

REALIZE ROI FROM REMOTE MONITORING

INCREASE PROFITABILITY AND EFFICIENCY

What is generator monitoring?

Generator monitoring is an electronic device installed on an emergency power system to track the activity and condition of the system. Alert notifications are sent out to indicate a status change or problem conditions that need to be addressed. Historical performance information is archived for diagnostic analysis.

Why should we even care?

- o Customer Expectations: The emergency power system is installed for a critical reason and purpose, and it **MUST** work when needed. They expect you to make sure that happens.
- o **Failure** is defined as: Power goes out and the generator does not work!
- o **Reliability** is defined as: Power goes out and the generator works!
- o Monitoring helps to **avoid failures**. When a failure occurs, the consequences can be severe to the generator owner and detrimental to you, the service provider.
- o **Failure** is a **Lose/Lose** situation for the customer AND the service company
- o Most **failures** (as defined above) can be avoided with monitoring and **proactive service**
- o Monitoring provides a much higher level of service to the generator owner

What is the return on my investment?

Return on investment is many fold

- o Happy & Loyal Customer - Reliable system that works when needed most
- o Recurring revenue and profit for the service company
- o Customer retention means capturing the recommended repairs such as battery changes, block heaters, belts, hoses, coolant flush & fill, load bank testing, etc.
- o Better technician efficiency knowing in advance where to send technicians
- o Proactive Service Response vs. Reactive is much easier to properly route and schedule

Presented by:

GENTRACKER
Generator Monitoring System



Innovative Monitoring Solutions

OMNIMETRIX
GLOBAL MONITORING + CONTROL

STATE OF THE INDUSTRY

Generator In-Service Population - 2021

OEM Power Range	Mobile	Stationary	Grand Total
<10 KW	1,296,122	950,775	2,246,897
10-20KW	565,942	918,237	1,484,179
21-50KW	425,568	390,129	815,697
51-300KW	401,402	812,299	1,213,701
301-500KW	11,569	144,550	156,119
>500KW	15,278	206,094	221,372
Grand Total	2,715,881	3,422,084	6,137,965

Mobile Includes:

Portable Generators

RV Generators

APUs

Trailer Mounted Generators

Generator US Production - 2021

OEM Power Range	Mobile	Stationary	Grand Total
<10 KW	754,255	71,212	825,467
10-20KW	33,699	81,868	115,567
21-50KW	13,155	47,087	60,242
51-300KW	12,327	52,271	64,598
301-500KW	339	8,190	8,529
Grand Total	813,775	260,628	1,074,403

Stationary Includes:

Industrial Generators

Residential Generators

**Includes Diesel and LPG & Natural Gas fuels*

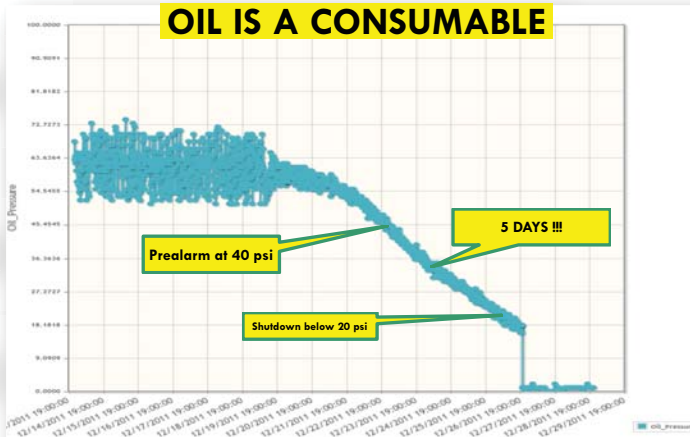
North American Gen-Set Production Overview (2019-2023)

Gen-Set Rating	2019	2020	2021	2022	2023
<10KW	744,643	756,197	825,467	895,933	920,496
10-20KW	99,992	102,986	115,567	129,521	135,374
21-50KW	51,723	53,265	60,242	66,749	69,410
51-300KW	61,026	58,004	64,598	69,589	71,155
301-500KW	7,700	7,610	8,529	9,179	9,399
Grand Total	965,084	978,062	1,074,403	1,170,971	1,205,834

SOURCE: *Power Systems Research OE Link* [®]

PREVENT FAILURES & IMPROVE EFFICIENCY!

