



**Co-founder**  
Austin Conti

**Founded 2015**

**Tenna Technology  
Flagship Offering:**  
Construction technology  
platform for tracking and  
managing equipment fleets.

**Website:**  
[www.tenna.com](http://www.tenna.com)

**Contact:**  
[aconti@tenna.com](mailto:aconti@tenna.com)



**TENNA®**

## Executive Summary

Second only to labor, equipment is the biggest expense for most contractors. Knowing where all that equipment is, maximizing its utilization, reducing unnecessary purchases or rentals, and keeping equipment in good working order are constant struggles. Because most contractors want technology tools that are designed for their industry, overall technology adoption is slow. Many contractors also use manual systems (e.g., whiteboards, Excel, etc.) and, in some cases, may have one or more disjointed systems that focus on only one subset of assets. This array of multiple systems and manual processes leads to messy data, redundancy and inefficiency. Tenna gives contractors full visibility over their mixed fleet for all asset types and on a single platform.

## In the Beginning

Co-founders Austin Conti and Jose Cueva have firsthand experience with the pain points that Tenna solves. Prior to starting Tenna, Austin worked for his family's construction company, which has been around for over a century. "I have worked in many different roles for the construction firm," Austin said, "including estimating, project operations and project development (both domestically and abroad)."

Austin met co-founder Jose while working as a superintendent on a heavy civil construction project where Jose was a project engineer. They both realized the difficulty of managing a \$100 million equipment fleet from a tracking, maintenance and utilization perspective and were frustrated as they were unable to find any existing tech that addressed all their needs.

With various perspectives stemming from his diverse construction background, Austin realized the potential financial impact of not having real-time visibility in available equipment inventory and how this could lead to margin erosion. "That got me thinking; I knew technology could be the answer to this problem that most contractors face," he said. "The idea of Tenna was born." Not long after, Tenna emerged as a revolutionary all-in-one fleet management platform.

## Not Like Other Solutions

There are a lot of technology products on the market that claim to be for construction. However, like many of the available enterprise resource planning (ERP) solutions and accounting programs, they were not designed with the contractor in mind.



Tenna is different in that it is industry-focused and designed specifically for contractors. “I know firsthand what a superintendent goes through out in the field, and I also know that manual equipment tracking is not the way to go (nor is it effective in communicating throughout the entire organization),” says Austin, whose firm’s One Platform gives contractors complete visibility across their entire mixed fleet, opens the lines of communication, and gives them the information they need to be competitive and profitable.

According to Austin, Tenna truly fulfills a need in the industry. It’s not that contractors don’t want to embrace technology; they just don’t want something that isn’t designed for them. “I have used the analogy that you wouldn’t use a minivan to move a crane, so why would they want to use a technology that isn’t designed for them,” he explained. “Additionally, we know that investing in technology drives additional margin on projects.”

Austin said one of his strongest motivating factors is seeing firsthand the impact that Tenna has made on its customers. He routinely sees customers saving money on jobs, and one client even found a piece of equipment it didn’t know it had. “The feedback we get from our customers is what keeps us moving forward,” Austin said, “and creating the features and products that we know contractors want and need.”

## Tackling Challenges

Tenna is currently dealing with two primary challenges. The first is that there are a lot of look-alikes coming into the marketplace and positioning themselves as “coming from construction.” However, none of them have the industry legacy that Tenna has. Education is the second challenge. For example, there are many different types of trackers and solutions—and a lot of contractors assume that they can only use one—when, in fact, a mix of technologies is more cost-effective and can more closely fit their needs.

As Tenna continues to address these challenges, the company will rely on its dedicated and experienced team members. “I am extremely blessed to have an amazing group of people working at Tenna. Everyone really wants to make the product the standard for excellence in the industry,” said Austin. “The team is constantly looking for ways to improve the product by asking for feedback from our current customers and prospects to determine how we can make it more valuable for them.”

As use of construction technology solutions increases rapidly across the industry, adoption is more a question of “when” than “if.” “Technology is becoming a competitive advantage in this industry, where many contractors are embracing technology to control their labor costs,” Austin said. Once they realize that they can manage their equipment the same way, he predicts that contractors will start optimizing their fleets and realizing the savings. “It is not just saving on operations,” Austin added. “It’s about driving profit.”

## An Evolving Opportunity

As construction technology continues to evolve, contractors will either adopt it and thrive or ignore it and struggle. Given the labor shortage challenges that the industry is facing—and will continue to face—Austin believes that technology adoption will happen at a much faster rate for contractors who need it to meet their schedules and improve their bottom lines.

“I also think that we will see more technological advancements, especially in safety wearables, project planning and fleet management,” said Austin, who sees construction technology continuing to play a vital role in industry growth. “Construction is the backbone of how we move, trade and live. In the future, I see additional specialty contractors and markets emerging for new types of infrastructure projects,” he concluded. “We’re entrepreneurs at heart. Contractors are always looking for the next market, and I’m excited to see how technology evolves to meet the new demands. I see the ‘contech’ trend becoming the norm versus the new.”

