

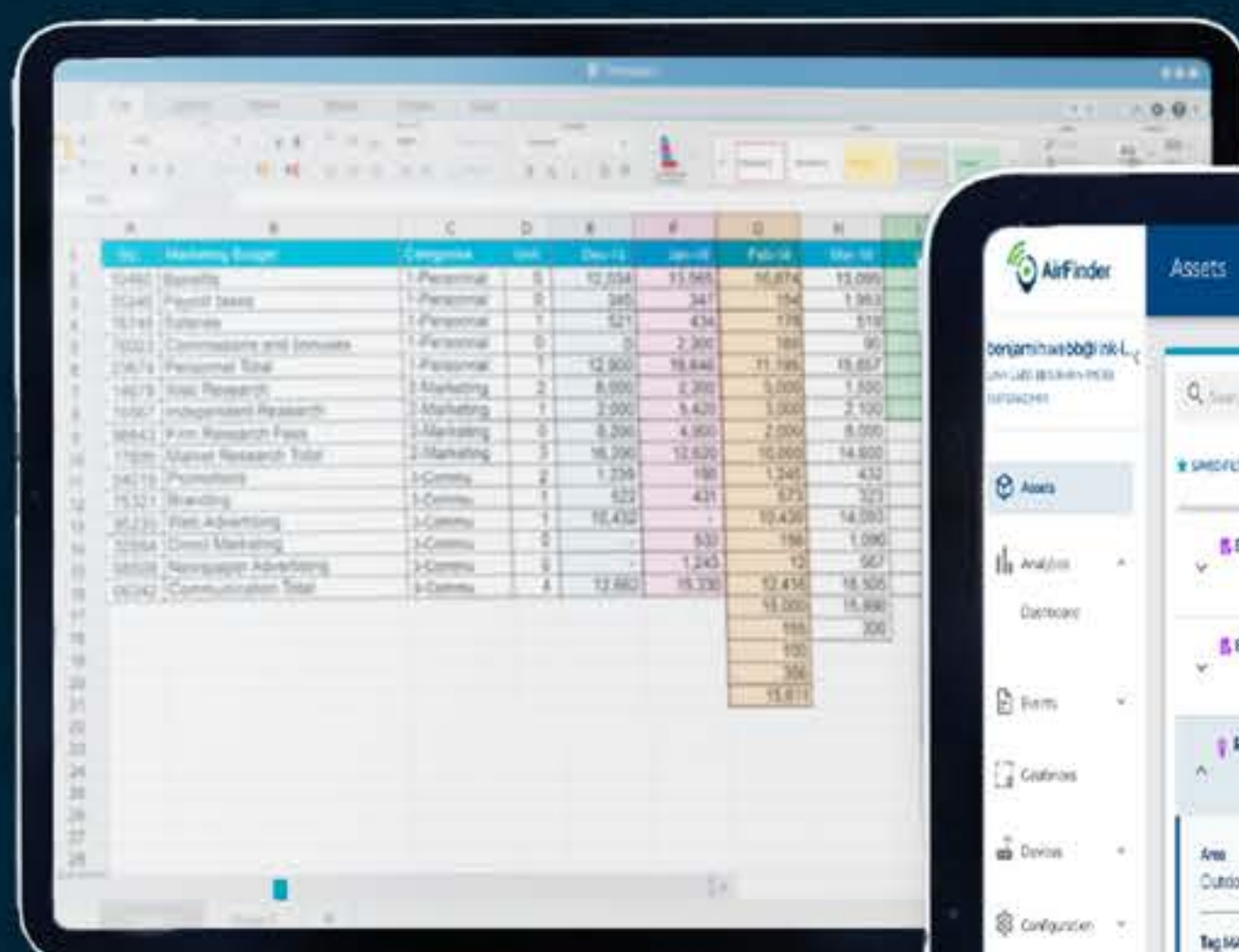


SURROUND **YOUR** ASSET



THE INTRODUCTION

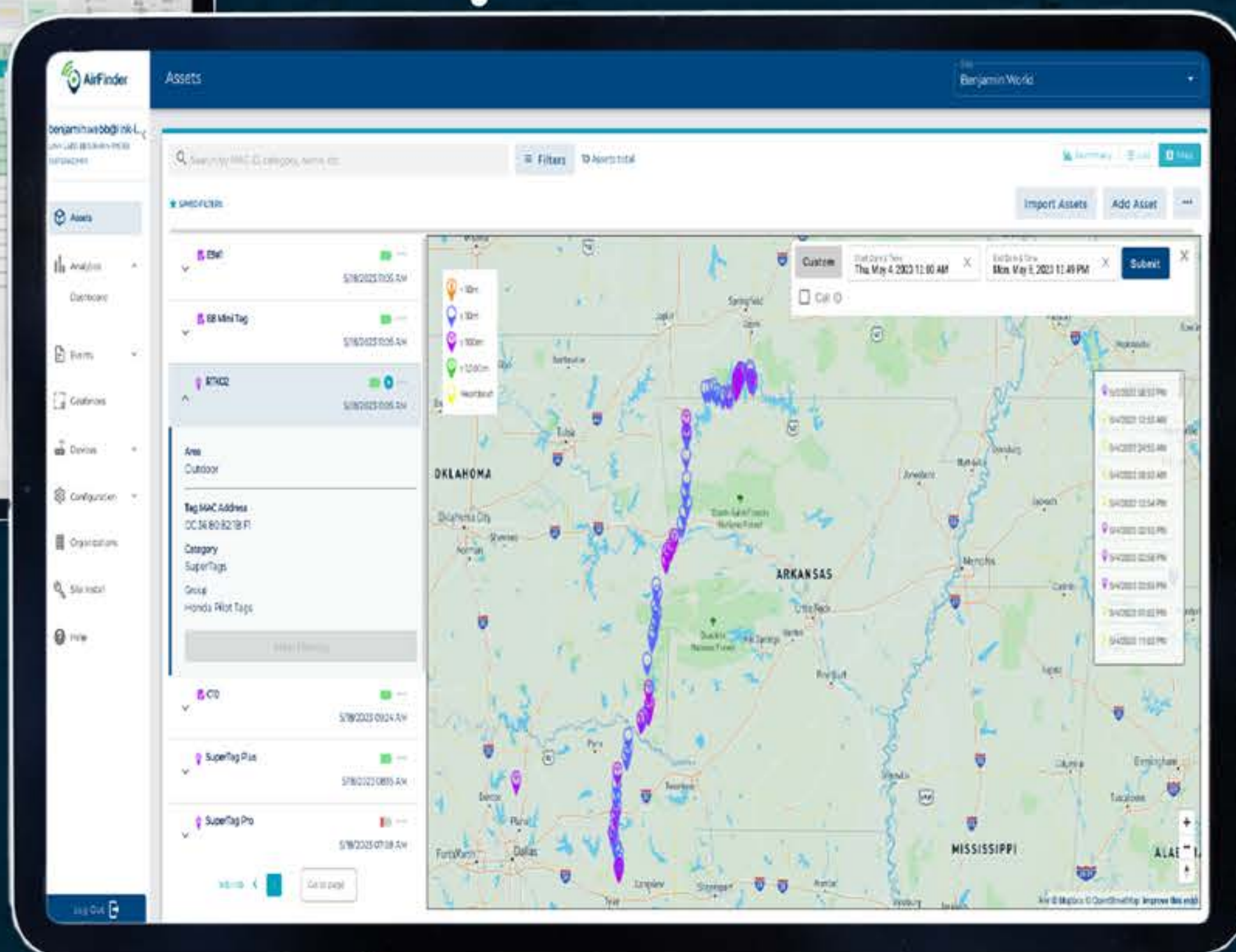
FROM THIS



Knowing what's being transported on trailers has become important information to fleet managers for nearly every company managing logistics operations.

For years, many have done their best to track these assets through manual efforts including excel spreadsheets (67.4%).¹ It's clear this approach hasn't been successful since only 6% of companies reported having full visibility.²

Maintaining visibility of your assets at every stage is essential to improving logistics operations. From saving time and money leading toward ultimately gaining a competitive advantage, implementing asset tracking is crucial to have successful supply chain operations.



TO THAT



AND THIS



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TIME SAVINGS

Have you considered how much time you or your employees waste searching for the asset you need? Whether it's equipment to perform a production task, or cargo needing to be loaded onto a trailer, you need to know where it is to begin the next step in the process. If even one step gets delayed, every other step does too. Have you considered how much more productive your company could be if they spent downtime caused by missing assets actually performing their job?

A study reported employees spend up to 30 minutes a day searching for what they need.⁴

That means 2.5 hours a week or up to 15 hours each month.

