

ROYAL ELECTRIC COMPANY

Customer Story





ABOUT ROYAL ELECTRIC COMPANY

Royal Electric Company is a full-service electrical and underground construction contractor founded in 1971. Headquartered in Sacramento, California, the company has built a strong reputation across the Western and Central U.S. for its expertise in complex power and infrastructure projects. With an experienced team, advanced prefabrication capabilities, and a purpose-built fleet, Royal Electric delivers precision-driven solutions in aviation, heavy highway, industrial, and commercial markets—providing safe, efficient, and innovative electrical systems that power communities and projects of all sizes.

FEATURED

Dina Kimble, President and CEO

Mark Marcelli, Logistics Manager

John Nishita, Equipment Service Administrator

HEADQUARTERS

Sacramento, CA

CONSTRUCTION TYPE

Electrical & underground



JOINED TENNA

2023

ASSETS TRACKED

800+

TENNA USERS

200+

ROYAL ELECTRIC LEVERAGES TENNA TO SCALE IN TANDEM WITH NATIONWIDE GROWTH

Royal Electric is no stranger to complex projects. From large airport electrical systems to multifamily housing and commercial developments, the Sacramento-based contractor operates across multiple states and market sectors with a fleet of over 450 assets. Royal is on a trajectory of sustained growth.

But with growth came challenge. As Royal scaled west to Texas and beyond, its fleet management practices—once sufficient for a regional company—strained under the weight of hundreds of assets and dozens of job sites. Dispatches were manual. Equipment utilization was hard to verify. Safety and maintenance compliance demanded ever more attention.

"We knew we needed to better utilize technology to help us dispatch, track, maintain and really assess profitability of our equipment fleet," says Dina Kimble, President & CEO.

Royal's search for a solution ultimately led them to Tenna, a construction-born equipment management platform. Leveraging Tenna's fleet management software and hardware, Royal Electric modernized its operations, unlocked potentially millions in previously lost revenue, and set a foundation for long-term efficiency and safety.



KEY OUTCOMES

- \$1.5–2.5M estimated annual profit** gained from accurate utilization
- \$9K/month fuel savings** from reduced idling
- 100% on-time** preventive maintenance and inspections
- Near-zero driver scorecard violations**
- \$120K recovered in stolen assets** within an hour

THE CHALLENGE: MANUAL PROCESSES AND HIDDEN COSTS

Limited Visibility in a Rapidly Expanding Operation

Before Tenna, all fleet dispatches ran through one person who had to remember where each truck, trailer, or piece of heavy equipment was located. According to Kimble, “It worked for decades.” But the team knew the system wouldn’t scale as the contractor grew across multiple states.

When equipment couldn’t be found, crews spent valuable hours making phone calls or searching yards. “Sometimes we never found it,” Kimble admits. Missing equipment and unverified utilization created significant revenue leakage.

Revenue Loss from Under-Reported Hours

Every job charged itself for the equipment it used. But if a crew forgot to log utilization, there was no way to confirm the hours. According to Mark Marcelli, Royal Electric’s logistics manager, when the team started comparing manual field entries into their existing software with Tenna’s utilization reports, they found they were missing about 32% of the hours not being reported with their old system. “It was basically a \$35,000 miss in revenue every week that we weren’t getting,” he said.



“When I started pulling the initial idling reports, we had trucks with 140 hours of idling in a month. That’s like all week you’re just idling.”

