

# Project Delivery Impact *EZY* (Heavy Equipment Rental App)

## Overview:

*EZY* is a mobile-first rental marketplace streamlining access to heavy construction equipment for contractors, businesses, and individuals. It eliminates delay, manual negotiation, and inefficiencies in the traditional rental process through on-demand booking, real-time availability, and 24/7 support.

## Project Scope & Execution

Launched MVP within 4 months, including:

Equipment listing system with search/filter

Booking engine with price automation

User onboarding for suppliers and renters

## Bilingual interface (RU/EN)

Developed a scalable backend for processing listings, fleet availability, maintenance schedules, and communicating with suppliers.

Directed an Agile team distributed between UX/UI, backend, and mobile development, using 2-week sprints and Jira tracking.

Directed vendor partnerships for one-time equipment listings and customer onboarding incentives.

## Business & User Impact

Reduced average booking time from hours to minutes, improving operating efficiency for contractors.

Provided real-time access to 50+ categories of equipment, from light tools to heavy equipment.

Added convenience through the introduction of a 24/7 mobile self-service experience, reducing reliance on rental office hours.

Achieved 15% cost reduction for end customers by virtue of price comparison and dynamic pricing features.

Seamlessly integrated with local, trusted suppliers, ensuring safety along with compliance with maintenance standards.

## **Strategic Accomplishments**

Made EZY a "marketplace-first" solution within a highly offline-oriented industry.

Increased client satisfaction with real-time order tracking and multi-language support.

Enabled smaller contractors to compete by lowering the barrier to access for specialist equipment.

Set the foundation for future integrations (fleet tracking, payment gateways, reviews).