Surely, your team can accomplish a lot in 15 hours. In fact, a study reported that asset visibility eliminated 20% of employee downtime related to searching for lost assets.⁵ Now, it can't eliminate all reasons for downtime, some are employee driven, but this can give you a great start for increasing uptime and ultimately productivity.

80% of employees waste their time

because they don't have the right asset support behind them³



PRODUCTIVITY INCREASES

All companies are striving to be better. Better than themselves and their competition. One of the easiest steps you can take towards improving your supply chain operations is to become more productive. Many companies assume that to become more productive, they have to spend money on more resources. This often isn't always the case up front. Optimizing time usage as mentioned above drives an increase in productivity in all areas. When employees know where what they need is, they can optimize their time. **When employees are spending their time working rather than searching for assets, they increase throughout.**

Additionally, asset visibility helps managers to understand asset utilization. Instead of purchasing new trailers or equipment to become more efficient, evaluate the current usage of assets. It's probably
Optimizing

power than you realize.
utilization is a simple step to take toward increasing productivity and all you need to do so is asset visibility.

A recent study found that gaining visibility of enterprise assets was able to

increase productivity up to 28%⁶



COST SAVINGS

Earlier, we discussed how much time employees waste. Now, let's discuss the cost benefit of asset tracking.

When 15 hours a month are wasted for each employee, you're wasting 15 hours per person of labor wages.

Simple math of 15 hours multiplied by how much an employee makes per hour, do the same for all your employees and add it together. How much is that? I'm guessing a lot. When time is being used adequately, no labor costs are being wasted. In fact, the increase in productivity due to time savings increases revenue for a company.

