



HOW LOCATION TECHNOLOGIES BENEFIT

MODERN BUSINESS



00

INTRODUCTION

Location technology has been developed **to improve manufacturing and logistics operations**, which it does in a variety of ways. From improving productivity to improving customer service, location technology is revolutionizing how companies operate.



Companies with digital-first strategies are **64%** more likely to achieve their business goals than competitors.

CONTENTS

- 4 Improved Productivity
- 6 Enhanced Customer Service
- 7 Extended Asset Life
- 8 Informed Operational Decisions
- 9 About Link Labs
- 10 Resources

CLICK TO FOLLOW LINK LABS



04

IMPROVED PRODUCTIVITY

There are a lot of variables in production that affect how productive a plant is. Because of these variables, the production numbers each day can be drastically different.

Employees spent less time searching for the tools or materials they needed to complete a process and more time doing their job, leading to higher productivity numbers.



47% of companies saw improvement of internal operations after the implementation of location technology.

05

ENABLED COMPLIANCE

A lack of company compliance leads to expensive fees and in extreme cases, a suspended business. Companies that have invested in location technology have been able to prove compliance and reduce the amount of fees they have to pay for lack of compliance.



Organizations lose an average of \$4 million in revenue due to a single non-compliance event.

Non-compliance costs more than twice the cost of maintaining compliance

06

ENHANCED CUSTOMER SERVICE

The type of customer service a customer receives determines the future of their relationship with the company. A simple way to ensure the best customer experience is to monitor your supply chain from start to finish. Being able to track products through every stage of the process ensures a quality product arrives on time and in the best possible condition.



93%
of customers

will be repeat customers
when they receive excellent
customer service.

07

EXTENDED ASSET LIFE

The life of your assets is heavily impacted by how well you maintain them. The operation and maintenance stages are the ones your equipment will spend the most time in, and your goal should be to extend those as much as you can. Monitoring use and staying up to date on the maintenance are the best ways to get the most out of your equipment.

