer Management Software as Minitrac support finishes

Equip-Soft, an IndustryBuilt company, announces that Yale/Chase Equipment and Services, Inc. has chosen Equip-Soft's Dealer Management System.

A top Equipment Dealer in the West Coast, Yale/Chase Equipment and Services, Inc., who have been in business for over 20 years, made the decision to invest in a new dealer management system. Based in California, Yale/Chase Equipment and Services who is an Authorized Yale Dealer is one of many dealers who have had to adapt and overcome the challenging economy and changes happening in the industry.

"It's the right time to make strategic IT purchases and we were ready to invest in new technology. Our investment with Equip-Soft means that we will be able to directly interface with Yale Material Handling Equipment. This interface will help us better serve customers and increase operational efficiencies. We will also be able to access Speed Shield™ and will integrate to Mobileframe mobile computing solutions. I'm excited to utilize technology and move our company forward." Says Roger Ketelsleger, President of Yale/Chase Equipment and Services.

Pierre Bertrand, Senior Project Manager at Equip-Soft states "Yale/Chase Equipment and Services, Inc. has made a phenomenal name for themselves and is considered one of the top dealers in the nation. We are excited to have them as a customer. The scope of the project is wide and we look forward to working with the Yale/Chase team."

About Yale/Chase Equipment and Services Inc.

Most lift truck dealerships are a sales organization that also offers service.

Yale/Chase started as a service organization and through our constant focus on customer service, we have been able to acquire world class brands of material handling equipment including: Yale Lift Trucks, Princeton PiggyBack, Drexel, and Bendi Very Narrow Aisle, Taylor-Dunn & EZGO Personnel and Burden Carriers and the PowerBoss Sweeper and Scrubber line. With over half of our total employees working in our service departments, our commitment to customer service still remains our #1 mission.