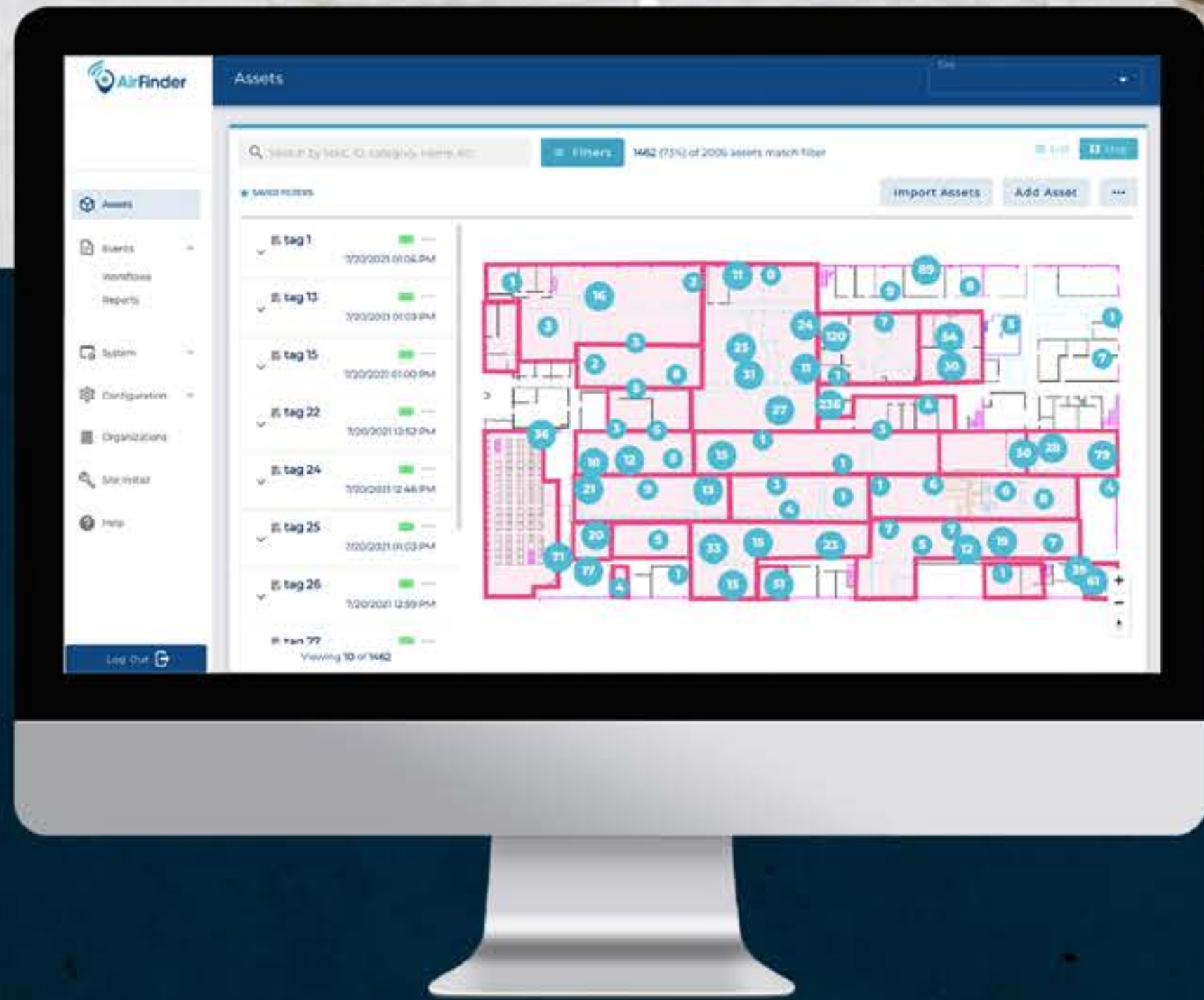
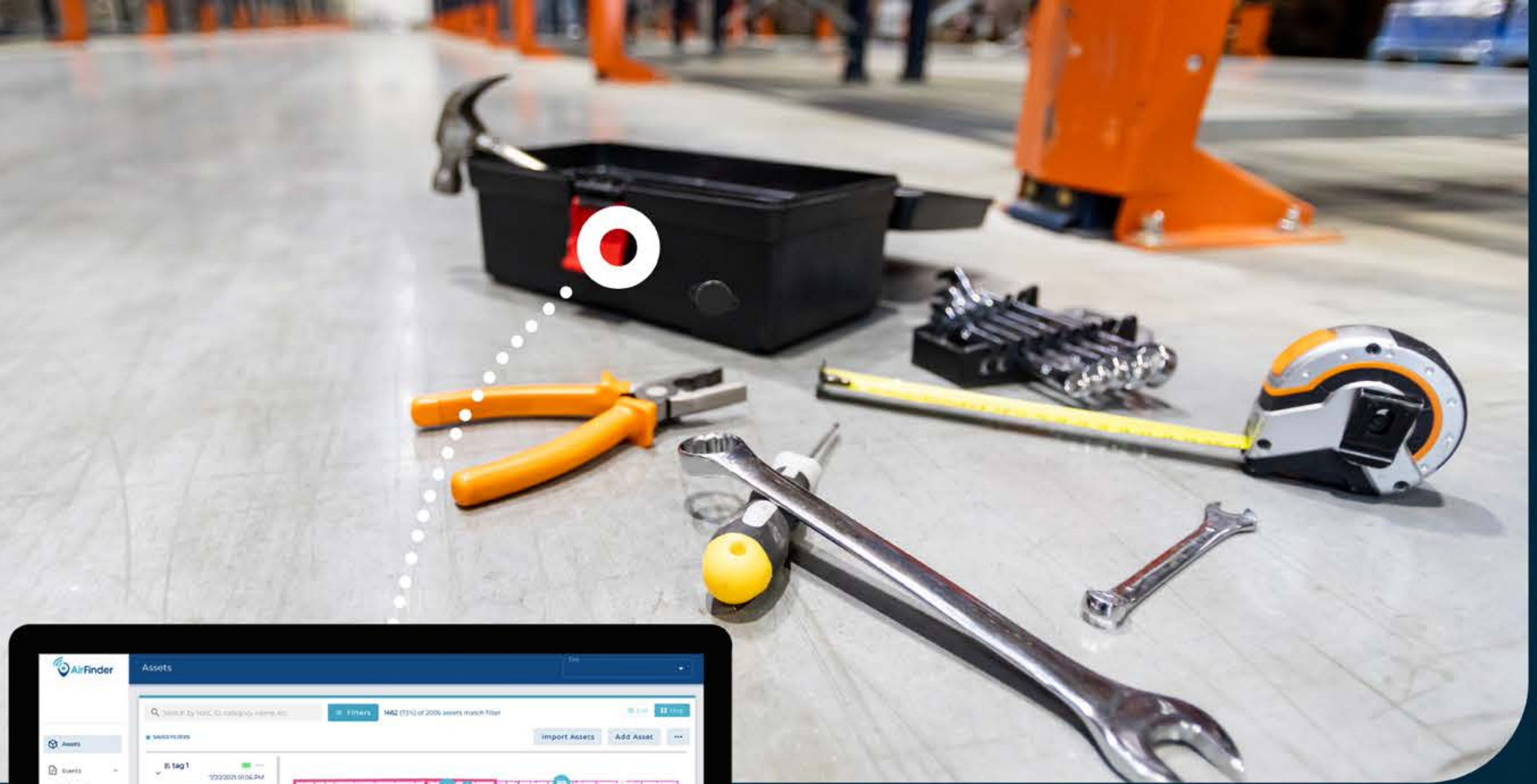
When businesses follow best practices to maximize the utilization of their assets...