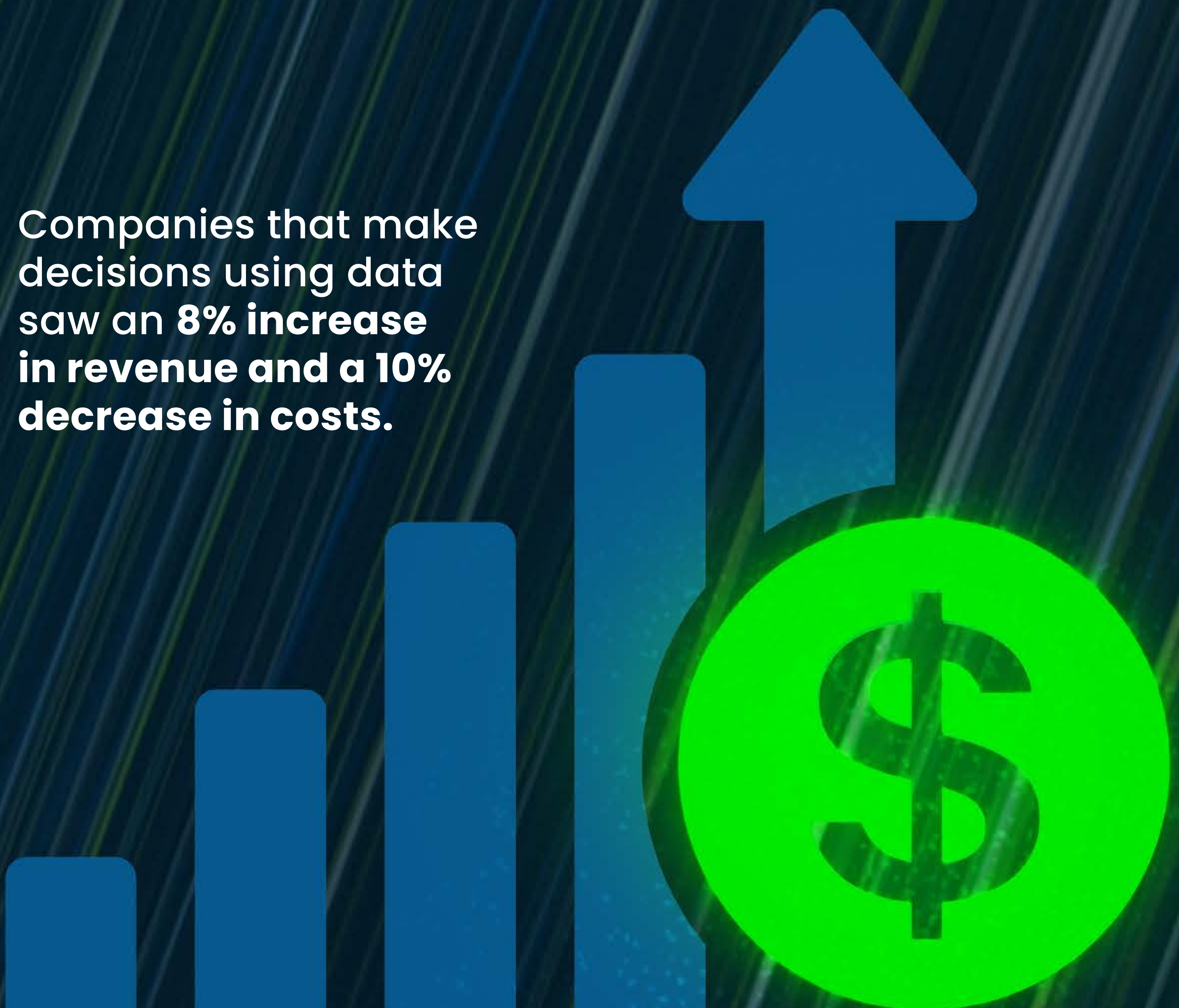


08

INFORMED OPERATIONAL DECISIONS

Using data to make decisions is the best way to ensure you're making the best decision. If you decide to buy equipment just because someone complained there wasn't enough equipment, then you may be wasting money. It's better to keep track of each piece of equipment and its usage to make sure you only make purchases when necessary.

Companies that make decisions using data saw an **8% increase in revenue** and a **10% decrease in costs**.



09

ABOUT LINK LABS

Link Labs is an asset tracking provider for manufacturers and logistics companies. Our solution, AirFinder, tracks and monitors the location of your most valuable assets in real-time to help you make important decisions. AirFinder helps you improve your processes, increases visibility, improves sustainability, and works to reduce cybersecurity risks.

To learn more about AirFinder's capabilities

BOOK A DEMO

10 RESOURCES

1. Ariella, S. (2022, November 14). 37 incredible digital transformation statistics [2023]: Need-to-know facts on the future of business. Zippia 37 Incredible Digital Transformation Statistics 2023 NeedToKnow Facts On The Future Of Business Comments. Retrieved March 28, 2023, from <https://www.zippia.com/advice/digital-transformation-statistics/>
2. Eira, A. (2023, February 20). 193 technology statistics you must know: 2023 Market Share Analysis & Data. Financesonline.com. Retrieved March 28, 2023, from <https://financesonline.com/technology-statistics/>
3. 70 compliance statistics to know in 2022. Secureframe. (2021, December 2). Retrieved March 28, 2023, from <https://secureframe.com/blog/compliance-statistics>
4. 50+ compliance statistics to inform your 2020 strategy. Hyperproof. (2021, September 23). Retrieved March 28, 2023, from <https://hyperproof.io/resource/compliance-statistics-2020/>
5. Redbord, M. (2022, June 24). The Hard Truth About Acquisition Costs (and How Your Customers Can Save You). HubSpot Blog. Retrieved March 28, 2023, from <https://blog.hubspot.com/service/customer-acquisition-study>
6. Smith, M. (2022, November 28). 107 Customer Service Statistics and Facts you Shouldn't Ignore . Help Scout. Retrieved March 28, 2023, from <https://www.helpscout.com/75-customer-service-facts-quotes-statistics/>
7. Big Data benefits: Study Reveals Increased Revenues and Reduced Costs. BI Survey. (2020, July 10). Retrieved March 28, 2023, from <https://bi-survey.com/big-data-benefits>