Failures Caused By Consumables Are Mostly Preventable With Simple Service



Oil Pressure Declining:
Prime Power - 5 days between LOP Warning and Shutdown

Urgency: Low

Technician Skill LVL Needed: Low

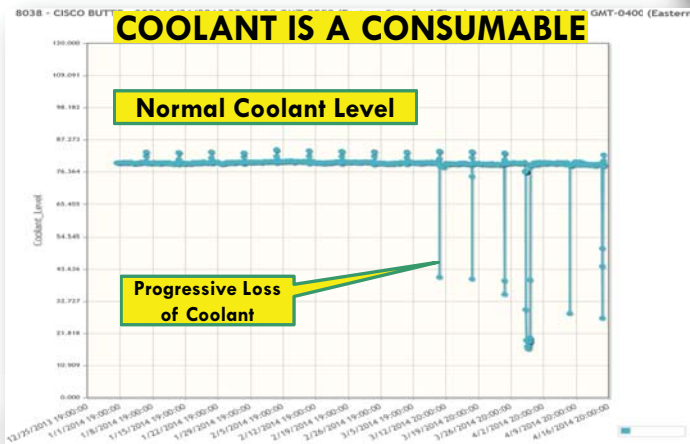
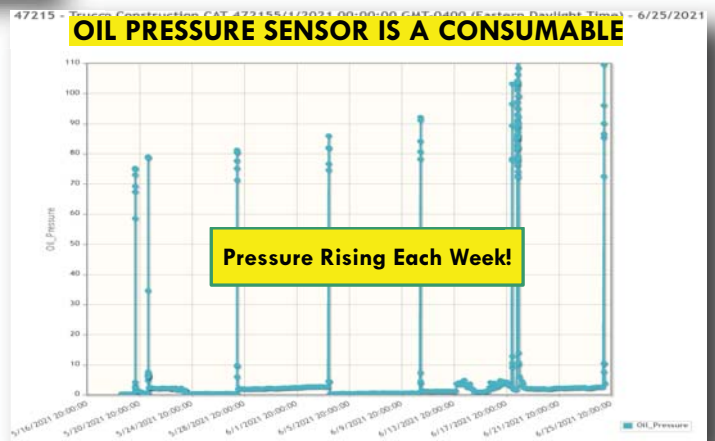
Service Bill: \$

Run Time Oil Pressure Rising:
Expected 70psi values above 100psi

Urgency: Moderate

Technician Skill LVL Needed: High

Service Bill: \$\$\$



Coolant Level Falling:
Coolant Level is a latching shutdown

Urgency: High

Technician Skill LVL Needed: Low

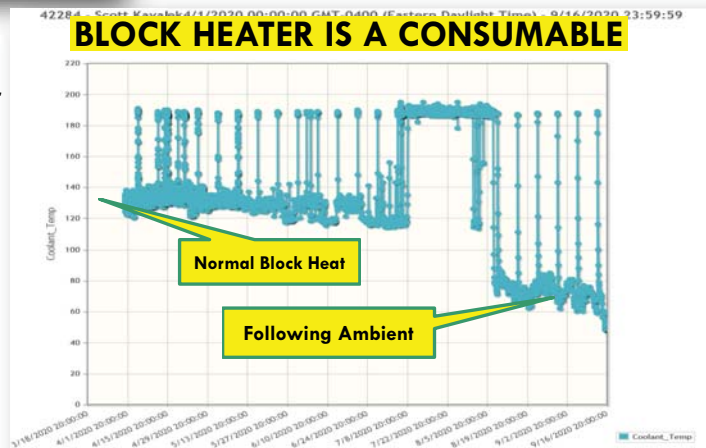
Service Bill: \$\$

Coolant Temperature Falling:
Block Heater failure. Could be heater or tripped breaker.