they may save expenditure by up to 30%⁷

When companies lack visibility of their assets, they can't know for certain what inventory levels are. Without this knowledge, it's easy to overstock just to be safe, but overstocks are costly.

In fact, a study shares that they are the cause of 3.2% of lost revenue.⁸





Companies without fixed asset management system pay

30% or more in taxes and insurance for ghost assets⁹

Asset taxes are another area that needs your attention. Without visibility, assets can get lost without anyone's knowledge. When assets go missing, you often don't notice it for a while if at all. This leads to taxes remaining the same. Investing in an asset tracking system to gain visibility helps companies save money in various areas and leads to revenue increases.

COMPLIANCE

Every industry has compliance requirements they must meet. If a company fails to comply with regulations, they face legal fines and a hurt brand reputation. In logistics operations, each type of cargo you ship has its own set of requirements for a safe and successful trip. Someone transporting dry bulk doesn't have the same rules to follow as someone transporting perishable assets. The same concept can be applied for manufacturing operations.

Asset tracking is a tool 33% of companies are utilizing to ensure they are meeting compliance requirements.¹⁰

Asset tracking provides visibility into an asset's location and has embedded sensors for monitoring. For example, if a company is transporting perishable items that must remain within a specific temperature range, they can monitor the temperature at all times through the embedded tag sensor. If an asset falls outside the interval, fleet managers can be notified so action can be taken before spoilage.

MAINTENANCE PROACTIVITY

"Businesses, on average, spend 80% of their time reacting to maintenance issues that arise rather than preventing them."¹¹

It's important to monitor maintenance activities for all the equipment and vehicles you use in your supply chain. Staying up to date with maintenance needs through proactive efforts may sound [annoying], but it's extremely helpful. Taking small amounts of time once in a while to address minor concerns or do basic tuneups helps to prevent large, time consuming, and expensive maintenance issues down the road. Asset visibility has been able to decrease repair and maintenance efforts by up to 17%. Tracking your assets along with their maintenance efforts gives you a better understanding of each of their status and provides you with information to plan ahead instead of being surprised.

COMPETITIVE EDGE

Every company wants to be better than their competitor.
In order to surpass your competition, you
need the proper tools.