Mark Marcelli, Logistics Manager

Fuel Waste from Idling

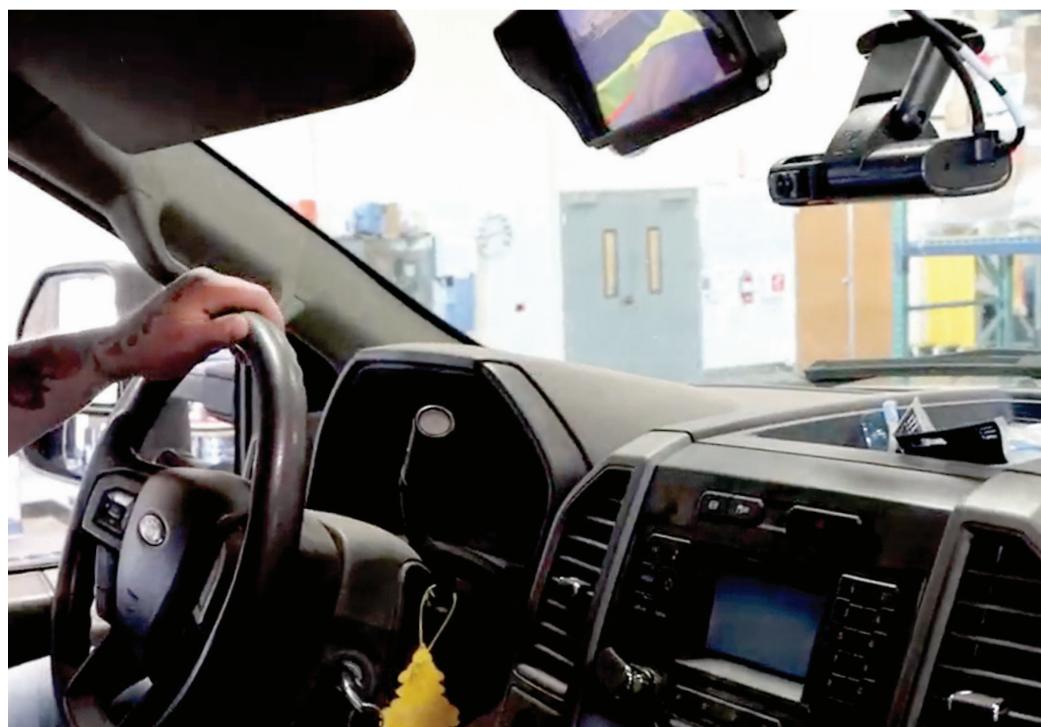
Fuel was another invisible drain. “When I started pulling the initial idling reports, we had trucks with 140 hours of idling in a month,” Marcelli says, which is like leaving a truck running all week. At the time, 14% of the fleet accounted for 60% of fuel consumption while idling, a major contributor to costs and emissions.

Maintenance and Compliance Gaps

Royal also struggled to keep preventive maintenance and California’s strict 90-day BIT inspections current. “When I got here, we were 140 inspections behind where we needed to be,” Marcelli notes. Breakdowns risked costly downtime and safety violations.

Limited Insight into Driver Behavior

Driver safety was another concern. Without real-time monitoring, leaders had little visibility into speeding, hard braking, or risky cornering that could lead to accidents or liability claims.



WHY TENNA: BUILT FOR CONTRACTORS, BACKED BY PEOPLE

As Royal explored technology options, one provider stood out. Kimble explained, “One of the biggest reasons I chose Tenna was the people. I could see by their involvement in the industry how much they cared about the customer experience and supporting the industry as a whole, which is really important to me.” She continued, “I also thought it was really important that Tenna started as a platform within a construction company, which meant it was designed from the ground up for contractors’ needs.”

Several factors sealed the decision:

- **Construction DNA** – Tenna’s origins meant built-in understanding of jobsite realities.
- **Scalability** – A single system to track hundreds of assets across multiple states.
- **Ease of Use for Field Teams** – “Anything that slows our field crews is a non-starter,” Kimble says. Tenna’s simple mobile interface ensured adoption.
- **Comprehensive Feature Set** – Real-time GPS tracking, utilization and idle-time reporting, preventive maintenance scheduling, driver scorecards, and more—all integrated with Spectrum for accounting.



IMPLEMENTATION: A PHASED, HANDS-ON ROLLOUT

Royal approached implementation as a cultural change, not just a software install. Tenna's customer success team worked closely with Marcelli and the entire equipment department.

