



## Optimizing warehouses: 3 ways location data can help

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We are the world's leading location platform, helping people, goods and organizations move more safely and efficiently for over 30 years.

## Is this eBook for me?

The growth of eCommerce and supply chains has resulted in the need for more warehouses worldwide. Costs are rising, as well. This means operating efficient, productive warehouses and distribution centers is more important now than ever before. Asset tracking can help reduce costs, boost warehouse efficiency and improve productivity. In this eBook, we're exploring three ways location-powered asset tracking can help optimize your warehouses and distribution centers:



## 1 Indoor tracking



## 2 Asset utilization



## 3 Feeding digital twins



# 1

## Indoor tracking

Whether you operate one warehouse or many, if equipment is mobile or used by multiple teams (eg, forklifts, roll cages, pallets and more), it can be easily misplaced. This leads to disruptions and delays. Tracking down missing items requires pulling employees away from their daily tasks. Some companies even have full-time employees dedicated to retrieving lost equipment.

Without visibility into indoor locations, companies can't track crucial pieces of equipment to prevent loss or misplacement. For example, a company that lacks sufficient asset traceability may be forced to buy backups of each asset so that production time isn't disrupted when one goes missing. This is neither cost-effective nor sustainable. Fortunately, there's a better way with location technology.

Now we can  
reduce asset  
loss by 20%

### How does asset tracking work?

Asset tracking solutions help reduce the time and money spent on missing equipment by providing necessary visibility. They allow you to track and monitor mobile assets in a supply chain for optimal utilization and efficiency.

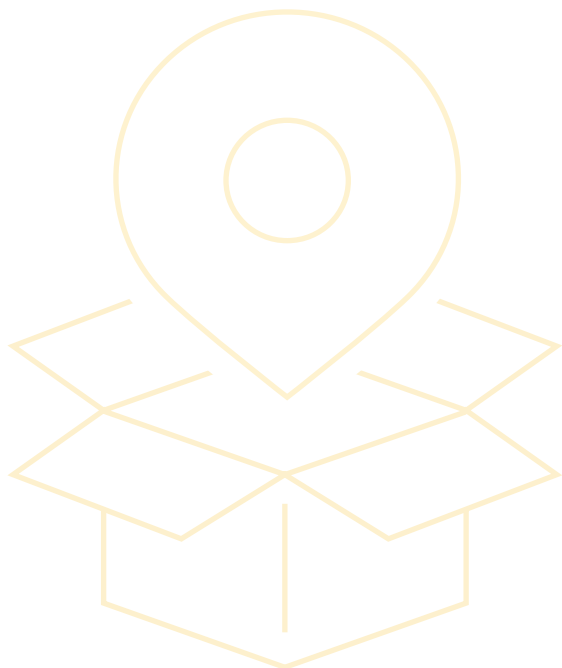
It all starts with a tracking device or unique identification number. By monitoring the tracking device via asset tracking software, or scanning its barcode as the asset changes hands, you can accurately follow its movements.

Hopefully your assets make it to their destination without a hitch, but if they don't, you'll know exactly where they are and what went wrong.

### HERE Asset Tracking

☑ **HERE Asset Tracking** is an end-to-end solution that offers real-time visibility of your asset's location and status. It is the ideal way to keep track of all mobile equipment on or off the warehouse floor. Additionally, with working-from-home on the rise, HERE Asset Tracking enables managers to improve employee productivity levels within warehouses and seamlessly track movements of assets and material handling equipment utilizing already available networks. Continue to [page 6](#) to find out more about HERE Asset Tracking.





# 2 Asset utilization

Imagine a postal company has over 500,000 roll containers. Without proper knowledge of the location or utilization of those containers, unnecessary costs can quickly add up. Let's say 3% – about 15,000 roll containers – are stolen every year. If each container is \$100, that becomes \$15 million over a 10-year period. And, those costs continue to rise because this company is unaware that up to 40% of their roll containers sit idle for several months outside of the busy holiday season.

Unfortunately, this example is all too common. But thankfully, there's a way to reduce those inefficiencies and costs.

Companies who track their assets also gain valuable insights into their usage patterns. Asset tracking solutions reduce over- and underutilization, enabling optimal asset use while preventing loss, theft and more.

## A tech and consulting company turns to HERE

Atos, a global information technology service and consulting company realized that many of their customers shared similar goals: cost reduction, secure supply chains and sustainability.

To tackle these challenges, they proposed their customers implement location tracking devices onto their roll containers. For their asset management solution to work, they needed accurate, real-time visibility both indoors and out, so they selected the HERE Asset Tracking solution.

Now they can now provide their customers with asset management as a service solution, to facilitate roll container tracking, prevent loss and collect data for optimization.

### Today, this company's customers can:

- Track the movement of all roll containers
- Enjoy improved indoor and outdoor visibility
- Find missing assets and determine exactly where things went wrong
- Decrease costs associated with replacing and overstocking roll containers



Now we can  
reduce asset  
overstocking  
expenses by  
30% with  
HERE Asset  
tracking

# 3 Feed digital twins

A supply chain digital twin is a realistic virtual representation of operations and facilities that includes assets, warehouses, logistics and inventory positions.