57% of companies

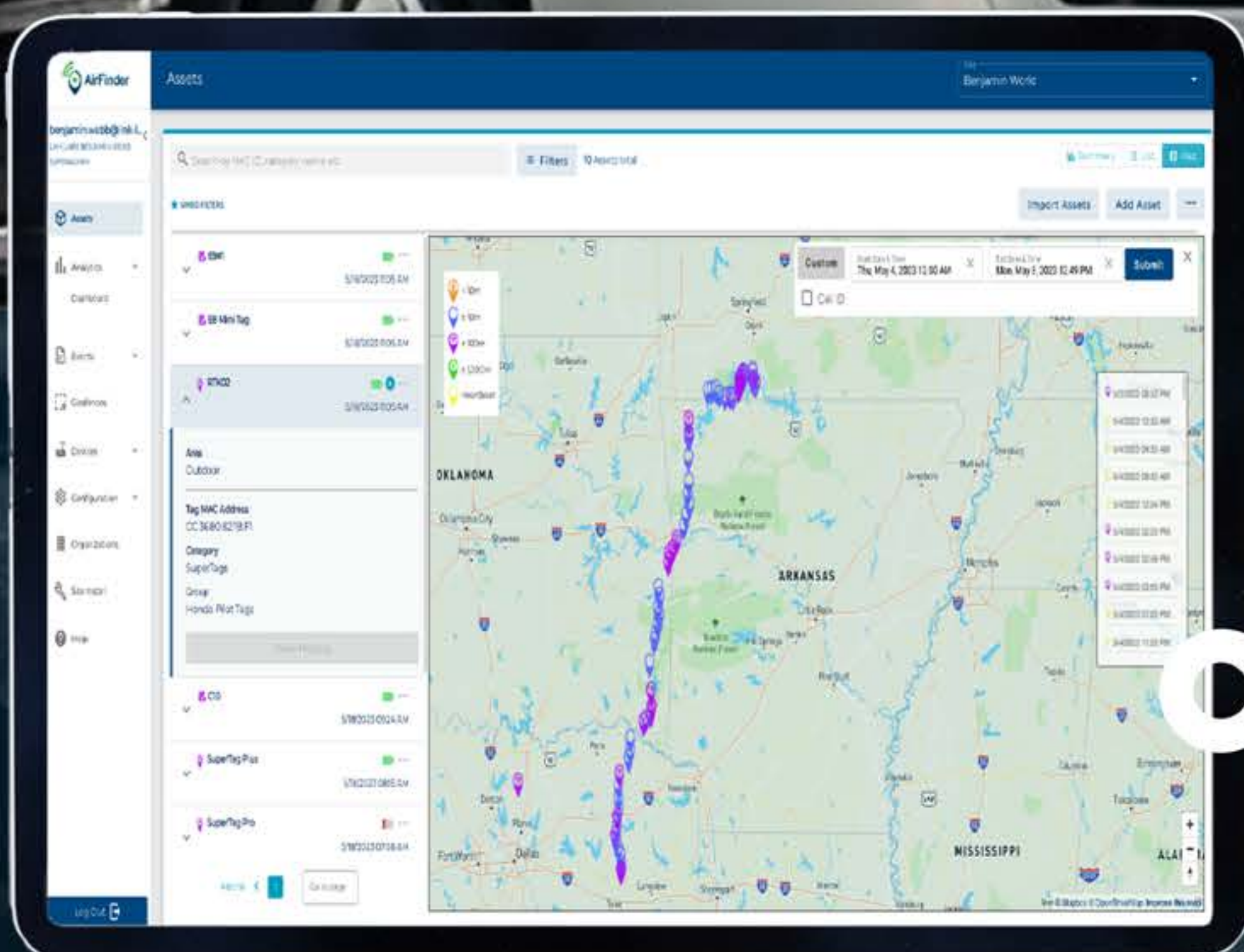
believe using a supply chain
management system, like asset tracking,
gives them a competitive edge¹³

