



# 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. 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 that has expensive equipment that moves around a lot and needs accountability.

## RELATED USE CASES

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

## DATE

17 JULY 2021

## 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 its 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 is 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 every thing 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 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

