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Understanding Your Asset-Tracking Options

The ability to track the location of assets, people and equipment—or anything of value to a business—has been garnering a lot of attention lately. This is evidenced by the number of demonstrations, sessions and announcements at industry trade shows; the emergence of companies with RFID and

sensor hardware or software offerings; and, most importantly, the variety of use cases and real-world customer success stories being discussed.

When it comes to picking the best technology with which to track assets for a specific situation, companies have a wealth of options from which to choose. The ultimate decision is usually based on:

1. *The value, size and number of assets to be tracked.* This provides guidance with regard to the amount of money justifiable per asset, as well as the possible tag form factors.
2. *The required level of location granularity or preciseness.* Do you need to know the exact path of an asset around a building at frequent intervals, or just whether it is in a room? Do you need to know where an asset is in real time, or just where it was last seen?
3. *Existing technology investments.* Have you already invested in passive RFID or mobile devices? Do you have an existing Wi-Fi infrastructure throughout the area that can be utilized?
4. *Other business or technology requirements.* These include cost, integration, existing expertise and so on.