Urgency: Low

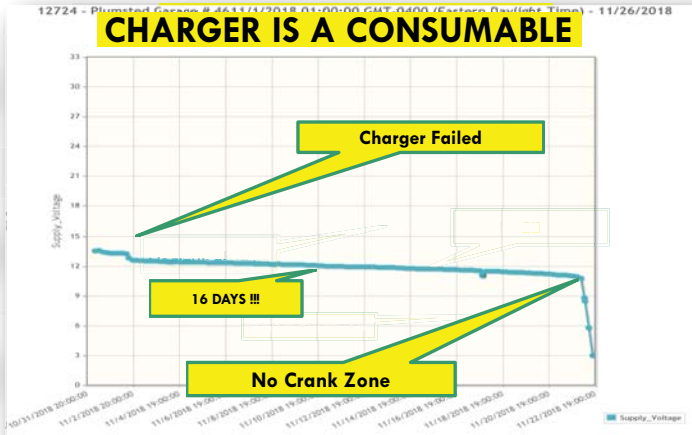
Technician Skill LVL Needed: Low

Service Bill: \$ - \$\$



PREVENT FAILURES & IMPROVE EFFICIENCY!

Failures Caused By Consumables Are Mostly Preventable With Simple Service



Charger Failure:

Battery in decline. Could be charger or tripped breaker.

Urgency: High

Technician Skill LVL Needed: Low

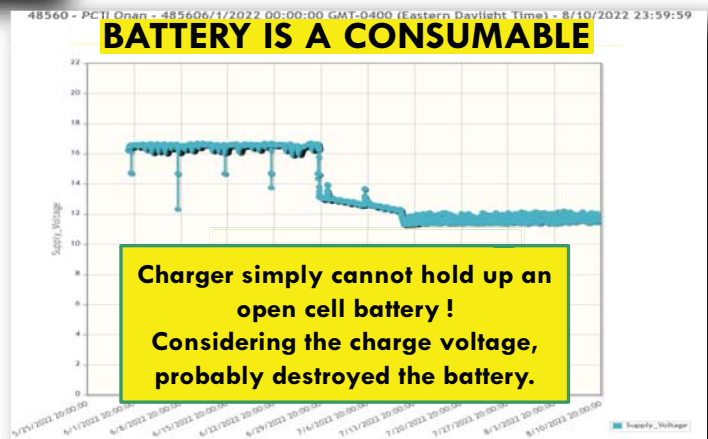
Service Bill: \$ - \$\$

Battery: Charger present, but voltage is low. Charger disguising very dead battery.

Urgency: High

Technician Skill LVL Needed: Low

Service Bill: \$ - \$\$

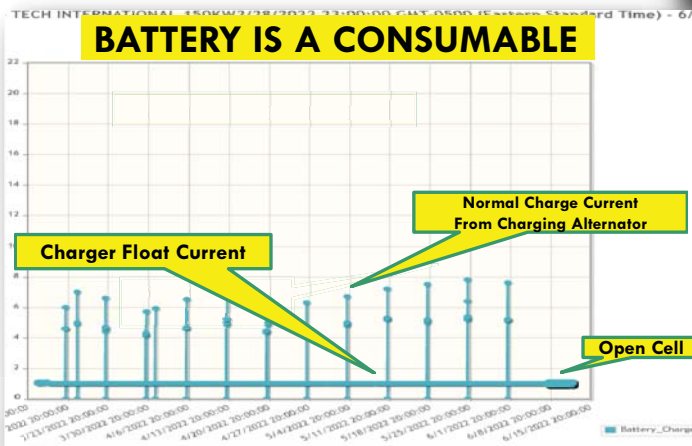


Battery: Charger present, but not taking charge current. Open Cell.

