



9 question readiness challenge for IoT asset tracking

If you're tracking your assets manually that is labour-intensive and prone to error, your organisation may be slow to act on data. What's the true cost of losing assets and is this having a negative impact on your customers?

Here's how it can look for some organizations:

 <p>A construction company is spending \$748,000 every year hiring equipment because they can't find their own assets.</p>	 <p>A council uncovered a loss of \$300,000 worth of missing assets over 3 years due to errors from manual tracking processes.</p>	 <p>A utility customer with 150,000 assets in the field is currently manually scanning 10,000 times a day to keep up to date records.</p>
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IoT asset tracking technology enables you to automate reporting of your asset location enabling you to make better decisions in real time.

**Not sure if your organisation is ready to improve its asset tracking?
Take the readiness challenge to find out.**




- 1. Can you see how many assets you have across the country?**
Yes No
- 2. Do you know the last location of those assets?**
Yes No
- 3. Are you aware that you can track non-powered assets?**
Yes No
- 4. Can you get a history of the location of your assets?**
Yes No
- 5. If assets do go missing, can you learn from that to stop it happening in the future?**
Yes No
- 6. Do you have any idea on the cost of losing assets each year?**
Yes No
- 7. Are you putting the power of different network technologies to use? (e.g. 4G, Bluetooth, Cat M1)**
Yes No
- 8. How does your business respond when it can't find an asset?**
Write it off Replace it
- 9. Do missing or lost assets impact your customer's experience?**
Yes No

If you scored a majority of A's: then talk to us about a migration plan.

If you scored a majority of B's: then contact us to find out how an IoT based tracking system can help your business.

By reducing manual and inefficient processes around managing your fleet of assets, Telstra Track & Monitor provides automated, mapped visibility of the location and condition of your moving assets enabling you to operate more cost effectively and serve your customers – faster, accurately and at scale.

Find out how the Telstra Track and Monitor solution can help your business.

-  contact your Telstra account executive
-  call 1300 telstra
-  telstra.com/assettracking