



## **6 Key Criteria to Evaluate High-Value Asset Tracking Technology for the Field**

Improve Operational Efficiency With the Right Software



## The Status Quo in Field Operations

The digitization wave and Internet of Things (IoT) have enabled a new way of working: one where information fuels faster and smarter business decisions. Field operations have much to gain from these technological advances especially considering that industries with field services are some of the least digitized, with labor-intensive manual processes still very much the norm.

Many industries have already taken advantage of the power of IoT starting with fleet tracking, which has been widely adopted and delivers a number of operational benefits from improved security and maintenance to more efficient utilization and billing.



Forward-thinking companies are now taking the same approach with equipment tracking and have turned to asset tracking technology to achieve the same benefits, with the overarching goal to meet high-priority business objectives such as improving efficiency and saving costs. And, they're already reaping the fruits of their investments.

Field organizations that transform themselves to capitalize on new technologies can generate significant gains in labor cost savings, productivity, and other performance metrics.<sup>1</sup>



Selecting an asset tracking solution can be daunting and time-consuming. There are a staggering amount of technical specifications to consider, and every organization has different operating conditions and requirements for their field operations, which makes it crucial to determine the best fit from the start to avoid compatibility issues later on.

This buyer's guide series aims to help field operators and leaders understand the unique needs of their field operations and select an asset tracking solution that will deliver the operational and business wins they plan to achieve. This chapter covers software considerations including:

-  The six key criteria to consider when evaluating if a field asset tracking platform is the right fit
-  A checklist of questions to ask yourself and potential vendors to help in the selection process

<sup>1</sup> "The coming evolution of field operations." McKinsey.  
<https://www.mckinsey.com/business-functions/operations/our-insights/the-coming-evolution-of-field-operations>





## 6 Key Criteria When Evaluating Field Asset Management Software

Compared to hardware, software is as equally important because it helps you gain access to asset information that combined with operational knowledge, empowers field operators to make informed decisions that translate to real business value.

The hardware is an enabler that provides data and how the software manipulates this data into operational intelligence is going to be a key differentiator. In that regard, the asset tracking software must have features that can solve your operational challenges so you can improve efficiency and save costs.



## User-friendly and intuitive

### Key takeaway

Easy-to-use software with good usability has higher adoption and success rates, leading to greater profitability and ROI.

### What you need to know

The software has to be easy to learn and use, otherwise your team will see it as a burden rather than an improvement. Every step of the process has to be simple and understandable for your team—like fuss-free and quick installation, an intuitive interface that guides the user through each function, automatic updates that keep the program running optimally, and easy access to support if issues arise.

More importantly, the new software should streamline and improve once-manual processes, allowing your team to work more efficiently than before. This will result in greater adoption and ensures a seamless transition for your organization.



## Features and purpose-built functionality

### Key takeaway

Platforms with purpose-built functionality help you solve the unique challenges in your field operations and achieve operational efficiency.

### What you need to know

Purpose-built platforms contain all the features and functions that you need for the situations you meet in the field, without all the bells and whistles. Simply put, it gets the job done the way you need it to. How the software manipulates the data into actionable insights, through reports and visuals for instance, will be key to help you better manage asset utilization, maintenance action items, service verification, rental equipment, and more.

Ultimately, the software should provide an opportunity to digitize and automate paper and manual processes, while also centralizing information scattered across spreadsheets, file cabinets, and whiteboards into a digital repository that provides an integrated view of all your tracked assets on a single platform.



## Location and context

### Key takeaway

Ability to overlay and integrate GIS data to enrich maps and reports with geospatial information specific to a particular project or industry provides you greater visibility.

### What you need to know

The latitude and longitude data that GPS trackers collect are processed and enriched, and then overlaid onto a map as dots that show asset location. On a fundamental level, this is sufficient if you only need to know the general area that your equipment is in. But what if you need more specific information like which oil rig, construction site, or railroad track it's referring to?

In the case of oil and gas, the dots-on-a-map approach would only show dots over an ocean of blue with no context whatsoever like the name of the oil rig or offshore block. So, the capability to support map overlays of industry-specific geospatial data to provide contextual location would be valuable in an asset tracking software.



## Easy integration with business applications

### Key takeaway

Easy software integration with other applications in use helps streamline information flows and avoid duplicate entries.

### What you need to know

Without the ability to integrate with your other systems, whether in-house apps or third-party programs, adding new software to your organization is akin to adding a new data silo. Therefore, the software has to integrate seamlessly with your existing business software ecosystem, or it'll create more work for your team to transfer information over manually, potentially causing data entry errors and duplicates.



## Mobile access

### Key takeaway

Mobile access and mobile applications with field-ready features empower field personnel to make decisions on-the-go.

### What you need to know

In field operations where there's a highly-mobile workforce, mobile access and applications enable you to access asset information and make decisions even when you're out in the field. While a mobile app doesn't have to mirror the exact functions of your desktop software, it should have key features for field teams like the ability to see where assets are, apply filters to see the closest assets to your current location, and provide turn-by-turn instructions to help navigate to the assets.



## Customizable and scalable

### Key takeaway

Customizable and scalable software can fit your current needs while easily expanding to accommodate future growth.

### What you need to know

Your business needs will change as your company grows so the software you choose must be able to meet expectations now and in the future. Whether it's tracking 50 or 5,000 assets, the software should still be able to do so without crashing or affecting productivity.

When considering scalability, the infrastructure that the software is built on is of utmost importance. Cloud-based software provides an advantage as it offers the scalability needed to cope with increased workload demands in a flexible, fast, and cost-effective way.

## Checklist: 10 Questions to Help You Decide on the Right Software

In this checklist, ask yourself these key questions to help you understand your tracking needs and narrow down your search for a field asset tracking solution.

1. What software features do you need?
2. What dashboards and reports can be viewed on the platform?
3. Can data on all assets—owned, rented, or third-party equipment or vehicles—be managed in a single system?
4. Does the software support custom map layers and contextual location data for your specific industry?
5. Are analytics available that you can leverage to make informed decisions?
6. Is the platform accessible on mobile devices and what features are available on the mobile version?
7. Is the platform deployed on-premise or on the cloud?
8. How reliable is the software in terms of security, compliance, and scalability?
9. Can you share asset visibility with clients or project partners in a controlled and secure way?
10. Does the software have the ability to integrate easily with existing enterprise systems?



## We're Here to Help

Geoforce is the industry-standard for field asset tracking solutions in remote and rugged environments, and is used by some of the largest names in oil and gas, construction, transportation, and more. Our solutions are purpose-built to drive control and operational intelligence in field operations.

If you'd like insights into how field asset tracking technology can transform your field operations, contact [www.geoforce.com/contact](http://www.geoforce.com/contact).







## About Geoforce

Founded in 2007, Geoforce's award-winning industrial IoT platform brings order to chaotic field operations in industries as diverse as oil and gas, agriculture, construction, mining, transportation, logistics, government and defense, and rail. The company is an end-to-end solutions provider with over 1,300 customers tracking approximately 160,000 assets across 90 countries, with more than 2.3 million readings daily.



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