

## APPLICATION PROFILE

### CHALLENGE:

Modernizing an aging fleet of equipment in locations dispersed throughout the world.

### SOLUTION:

Introduce new, modern units to the fleet while providing customized support and training programs.

### RESULT:

A partnership founded in expertise, care, collaboration, respect and results.

***“I cannot believe how quickly your guys called us to see what they could do to make it right.”***



## Customized Support for Success *It's More Than Just Selling Products*

When one of the world's largest rental companies has to fill their fleet, they need more than just products, they need training and support from a global partner on which they can rely. Partnering with Generac, this company was able to assure they made product selections that would maximize their success by offering industry-leading quality products, backed by 24/7/365 support and trained technicians in the field.

The customer quickly realized how Generac could contribute to their success. After an analysis of the fleet, Generac recognized areas that could be modernized and standardized. This report highlighted what units could be replaced and what new equipment would make ideal replacements. With Generac's help, the rental company could be more competitive and reduce costs on the product lifecycles by creating longer service intervals, better technology integration, enhanced safety, improved uptime, and greater fuel efficiency. Additionally, the Generac team was able to provide products that would enhance their offering, enhance their reliability and strengthen their position in the market.

One thing that stood out in the customer's mind was the work beyond purchase. Generac helped train the customer's team to ensure that integration was seamless by providing technical, service and commercial training for each of the new product lines. Generac technical experts also provided best practice recommendations specific to the local environment. By immediately, and correctly, training their local teams the customer increased the lifespan of the equipment and ensured their brand reputation remained intact as a reliable and safe equipment provider.

Generac's field team prides itself on always being there for the customer. When the rental company's upper Midwest district had an issue with light towers, Generac was on the case within the hour. "I cannot believe how quickly Generac called us to see what they could do to make it right," said the rental company's District Manager. The company said knowing Generac's service team is available in the blink of an eye, offers the peace of mind required for the best partnership.



**APPLICATION:**  
Global Power

**PRODUCTS:**  
Variety of generators, pumps, heaters,  
light towers and dust suppression units

Bob Cross, national accounts service manager for Generac Mobile, said Generac makes a great partner because of the technical support commitment. “A service organization should be passionate and driven to provide the best service possible for their customers,” he said. “The highly skilled service team at Generac, working closely with the sales team, is a winning strategy.”

Providing expertise, support and training is just the beginning of a good partnership.

The rental company discovered they had a need for a custom pump solution that would work in particular environments. With having positive past dealings with Generac, they reached out again. Generac engineers were able to develop a custom pump solution featuring specific remote monitoring technology and sound attenuation. To date, over 400 Generac mobile trash pumps of varying sizes are in their fleet for the applications specified.

“This is a collaborative partnership where we make each other’s businesses better,” said Len Rodriguez, national account manager, Generac Mobile. “By taking the time to attend not only quarterly corporate meetings but regional meetings as well, we are in a unique position to offer insights and recommendations for improvement that might otherwise go unnoticed.”

As Generac continues to grow globally, they continuously fortify customer relationships and improve their best practices. By understanding the customers’ needs, providing support and training, and building quality products that work for the customer, Generac remains a reliable, dependable partner.