At first, the team tried to fit Tenna to old workflows. Kimble said, "When we realized the Tenna software would actually make us more efficient if we were open to it, the implementation became much easier."

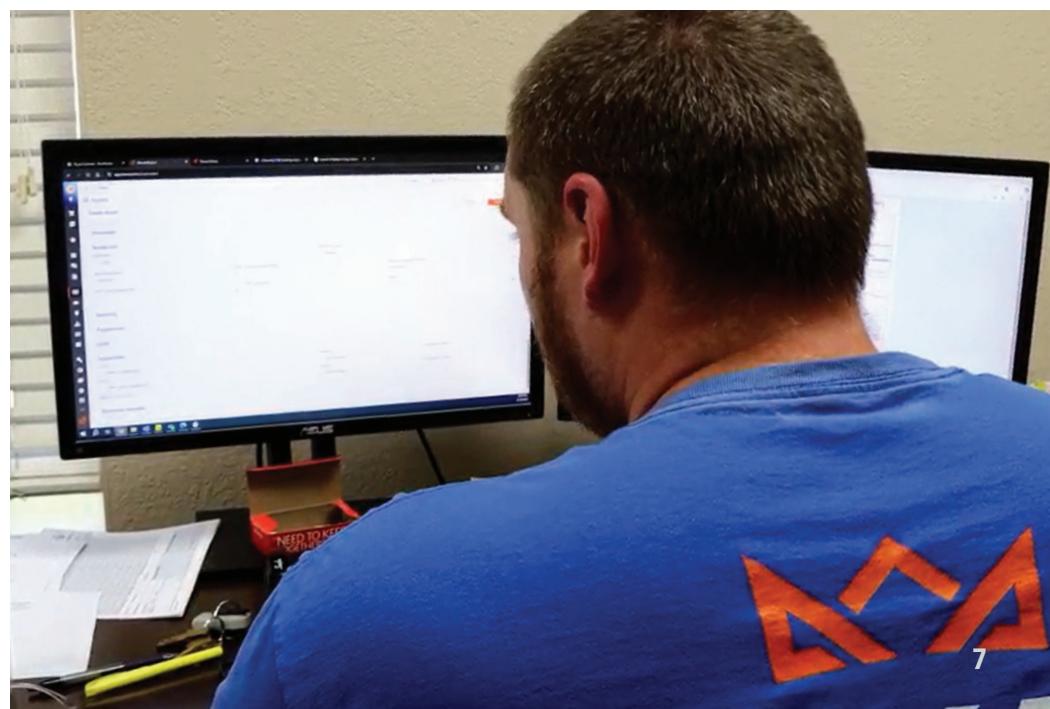
She expanded, "The customer success team was great in having regular calls with us and making sure that everybody on our team felt really comfortable with their role and how to utilize the software, so they could then go support our field operations."

Key actions included:

- **Comprehensive Tracking** – Every asset received a GPS tracker, Bluetooth beacon, or other monitoring device.
- **Cross-System Integration** – Tenna's data was linked with Spectrum accounting to automate billing and cost tracking.
- **Structured Reporting** – Royal built customized Excel-based reports using Tenna's data to communicate clearly with operations leaders.
- **Gradual Culture Shift** – Driver Scorecards were piloted for several months to fine-tune thresholds and earn employee buy-in.

Royal Electric's Equipment Service Administrator John Nishita now starts his day reviewing the company's daily utilization report in Tenna. He then looks at all of the equipment requests, checks availability in stock and utilization of equipment on sites.

He explained, "In the mornings we use Tenna's dispatch platform. That helps the guys look for what they're exactly needing on the project." After leveraging Tenna's Resource Management software, he aligns with United Rentals on any upcoming needs.



