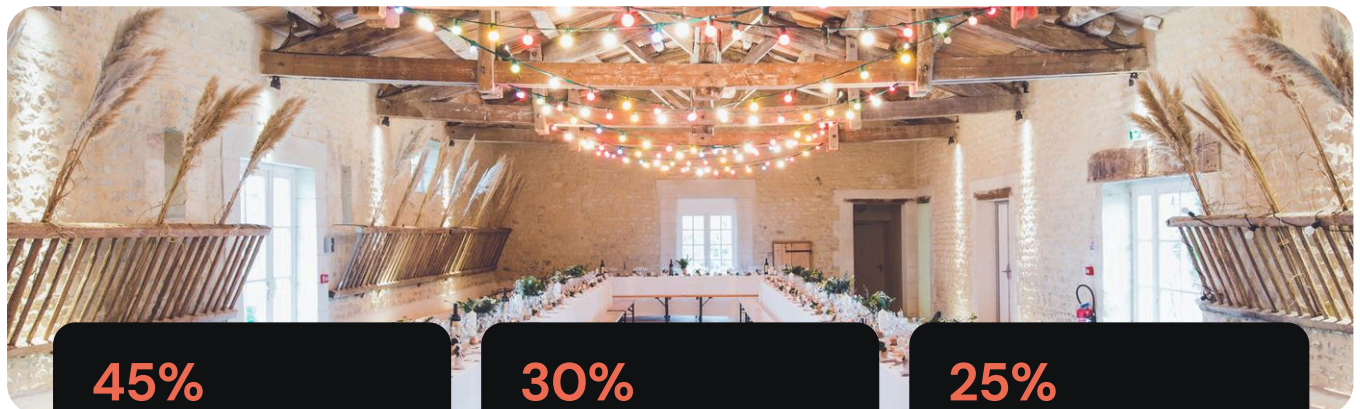


Events & Media

Global

An event agency raised leased equipment utilization by 45%

A nationwide event management firm tagged its leased equipment with QR codes and RFID, and moved check-in, check-out and maintenance into one system to see what was available for each event.

**45%**

improvement in equipment utilization

30%

fewer cases of unavailable equipment

25%

less time to allocate equipment to events

AT A GLANCE

INDUSTRY

Event management

SIZE

Large

COVERAGE

Nationwide events

ASSETS

Extensive leased event equipment

FEATURES USED

Assets

Connected

Maintenance

01 The client

The client is a large event management firm that runs events nationwide using an extensive stock of leased equipment.

Equipment goes out to an event, comes back and is prepared for the next one. Check-in, check-out and maintenance tracking were all done by hand.

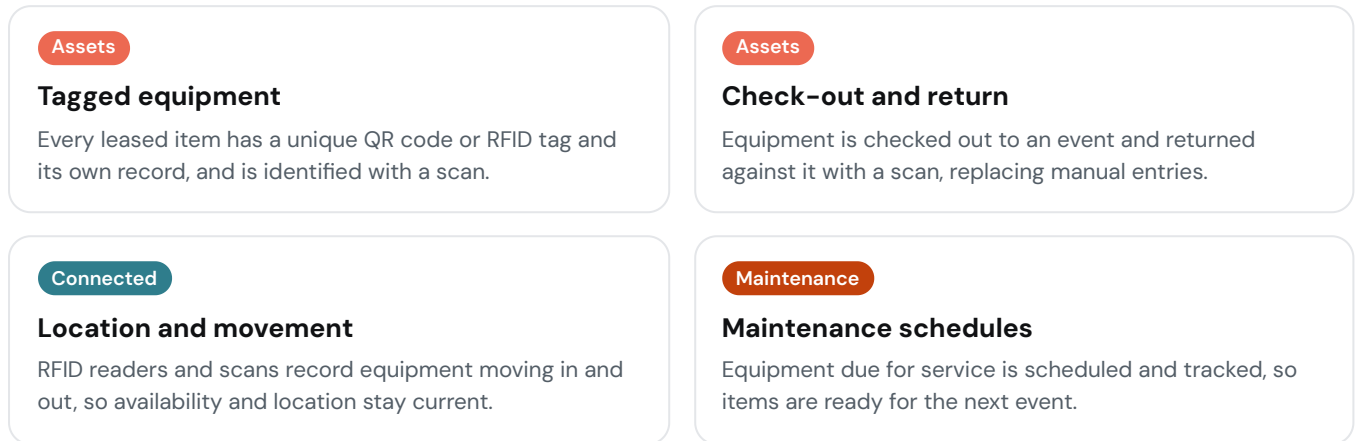
02 The challenge

Manual check-in and check-out were slow and error-prone. Without a current view of what equipment was available, where it was and what state it was in, allocating equipment and planning events was harder than it needed to be.

- Check-in and check-out recorded by hand, with frequent errors.
- Maintenance tracking was manual and time-consuming.
- No real-time view of equipment availability, location or condition.
- Equipment was sometimes unavailable when an event needed it.
- Allocating equipment to events took too long.

