

# Case Study

Northside Power, Benton, AR

Number of Power Telematics Monitors: 525+

## Full-Service Generator Provider Scaling Service and Reliability with Power Telematics Monitoring



This growing generator service company works with both residential and commercial clients. With a certified team trained across multiple manufacturers, they're able to provide warranty service for four major generator brands—making them a go-to source for reliable expertise.

### CHALLENGE

Explosive business growth in recent years led to the need for more support staff, service vehicles, and skilled technicians. At the same time, increased demand created pressure to reduce after-hours emergency calls and maintain high reliability for mission-critical customers.

### SOLUTION

To manage the rising volume and complexity of service needs, the company adopted Power Telematics. Their long-standing relationship with Andy and the ability to monitor multiple generator brands on a single platform made the choice clear.

### A SMARTER WAY TO SERVE CUSTOMERS

- **Daily Oversight Through the Web Portal:**

Dispatchers use the portal every day to verify system status and monitor runtime alerts at 4, 8, 12, and 24 hours—especially critical for high-profile accounts. Real-time email alerts give the team freedom to stay responsive even when away from the office.

- **Better Management During Widespread Outages:**

"Every widespread outage proves the value," Greg Nalley says. The system flags which units need service, helping reduce emergency calls. Monitored generators have a failure rate of less than 1% during outages—dramatically lowering after-hours workload.

- **Flexible Service Offering for Customers:**

Monitoring is offered as an optional add-on to their standard maintenance plan. Customers who opt in get priority scheduling and no overtime charges in the event of a failure—adding value and peace of mind.

***"I would recommend Power Telematics monitoring. It saves a lot of time and irritation in the middle of mass power outages."***

*- Greg Nalley, CEO*