Urgency: High

Technician Skill LVL Needed: Low

Service Bill: \$ - \$\$

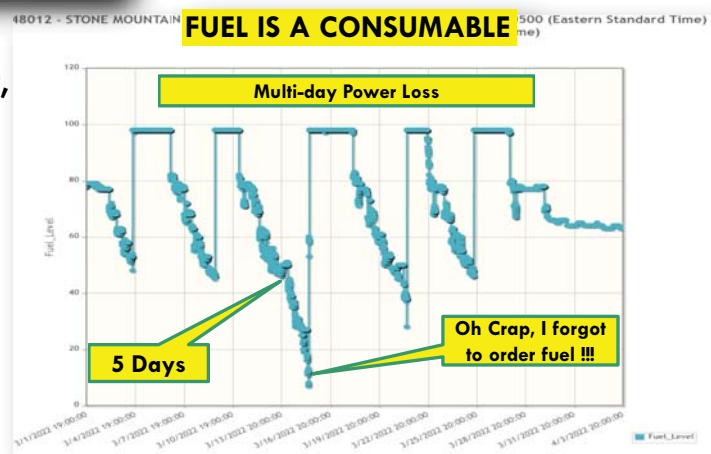


Fuel: The obvious consumable. Fuel may not be part of a service contract, but monitoring of fuel is key failure prevention step.

Urgency: High

Technician Skill LVL Needed: N/A

Service Bill: N/A





Customer Expectations - Deep Dive:

Customer service is one of the most important aspects of any company. Hyken Research's ACA 2022 report reveals consumers expectations are high, and they are paying attention! Here are some interesting facts from the report.

78% of consumers are willing to change companies for better customer service

58% of consumers weigh customer service over price

83% of consumers trust a company that provides excellent customer service

75% of consumers would switch to a competitor if they were more convenient to do business with

81% of consumers expect companies to reach out to them when a problem arises

Research and Findings:

In cooperation, our three companies opened up, compared some data points and shared insights. An isolated mix of generators of all ages, brands, sizes, located in different regions of the country were monitored closely for 30 days. Of 700 generators, there were 72 unique trouble alarms reported. Further supported by a full review of all three companies showing 10% of monitored generators are in need of service TODAY!

A poll of various service companies revealed the following:

The average charge for a 'truck roll' inspection is \$250. Operating cost (wages, insurance, vehicle maintenance, etc) of these trips is around \$125.

The average Scheduled Service Call across the country runs between \$500-1000. Operating cost including materials \$250-500.

80% of monitored generators maintaining a quarterly inspection contract.

Only 30% of customers on any kind of service contract; 70% uncontracted 'call for service'.

Formulas:

4.2 million generators in service; 10% needing service.

420,000 generators * \$500 service call = \$210 Million on the street!

Assume 2,000 customers, 10% needing service every month.

200 generators * \$500 service call * 12 months = \$1.2 Million per year!

Approx. 13,000 technicians ÷ 4.2 million generators = 323 generators per technician.

300,000 new generators per year ÷ 13,000 technicians = 23 additional generators per year per technician.

Myths and Misconceptions:

- Our customers will expect us to respond after hours to alerts
 - Monitoring is essentially an alert and notification system – Don't be overly concerned about the term "monitoring" and promote your "alert system" if you prefer. You can have technicians respond to alert notifications or you can still have your customers call in to your after-hours number, that is up to you.
- Need more inside personnel to handle monitoring
 - Simply not true, same personnel but more customer focused. Let the automated system work for you.
- Need someone looking at a computer 24/7
 - Systems are fully automated and send alert notifications automatically. No need to even look at the screen unless you are fact finding for trouble alerts such as generator fault.
- We are too busy right now to consider anything new
 - If you keep on doing what you've been doing, you are going to keep on getting what you've been getting. The reason you need to consider monitoring is because you are too busy!

Final Thoughts:

Countless takeaways can be pulled from all of these findings for businesses of any size. Our goal with this session is to get you to take a step back and look at how your company is currently doing business. And, to consider ways it can improve by utilizing remote monitoring, building it into your daily operations. The 'traditional' business model is no longer sustainable, the existing talent pool is already stretched thin, and there isn't enough new technicians entering the field to match the growth of our industry.

