



ASSET TRACKING

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CASE STUDY OVERVIEW

We were looking for a quick and easy way to track our high-value assets in the field, specifically audio & visual equipment. Our options were RFID trackers, which were prohibitively expensive, and barcode labels, which were limited in scope and required equipment & training.

BitRip fit the bill very nicely – extremely intuitive app, easy to use, no training required, and we could visually see and interact with all of our assets in the field with a map. In addition, BitRip is surprisingly low cost – no software expense and each label around 15 cents.

I can positively say this will be a must-have for any company with expensive equipment that moves around a lot and needs accountability.

FAVORITE FEATURES

Live Map View

Any time the label gets scanned, it automatically updates its GPS location. So I can see all my assets out in the field on a map, I can zoom in, tap on each one, and pull up data on it immediately. If it's missing or a late return, I can add a contact # and [LATE] tag to it, so when scanned, its status is understood immediately.

Live Log Book

We have to keep records just like any company. Every label, besides being a “conversation thread”, also soaks up data every time it gets scanned. This data is then presented in a logbook for each label – so you see a complete history of each user, time/date, location, and actions taken. If there are ever questions about a piece of equipment, I can pull up a spreadsheet that shows a complete history of the asset.

LIMITATIONS

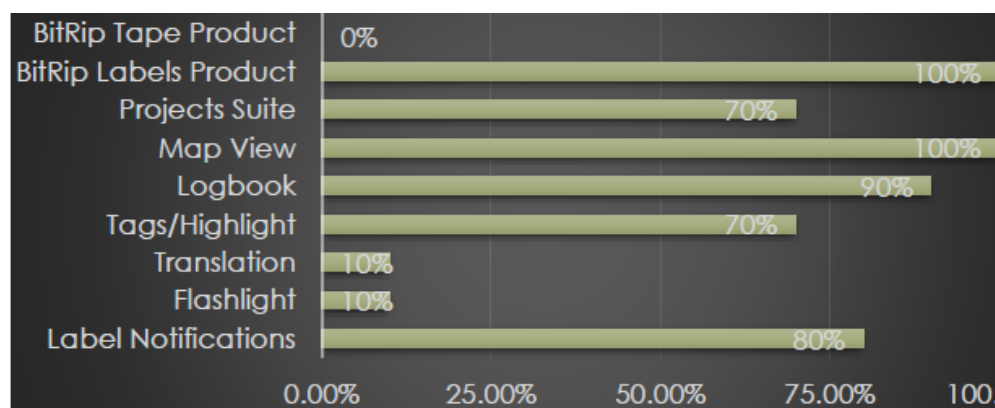
Desktop

Right now everything is phone-based. I hear desktop is coming soon, but can't be soon enough. It is critical to be able to communicate and track assets at my desk on my laptop.

Live Tracking

RFID allows you to know where an asset is in real-time, BitRip tells you where the asset was during the last scan. Not a deal-breaker, but just something to note in case that's an important feature.

FEATURE LEVEL OF IMPORTANCE



RELATED USE CASES

- Material & Supplies Tracking
- Equipment & Tool Accountability
- Chain of Custody Reports

DATE

17 JULY 2021