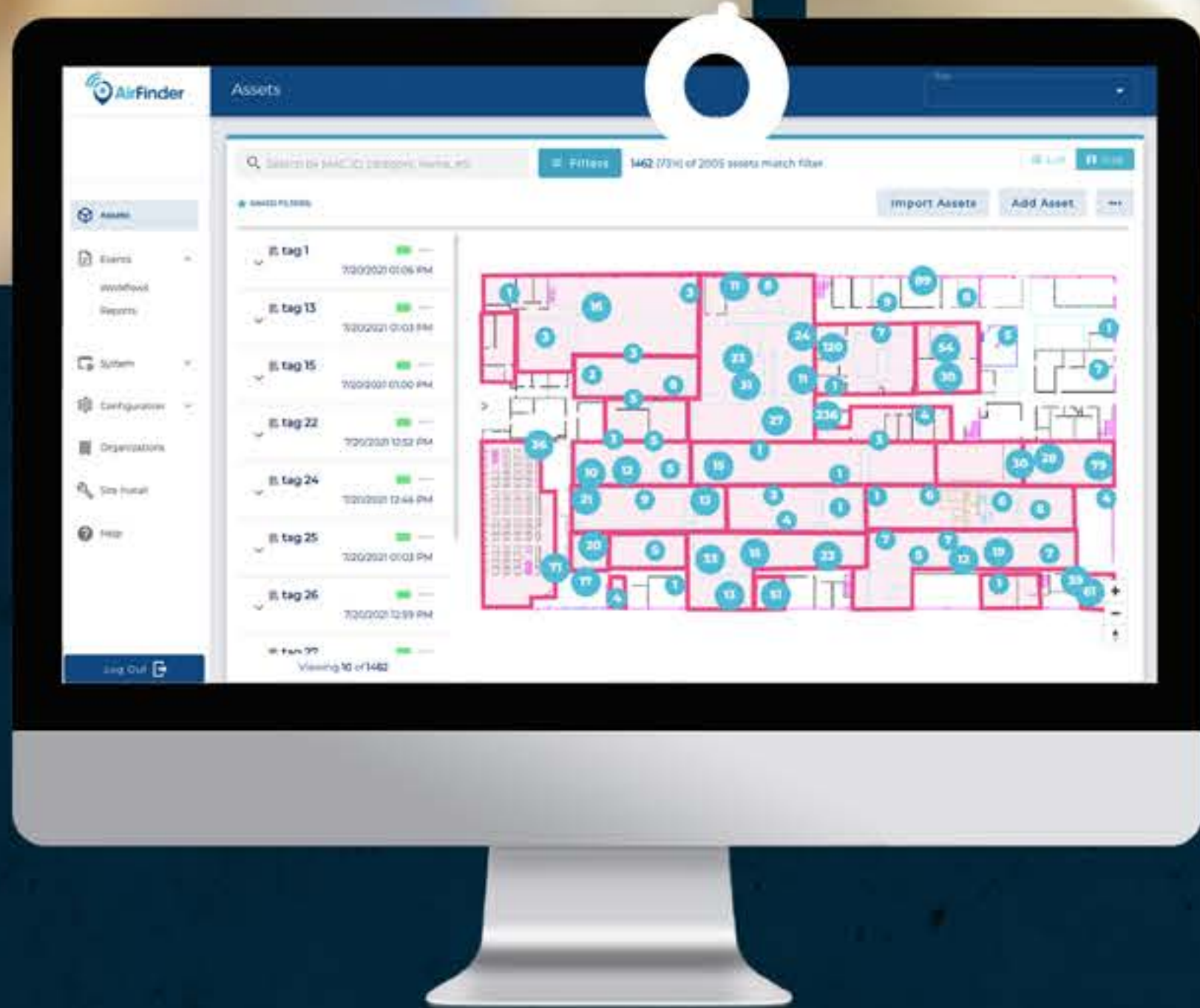
Asset visibility is a
tool that is
indispensable.

With all the
time and
money
you save
through
asset visibility,
you have
the time
to increase
productivity
and

provide a better
experience for
customers. Those

without these systems find
it hard to compete with
those who have one
because of the differences
in operational efficiency.



