

Market Segment: Rental

POSITIONING PAPER

Evaluating a rental service for your temporary power needs.

There are many reasons why it is important to investigate and establish a relationship with a source for rental power. From planned activities including special events and building expansions to unexpected power outages, having a temporary power plan in place is crucial to ensuring the power you need is there when you need it. Rental services can be beneficial in a variety of circumstances including scheduled power shutdowns, remote construction sites, new or expanded facilities, seasonal peak load needs and unscheduled maintenance on equipment.

When choosing a rental service as part of an overall energy plan, it is of primary importance to establish the provider's credibility from both a service and an equipment standpoint, as the power system you rent is only as reliable as the supplier that backs it. Key indicators of a credible rental power provider include certification as an authorized sales and service representative of the products supplied, as well as use of genuine parts for the service of those products. A rental power provider that is also part of a nationwide network can assist with larger-scale, multi-site power needs, offering a total rental power solution through a single source.

It is also important to evaluate the ability of the provider to deliver a complete, reliable system tailored to your specific application needs. This includes the ability of the rental provider to accurately specify the correct

amount of power and the complete equipment needs. In addition, the evaluation process should include the rental power provider's ability to support the stages following equipment specification, from on-time delivery, to set-up and testing, to on-site monitoring for optimal equipment functioning.

It is also of crucial importance to identify a rental power provider capable of delivering the equipment you need when you need it—especially in an emergency situation. A provider that offers 24/7/365 specification and delivery of rental power systems can ensure critical operations are back up and running as soon as possible. In addition to continuous power products, a rental power provider offering additional items such as temperature control units, air compressors and fuel can conveniently round out your total rental needs.

The final component of evaluating a source for rental power comes in an internal examination of logistics, answering questions from "where will the generator sets go once they arrive?," to "how will cable be routed from the power supply outside to the electrical distribution boxes inside?" Though a well-qualified and credible rental power supplier will be able to offer support around each stage of your rental power application, having an idea of the logistics in advance will ensure delivery and installation of equipment is as smooth as possible.

The following evaluation tool provided by Cat® Rental Power is designed to help you determine the best source for rental power.

	Complete, Reliable Rental Service	Incomplete/No Rental Service
One Complete Solution	Single-source access to all product and accessory needs, including continuous power systems, cooling systems and air compressors.	Power products not available from a single source would necessitate use of multiple vendors, subsequently requiring multiple contracts and reliance on service and support from more than one source. This can be both expensive and inefficient.
Support	Expert technicians available every step of the way to assist in planning a system, delivering equipment, providing technical support, service, maintenance and training programs for rental projects.	Without reliable support, many problems can arise. Over or under estimating power needs may result in unnecessary equipment or, even more serious, an inadequate power solution.
Response	A reliable rental power provider understands the urgency of your needs. They can immediately outfit your system, deliver it (with all the ancillary equipment included), provide the connection, fuel, start-up, service, and maintenance, and can remain on-site to provide support when necessary.	Downtime can be devastating— affecting production, manufacturing equipment, sales and critical data—even compromising environmental safety and incurring legal liabilities from lapsed service. A rental power source unable to deliver on your power needs as soon as they arise can result in significant losses.
Costs	A rental power supplier sensitive to cost issues will work with a customer to plan for temporary power needs, and will offer customizable financing and contingency agreements.	Rigid financing, contractual agreements, and an inability to evaluate the ideal balance of renting versus purchasing power equipment limits the rental power supplier from offering optimal economic efficiency to the customer.
Environmental Considerations	A rental power supplier offers units specially engineered to produce lower gas/diesel emissions and meet or exceed local emission standards, and will offer services such as sound attenuation for sensitive environments. All units come with standard fuel containment.	Specific environmental considerations cannot be met with the equipment offered by the provider, or equipment offered causes emission of excess air and noise pollution to the environment inside and/or surrounding the site.

Cat Rental Power and Cat® dealers operate one of the largest power rental fleets with both diesel and gas-fueled units from 20 kilowatts to more than 5 megawatts. A full line of ancillary equipment including cable, transformers, fuel tanks and cost-effective energy solutions for cooling and air compression are also available. Cat Rental Power stands behind the expert engineering, installation, maintenance and support services of the Cat dealer network.