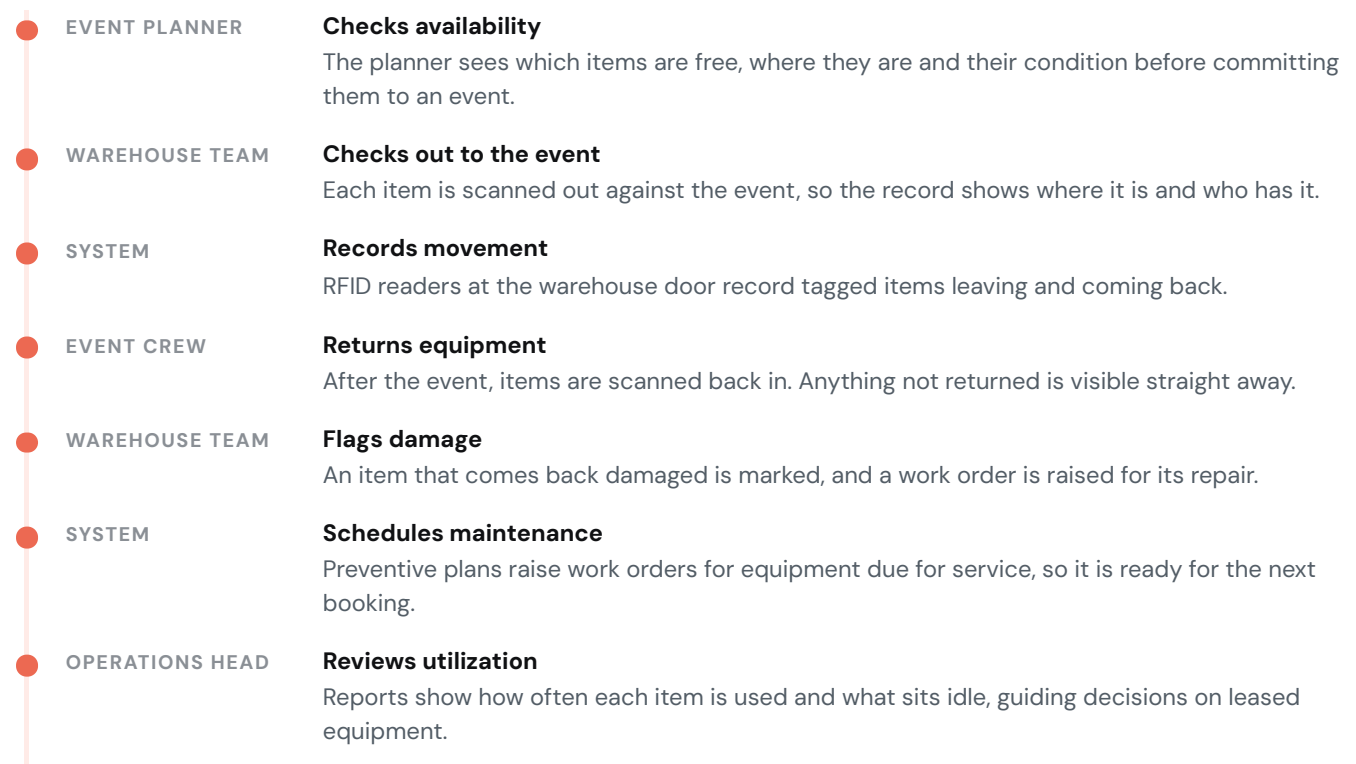
03 What they set up in Asset Infinity

The agency tracked every leased item in Asset Infinity, with QR codes or RFID tags, check-out and return against each event, and maintenance schedules.



04 How it works day to day

Here is how equipment moves through an event now.



05 Before and after

	BEFORE	WITH ASSET INFINITY
Check-in and check-out	Manual entries, frequent errors	Scanned against the event
Availability	No real-time view	Location and status visible
Unavailable equipment	Items not ready for events	30% fewer cases
Allocation	Slow to plan	25% less time
Maintenance	Tracked manually	Scheduled and recorded

06 How it rolled out

1

Needs assessment. The agency and the Asset Infinity team reviewed leased equipment workflows, challenges and requirements.

2

Configuration. The system was configured for real-time tracking, check-in and check-out, and maintenance scheduling.

3

Equipment tagged. Each leased item was tagged with a unique QR code or RFID tag for scanning.

07 The results

20%

less administrative work from scanned check-in and check-out

15%

increase in overall operational efficiency

- Less idle equipment and better return on leased items.
- Staff time freed for event planning.

08 Why it worked

A scan instead of a form

Check-out and return take a scan, which removed most of the manual data entry and its errors.

Availability you can trust

Planners see real status and location, so they allocate equipment with confidence.

Ready for the next event

Scheduled maintenance and damage reports keep equipment in working order between events.

09 Looking ahead

By tagging its leased equipment and tracking check-out, return and maintenance in one system, the agency raised equipment utilization by 45%, had 30% fewer cases of unavailable equipment and allocated equipment to events 25% faster.

With less administration, the team spends more of its time planning events and knows that the equipment each event needs will be there.

See it on your own assets

A 30-minute demo, set up for an event or equipment rental company.

The client's name is withheld for confidentiality. Results are as reported by the client.

Book a demo

Start a 14-day free trial