



# HERE 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?

HERE Asset Tracking is an end-to-end solution that offers real-time visibility of your assets' location and status, both indoors and out. 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 data to further streamline your operations.



## Key industry use cases

- **Transport & Logistics**  
Returnable and reusable assets: rays, racks, pallets, crates, tubs, bins, containers, dunnage
- **Manufacturing**  
Heavy mobile machinery, tanks, forklifts, warehouse inventory
- **Automotive**  
Returnable transport packaging
- **Healthcare**  
Wheelchairs, surgical equipment
- **Urban Mobility**  
Field assets: (e.g., e-scooters)
- **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 Tracker, HERE Partner Trackers or Bring your own tracker (BYOT)

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

**Reduce total cost of ownership by leasing hardware and connectivity**

## 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

Get started immediately using our HERE 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 theft/misplacement 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 platform services, visit <http://360.here.com> and [www.here.com](http://www.here.com).

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