



 **Real-Time Asset Tracking**

# Active Asset

## Real-Time Asset Tracking for WLANs

*Active Asset identifies and solves workflow and security concerns for organizations*

Active Asset™ is an application leveraging the sophistication of Newbury's patented location technology with features that empower enterprises to locate, track, manage, secure and analyze critical mobile assets and personnel for maximum return on investment and efficiency. Together with the Newbury Location Appliance™, Active Asset is a powerful real-time location system (RTLS) that delivers critical, real-time point-of-need and time-of-need information necessary to improve enterprise processes, asset allocation, cost efficiencies and employee productivity.

Improving operational efficiency, safety and loss prevention in enterprise settings such as data centers, healthcare, supply chain and manufacturing are important benefits that real-time asset tracking delivers. The Active Asset application empowers enterprises to access timely location-specific information and services continuously, easily and more efficiently.

Newbury's Active Asset takes asset tracking beyond the choke point limitations of passive RFID. Traditional passive RFID solutions can only identify when an asset has been in the proximity of an exciter often placed at a choke point like a doorway. In contrast, by using 802.11 based asset tags that actively broadcast identifying information, Active Asset can continuously track in real time the physical location of every asset without requiring any choke point sensors. Further, by leveraging existing WLAN infrastructure such as access points from Cisco, Aruba, Nortel, Symbol (Motorola) and Trapeze, Active Asset enables organizations to implement active RFID solutions without needing to deploy a separate overlay network of sensors.

Active RFID using Newbury patented technology provides two major capabilities: point of need positioning and continuous location tracking. The most often cited desire for active asset tracking is at "point of need" or "time of need" – to find the nearest person or asset – such as locating a crash cart in a hospital when a patient requires cardiac care. The other common need for active asset tracking is to continuously monitor and report on movements of assets such as monitoring the progress of items in a production process or identifying all the places that have not been checked by security personnel in the last twenty four hours.



## Active Asset provides the following capabilities and benefits:

- Ⓐ **Real-Time Location System (RTLS)** – Active Asset tracks and locates people, equipment, expensive assets, vehicles, and Wi-Fi enabled devices such as laptops, PDAs and Wi-Fi phones. Active Asset's scalability offers real-time tracking and monitoring of large numbers of devices to safeguard against loss of valuable equipment and people.
- Ⓐ **Floorplan Dashboard** – Active Asset includes a graphical console that provides real time visibility into the activity, location and status of assets. Mapping tracked devices and personnel to floor plans, the dashboard provides layered views to display assets, location, movements, alerts and more.
- Ⓐ **Asset Lifecycle Management** – Active Asset allows enterprises to use a configurable and extensible data model supporting multiple asset types such as people, equipment, handsets and other mobile devices.
- Ⓐ **Workflow Process Tracking** – Active Asset continuously monitors signals from tags so it can identify the location of items, providing managers with a real-time picture of supply chain movements and process workflow.
- Ⓐ **Wi-Fi Asset Tags and Tag Management** – Active Asset's Wi-Fi tags adhere to 802.11 standards and come in variable sizes and power options. Key features include alarms and "find me" features to help enterprises improve responsiveness in critical care or security situations.
- Ⓐ **System Level Integration** – Active Asset runs on top of Newbury's Location Appliance and integrates with leading enterprise network infrastructure such as Cisco, Aruba, Nortel, Symbol (Motorola) and Trapeze.
- Ⓐ **Reporting and Alerting** – Active Asset comes packaged with customizable reports and extensible event-based alerts to improve job and workflow processes such as inventory management, mobile asset audits, etc.

**Active Asset** can be leveraged to support asset and personnel tracking needs in a variety of industries including Healthcare, Corporate / Enterprise, Aviation, Education, Entertainment, Homeland Security, DoD / Military, State and Local Government.

### Active Asset in Healthcare

In this diagram below, Active Asset is deployed in a health-care setting. The locations of medical staff, patients and critical equipment are identified and tracked in real-time to ensure efficient use of personnel, equipment and facilities. For greater productivity and efficiency, Active Asset's tags can be attached to standard personnel, patient and visitor badges.

### Active Asset in Manufacturing

Efficient manufacturing requires instant, continuous, and precise knowledge of parts availability, and work-in-process status. Active Asset can provide complete visibility of parts, tools, WIP, finished goods inventory and personnel as they move throughout the factory. For example, an alert can be triggered if a production batch does not move to the next process within a specified period of time.

### Active Asset in Information Technology

Organizations spend a tremendous amount of time locating and securing computing devices. Often those devices are Wi-Fi enabled or can be tagged with WiFi asset tags. By tracking IT assets with Active Asset, organizations can be alerted when devices are not where they are expected to be. When equipment needs to be serviced, personnel can quickly locate the device saving hours of time by avoiding having to hunt for the forgotten server or laptop.

### Active Asset in Homeland Security

New realities require that first responder services be established at a moments notice. Entire network infrastructure can be deployed to support a mobile emergency medical operation. Using Active Asset to track equipment, patients, and first responders ensures that care is delivered to those who need it most and that people and assets can be tracked in these chaotic environments.

### Active Asset in High Value Asset Security

Active Asset enables organizations to locate, track, secure, and inventory their valuable resources. Active Asset is ideal for organizations that need to manage high-value assets throughout their facilities and secure expensive assets, like inventory or equipment.

### Active Asset in Supply Chain and Workflow Management

Active Asset streamlines production staging, inventory control, and finished goods putaway and retrieval. Active Asset also eliminates the error-prone methods used commonly in work-in-process and queue-time tracking, allowing operators to instantly determine the location of a specific job, the process stage, and the dwell time.

### Active Asset for RTLS and Mobile Resource Management

Active Asset enables several key capabilities for effective real-time asset tracking, management and workflow analysis, including:

- > Personnel identification, monitoring, location and tracking
- > Asset identification, location, tracking and usage monitoring
- > Asset lifecycle control
- > Asset management
- > Settings and configuration management
- > Service and support
- > Recovery and continuity
  - > Inventory management and security
  - > Production and process control
  - > Facilities access control

Active Asset in Healthcare





## Active Asset Feature List

### Patented Location Tracking for 802.11 devices

- Determine physical location down to a specific room on a specific floor
- Establish unique access policies for different physical zones such as Inside, Outside, and Public Spaces
- Accurately determine if device is inside or outside your facility
- Create virtual physical perimeter around your facility
- Establish alerts based on location of devices
- 24x7 Monitoring of all 802.11 devices in and around your facilities

### Asset Reporting and Monitoring

- Graphical real-time monitoring dashboard
- View assets by location
- Activity reports by location
- Asset movement analysis
- Comprehensive asset history with record of
  - Physical Location
  - Associations

### Asset Tags and Tag Management

- Ergonomic form factor
- Low power consumption – battery power up to 5 years
- Durable, long lasting and easy to deploy
- High reliability and location precision
- Low total cost of ownership



Active Asset works with the Newbury Location Appliance and industry-leading wireless network infrastructure

## About Newbury Networks, Inc.

Newbury Networks, The Location Systems Company™, enables enterprises to locate, manage and secure applications running over wireless LANs (WLANs). Newbury's solutions provide unprecedented security, management and real-time asset tracking through its patented location-based technology.

Newbury's Location Appliance and applications have won numerous awards and accolades including Network World's Best of the New Data Center and Best of Tests™.

Newbury's solutions provide breakthrough capabilities for tracking, managing and securing WLANs by location – ultimately resulting in enhanced security, system performance and ROI.



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