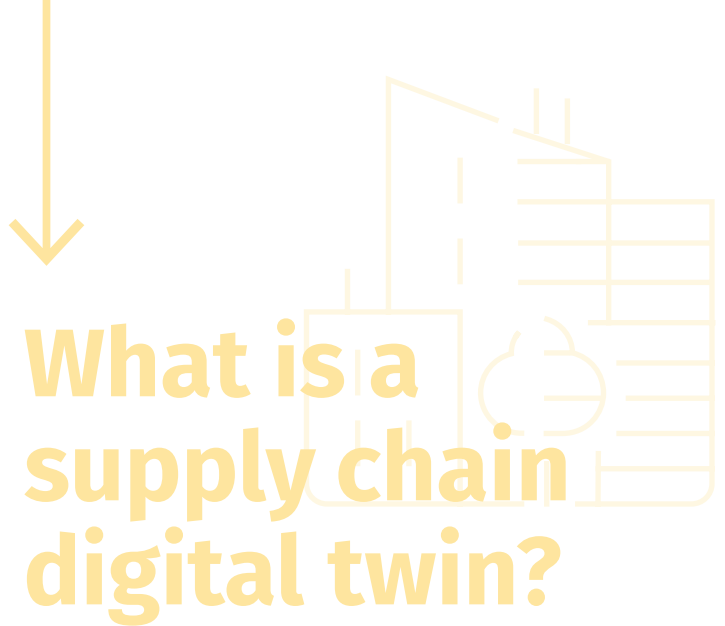
Let's talk data. When mapped to a warehouse or distribution center, data coming from sensors, trackers and other IoT devices becomes inherently more valuable. For example, when companies track the whereabouts of their roll containers to reduce loss and theft, they can use that data to analyze the downtimes of those assets, too.

## Partner story:



Yojee, a cloud-based software as a service (SaaS) logistics platform, teamed up with HERE to leverage location intelligence and create a solution that transforms warehouse operations and management through digitization.

The solution combines Yojee's logistics software expertise along with HERE Asset Tracking and HERE map-making capabilities to uncover crucial data from the warehouse floor. By feeding the real-time and historical data into an AI-powered data analytics dashboard, businesses receive a digital representation of their warehouse operations. Through customization and maintenance, the connected warehouse solution can help users improve overall logistics planning and reduce operational costs.



Some companies are taking it a step further by feeding their data into modeling tools known as digital twins. Digital twins help businesses make informed decisions on how they can streamline operations and utilize the maximum capacity of their facility through infrastructure planning, asset tracking and workforce management. They also allow them to simulate changes – such as a new warehouse layout or automated process – before investing or disrupting operations.



Now, customers can benefit from next-generation real-time tracking and can track materials, equipment and workforce movement faster and more accurately. They can reduce costs by optimizing the utilization of labor, utilities and storage space. And they can achieve a seamless workflow by using the data collected by IoT devices to determine the best warehouse layout and configuration.



# HERE Asset Tracking

With HERE Asset Tracking, you can enjoy improved real-time visibility that tracks the location, status and condition of your assets. It allows you to find your asset, their usage and gather valuable data.

## The five value propositions of HERE Asset Tracking are:

- 1 Real-time visibility:** HERE Asset Tracking offers real-time visibility indoors and outdoors, offline and online. Users can enable indoor tracking by utilizing readily available infrastructure like WiFi
- 2 Works with your systems of record:** Customers can use HERE Professional Services for turn-key integration into their existing systems of record
- 3 Modular Platform as a Service (PaaS):** The level of modularity built into the system ensures that multiple customer use cases and pain points are addressed.
- 4 End-to-end business models:** Everything the customer needs including hardware, connectivity, all the application layers and more can be bought directly from HERE. This eliminates unnecessary third parties and time spent dealing with several different companies
- 5 Open hardware model:** Customers have the freedom to use HERE trackers, HERE partner trackers or bring their own

Ready to optimize your warehouses and distribution centers but don't know where to begin? HERE's location services and tracking platform combine into an easy-to-integrate solution to tackle top visibility challenges.

# The three components of HERE Asset Tracking



## IoT hardware:

- Choose between HERE trackers, HERE partner trackers or your own devices (Bring your own tracker, BYOT)
- Reduce the total cost of ownership by leasing hardware and connectivity
- Easy to use for different use cases with the right connectivity

## Platform as a service (PaaS):

- Enables you to track assets with real-time indoor and outdoor visibility
- Leverages WiFi, Cell, GPS and Bluetooth Low Energy to pinpoint an object's location
- Use Platform as APIs or an application or customize to your needs
- Additional levels of customization, such as venue or yard maps are also supported

## Application:

- A ready-to-use Asset Tracking web application and admin portal where you can configure devices, manage users and projects and deploy thousands of assets
- Seamless integration into your ERP/TMS/WMS by HERE Professional Services
- Improve analytics and get actionable business insights

## Further reading

Whether you're looking to cut costs, achieve sustainability goals or improve operational efficiency, location technology can help make it happen.

The asset management conversation doesn't have to end. Check out our additional materials below and reach out to us; we'd love to hear from you.



### This is when supply chains will get back to normal

[Read the article](#) →

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### Asset Tracking powered by HERE

[Discover the solutions:](#) →

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### Streamline supply chain operations data and digital twins

[Watch the webinar](#) →

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