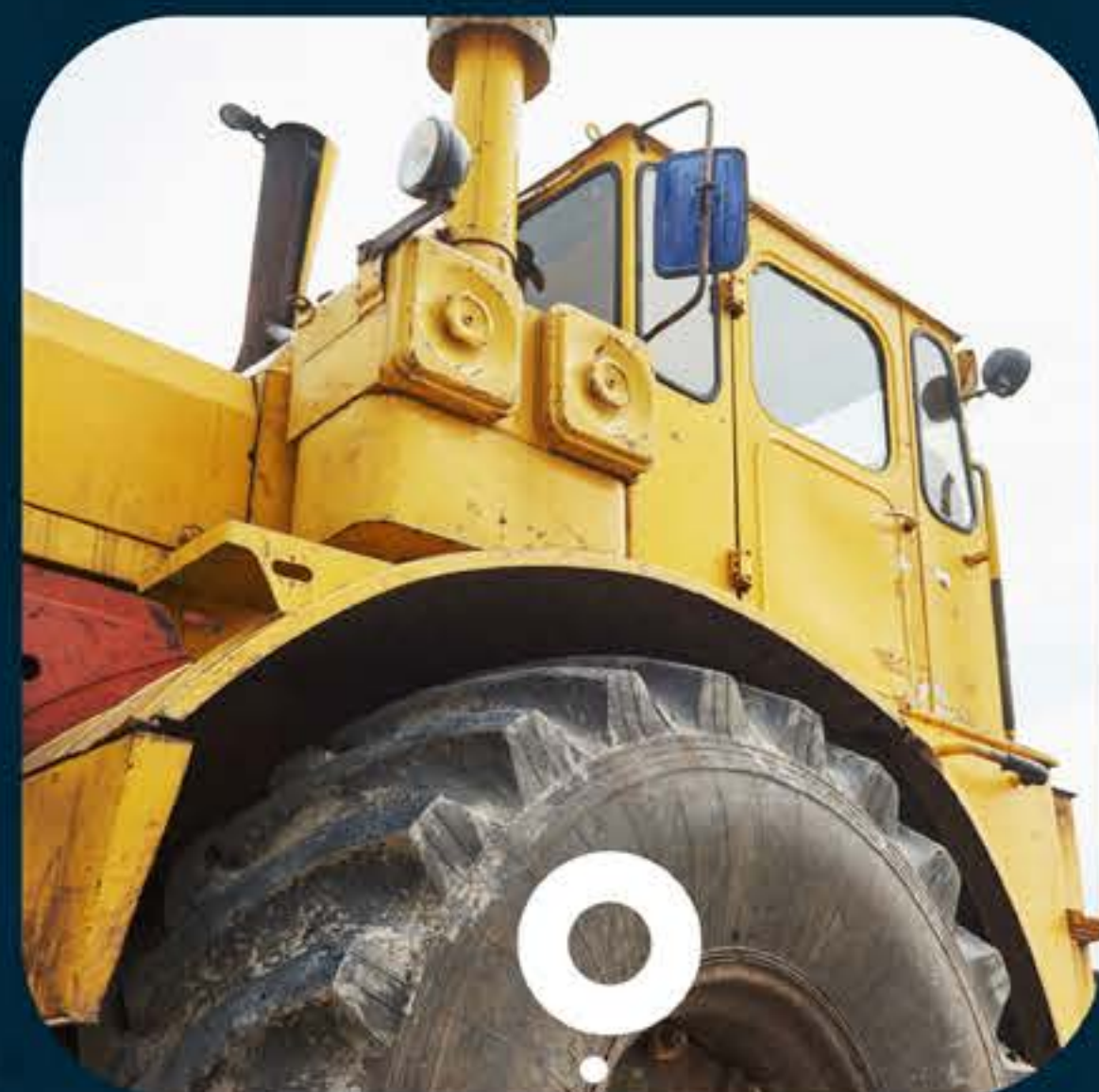


ASSET VISIBILITY

65% of companies reported having either incomplete, inaccurate, or missing asset information.¹⁴

Do you truly have visibility of your assets? If you're using a barcode or QR code scanning you may believe so. But these efforts lack the ability to provide true visibility. You may be able to assume a certain asset was loaded onto a certain trailer because someone scanned it during the loading process. This doesn't hold all the information though. What happens if your trailer is robbed and the cargo is stolen? What if the cargo was scanned but placed on the ground after due to a distraction and never ends up on the trailer? The last scanning record may show it on the trailer, but how can you know for sure it's there? You can't without a real-time asset tracking system.

A real-time asset tracking system doesn't leave any information out. **If companies used this solution, there wouldn't be 60% of professionals reporting they lacked the information they need to effectively manage their assets.**¹⁵ Don't assume the process you're using now is good enough for your operations. Strive to operate more efficiently with the help of an asset tracking system.



WHICH ASSET SHOULD **YOU** CHOOSE?

It's one thing to understand the importance of asset tracking and asset visibility, but it's another to know what to track. The simple answer? Everything. The more assets you have visibility of, the better your supply chain will operate. When it comes to logistics, you already have a telematics system tracking your truck, but **that isn't enough.** You should integrate your existing system with an asset tracking system so you can track your trailers and everything on those trailers. It isn't enough to track just the truck since you'd lack visibility of the trailer. Even if you track the trailer, you risk missing a mistake in loading meaning you don't truly know what's on each trailer.



LINK LABS
The global leader in location services technology

ABOUT LINK LABS

Link Labs is an asset tracking provider for logistics operations. Our solution, AirFinder Everywhere, tracks and monitors the location of your most valuable assets in real time to help you make important decisions. AirFinder provides complete supply chain visibility and gives you the tools you need to improve safety and increase efficiency.

Our AirFinder solution can also integrate with your existing telematics systems, helping to ensure complete visibility of your logistics operations. Telematics systems are an essential part of logistics operations, and they're required by the government, but they still leave visibility gaps. They provide visibility of the truck, but not the trailer itself, and only when the truck is powered on. But keeping track of your trailers is still important. After all, trailers are a key part of logistics; without them, you can't transport your products. Asset tracking can be paired with telematics to provide trailer visibility; it can also provide pallet-level visibility for those companies that could benefit.

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

BOOK A DEMO

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