

How to Successfully Launch an

**Outdoor Asset
Tracking Platform**

Introduction

As you've thought about ways to improve your business, has outdoor asset tracking and monitoring come to mind? Outdoor asset tracking and monitoring is a system with a tag attached to your assets or returnable crates or racks that provides real time visibility into the location, motion, and more. A system like this has saved companies time and money.

27% of decision-makers from Manufacturing, Transportation & Logistics, and other departments **plan to utilize full automation by 2024.**¹



By 2027-----
Global Logistics
market expected to grow to
\$12,975.64 billion²

Follow the subsequent steps to ensure a successful implementation of an outdoor asset tracking system for your company.

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Step 1: Recognize the Need for Outdoor Asset Tracking

Many companies don't realize they need an asset tracking system until they see the benefits of using one. Companies can use these system to save money, avoid lost shipments, or provide transparency to customers and investors.



62% of respondents reported **human error from manual process management** as the no.1 root cause of inventory fulfillment issues, which **can be improved with a sound fleet management system** ³



76% of those surveyed in 2020 **expected increased investment in real-time location systems** that track inventory and assets throughout the warehouse. In 2019, it was 51%⁴

“Many supply chains are perfectly suited to the needs that the business had 20 years ago.”⁵



-Jonathan Byrnes
MIT Professor

Step 2: Find Out What You're Looking for in a Solution

What are you looking for?



Asset tracking companies each provide different technologies in their solution and each technology has advantages and disadvantages.

	 Advantages	 Disadvantages
WiFi WiFi is a local area network (LAN) that provides internet access.	long battery life	only can use when wifi is available
Cellular Grabs the address of the nearest cell tower to give a rough location approximation.	has a signal everywhere	high power consumption
GPS Uses a network of satellites to detect location on earth.	high accuracy, real-time visibility	high power consumption

Step 3: Research Your Options

Once you figure out what you need in an asset tracking solution, research which solution providers meet your needs and reach out to them to book a demo to understand better what they offer and how their system works and will help your company.

“The judgment of an executive is only as good as their information⁶”

It's essential to make a decision based on all the available information, so research is the most crucial step in implementing an outdoor asset tracking solution.

Evaluate

1

Precision - is it close enough for your needs?

2

Accuracy - is the location accurate enough for your needs?

3

Does it track what you need it to track?

4

Does it fulfill your use case?

5

Is there anything you wish it did that it doesn't, or you wish it did better?

“The digital supply chain has the potential to completely change supply chain. However, do your due diligence before rushing in.”⁷

-EverythingSupplyChain.com

Step 5: Continue Working Worry Free

Once you implement an outdoor asset tracking system that fulfills all the company's needs, you can continue your daily operations with peace of mind and more knowledge about your assets.



Operations that **upgraded** their pen and paper inventory tracking system found a **25% gain in overall productivity**

“Almost all quality improvement comes via simplification of design, manufacturing, layout, processes, and procedures.⁸”

-Tom Peters

Link Labs Asset Tracking

Link Labs is a leading innovator of IoT solutions. The AirFinder Everywhere product is an indoor and outdoor solution that seamlessly blends 5 technologies; Cellular, GPS, and WiFi, providing a customizable solution with the option of monitoring condition.

To learn more about AirFinder's capabilities, book a demo!

[Book a Demo](#)

Resources

- 1 Nair, S. (2021, June 17). 51 Warehouse Automation Statistics for Streamlining Operations. G2. <https://www.g2.com/articles/warehouse-automation-statistics>
- 2 Logistics Market Size, Share, Update, Trends, Analysis by 2027. (2021). Allied Market Research. <https://www.alliedmarketresearch.com/logistics-market>
- 3 (Nair, 2021)
- 4 (Nair, 2021)
- 5 Supply Chain Quotes: Take it to the next level. -. (2021, February 27). Supply Chain Today - Training, Research and News.; <https://www.facebook.com/SupplyChainToday/>. <https://www.supplychaintoday.com/supply-chain-quotes/>
- 6 Steps To Making Informed Decisions In Business | Vistage. (2019, May 9). Vistage Research Center; <https://www.facebook.com/Vistage>. <https://www.vistage.com/research-center/business-leadership/20190506-4-steps-to-making-informed-decisions/>
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- 8 Romaine, E. (2020, November 2). 20 Warehouse Automation Statistics That'll Blow Your Mind. Conveyco; <https://www.facebook.com/pages/Conveyco-Technologies/133242526730692>. <https://www.conveyco.com/warehouse-automation-statistics/>
- 9 (Supply Chain Quotes by Top Leaders - Everything Supply Chain, n.d.)



LINK LABS

**49 Old Solomons Island Road
Suite 301
Annapolis, MD 21401**