RESULTS: MULTI-MILLION-DOLLAR ROI AND LASTING CULTURE CHANGE

1. Revenue Recovery and Profitability

By verifying job-site utilization against Tenna's real-time data, Royal cut under-reported hours from 32% to under 10%. The recovered hours represent \$50,000–\$75,000 in monthly revenue and an expected \$1.5–2.5 million in annual profit.

2. Dramatic Fuel and Idle-Time Savings

Tenna's idling reports revealed high-consumption habits and enabled quick fixes—such as solar-powered beacons that no longer required trucks to run continuously at airports. Result: \$9,000 in average monthly fuel savings and a significantly smaller carbon footprint.

3. Streamlined Maintenance and Compliance

Tenna's preventive maintenance and inspection scheduling brought Royal from being behind on preventive maintenance and inspections to full on-time compliance and maintenance. The shop team now receives proactive alerts to complete inspections or service during routine shop visits, reducing breakdowns and unplanned downtime.



4. Safer Driving and Reduced Risk

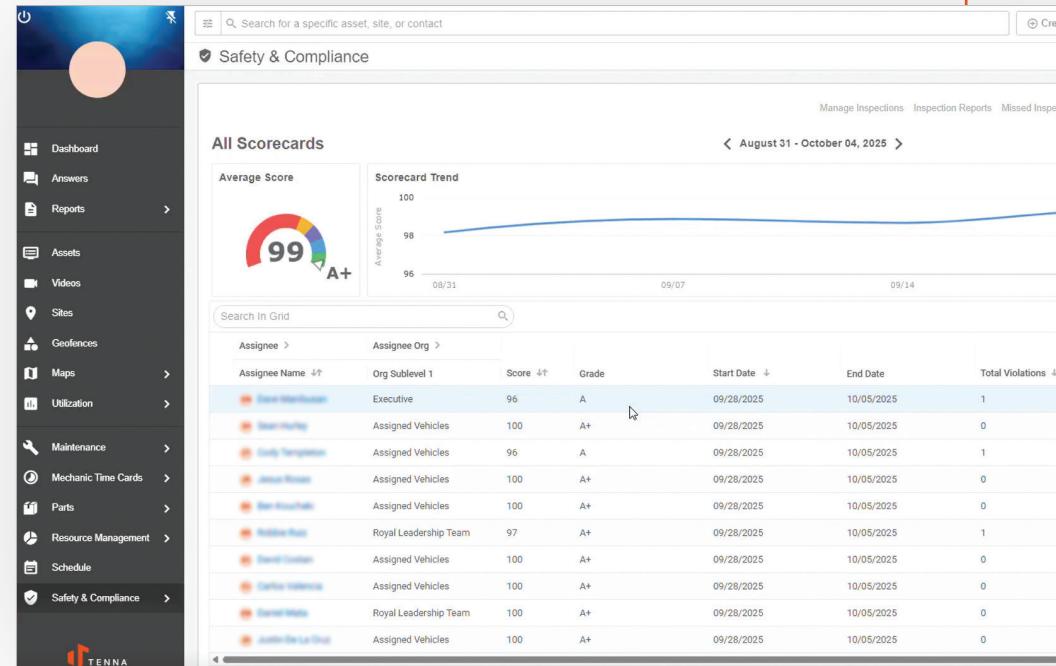
Driver Scorecards transformed company driving habits. Monthly D and F grades plummeted from 13 to nearly zero.

"We didn't have any challenges implementing Driver Scorecards. We already have a culture of doing things the right way, but I think oftentimes people aren't even aware of some of the habits that we have in our daily practice when we're on the road," said Kimble. "But what gets measured gets managed."

5. Rapid Theft Recovery

Tenna also delivered unexpected wins. When a truck and trailer loaded with copper wire were stolen from Royal's Dallas yard, Tenna's geofence alerts allowed leaders to recover \$120,000 in assets within an hour, without damage.

"That's the importance of having the geofence alerts over the weekends," explained Marcelli.



Within an hour after we saw the alert went off, we had it all back. That was pretty good.

Mark Marcelli, Logistics Manager





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