Remote Monitoring, in itself, is of course a revenue stream, hardware sales, installations, and subscriptions. The USE of Remote Monitoring produces much more beyond that. From the obvious, notification of issues and opportunities to schedule service, to cost savings of your operation better managing your personnel and scheduling, but also the 'customer touch points' that helps to generate a long relationship of loyalty, trust, and profitability.

Customers are savvier than ever, they know what they want and they know where to go if a company doesn't provide it for them. They hire you to make sure their generator works when they need it, anything short of that is a disservice.

Are you really too busy to make more money?

REALIZE ROI FROM REMOTE MONITORING

INCREASE PROFITABILITY AND EFFICIENCY

How to Get Started

- Company ownership and leadership must be committed to profitably growing the service business in your company and committed to embracing new ideas and technology
- Gain consensus and buy-in from the technicians. They must be absolutely convinced that this is good for their customer and for the company!
- Start by simply offering it to every existing and new customer through new service agreements, service agreement renewals, and every repair quote
- Consider updating your service agreement plans to include monitoring and potentially reduce the number of minor service inspections (swap out) to get the customer to agree to monitoring. Your customer wins and you get to redeploy your labor on to more profitable work.

Questions to Ask Yourself and Other Considerations

- Is your service business the most profitable segment of your business?
- Is your service business growing at the rate you would like or expect?
- Are you happy with your service gross profit margins?
- Are your costs increasing faster than you can increase your billing rates?
- Do you need more technicians?
- Are you spending more on overtime labor hours than you should be?
- Are you continually behind on service work?
- Are your technicians feeling overworked, underappreciated or are you losing technicians?
- How often do you communicate with your customers?
- Do your technicians make too many unnecessary return trips?



Innovative Monitoring Solutions



Dane Olson - Dir. Operations
Generator Solutions, Inc
dane@gen-tracker.com
651-214-3424

Andy Briggs - President/Founder
Power Telematics, Inc
sales@powertelematics.com
678-992-5501

Harold Jarrett - CTO/Founder
OmniMetrix, LLC
info@omnimetrix.net
770-209-0012
x1020

REALIZE ROI FROM REMOTE MONITORING

INCREASE PROFITABILITY AND EFFICIENCY

Presenters:



Dane Olson is the **Director of Operations** of **Generator Solutions, Inc**, the manufacturer of the **Gen-Tracker** generator monitoring system. His knowledge, experience, and passion for customer service has allowed him to blend equally, be it with field service support, customer training, or dealer development. Active in EGSA, he currently holds the title of Vice Chair of the Dealer/Distributor Committee, and Chair to the Technician of the Year Award Working Group.

Generator Solutions, Inc

www.Gen-Tracker.com

651-770-9405

dane@gen-tracker.com



Harold Jarrett is the **founder and CTO** of **OmniMetrix LLC**. With 25 years of immersion in power generation remote monitoring, he has gained in-depth experience working with a wide variety of brands and models of power gen equipment. Since 1997, Harold has guided the OmniMetrix product development program specifically to support dealer service organizations through optimizing data extraction from distributed energy resources. He is a strong proponent of using data prognostically to prevent power generation failures, and to provide valuable diagnostic intelligence for service efficiency. Related to this background, Harold has taught the communications class in the EGSA Rowley Advanced School for the last six years.

Omnimetrix, LLC

www.OmniMetrix.net

770-209-0012

info@omnimetrix.net



Andy Briggs is **President and Founder** of **Power Telematics, Inc.** and has over three decades of experience in the on-site power industry. He owned and led a Generac Industrial generator distributorship for ten years and previously held senior leadership positions with other large generator distributorships. Andy has been a long-time member and contributor to EGSA and served on the EGSA board of directors.

Power Telematics

www.PowerTelematics.com sales@powertelematics.com

678-992-5501