

Asset Tracking

Track assets in real-time to optimize operations, reduce costs and support sustainable supply chain practices

If you can reduce the loss of assets through misplacement or theft you can use them more efficiently and make sure they're never sitting idle.

What is HERE Asset Tracking?

Asset Tracking is an end-to-end solution that offers real-time visibility of your assets' location and status, both indoors and outdoors. It allows you to find your assets quickly and better comprehend their utilization. With greater visibility, you can identify underperforming areas, root out inefficiencies and reduce overhead costs all while accumulating valuable insights to further streamline your operations.



Key industry use cases

- **Transport & logistics**
Returnable and reusable assets: racks, pallets, crates, tubs, bins, containers, roller cages
- **Manufacturing**
 - Heavy mobile machinery, tanks
 - Warehouse: forklifts
- **Automotive**
Returnable transport packaging
- **Healthcare**
Wheelchairs, surgical equipment
- **Air cargo & handling**
Ground support equipment, unit load devices, luggage transport



"Each year, anywhere between 10% – 40% of the supply chain assets out in the wild vanish, seemingly without a trace."

Source: Logistics bureau

Solution Components



Hardware

Choose between HERE Trackers, HERE Partner Trackers or Bring Your Own Tracker (BYOT)

Easy to use hardware for different use cases, with the right connectivity

HERE's HW portfolio supports positioning (GNSS, Cell ,WiFi, BLE Mesh) for both indoor & outdoor use cases



Platform

Track anything, anywhere: real-time indoor and outdoor visibility and get usage and optimization metrics

Use Platform as APIs or an application or customize to your needs

Scale your business needs and future proof your investments



Application (as is)

Get started immediately using our Asset Tracking web application and deploy thousands of assets

Seamless integration into your ERP/ TMS by HERE Professional Services

Improve analytics and get actionable business insights



Solution Benefits



Improve asset productivity

Reduce overstocking expenses by 30% and misplacement/theft by 10%



Lower your Project TCO

Using HERE's CapEx free business model, reduce your Total Cost of Ownership

Utilize the HERE Platform

Benefit from customization such as venue or yard maps or develop fully tailored applications

Case Study



Activity

Activity, a global leader in IoT connectivity & Hardware , partners with HERE to provide a cutting edge IoT Tracking service based on LoRaWAN® networks

Challenge: Activity needed a partner who can provide a tracking platform and an application that works with its Abeeway trackers and ThingPark IoT network

Solution: end-to-end, customizable solution to track assets seamlessly indoor and outdoor and optimize the supply chain of any industrial facility

Business impact: end customers can now easily locate assets, the cost of asset ownership is reduced, and supply chain transparency is achieved

Coverage



HERE Asset Tracking is available globally excluding China and South Korea

For more information, visit [HERE Supply Chain Solution page](#)

About HERE

HERE, a location data and technology platform, moves people, businesses and cities forward by harnessing the power of location. By leveraging our open platform, we empower our customers to achieve better outcomes – from helping a city manage its infrastructure or a business optimize its assets to guiding drivers to their destination safely. To learn more about HERE, including our new generation of cloud-based location platform services, visit <http://360.here.com> and www.here.com.

Want to talk? We do, too. [Get in touch here.](#)

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