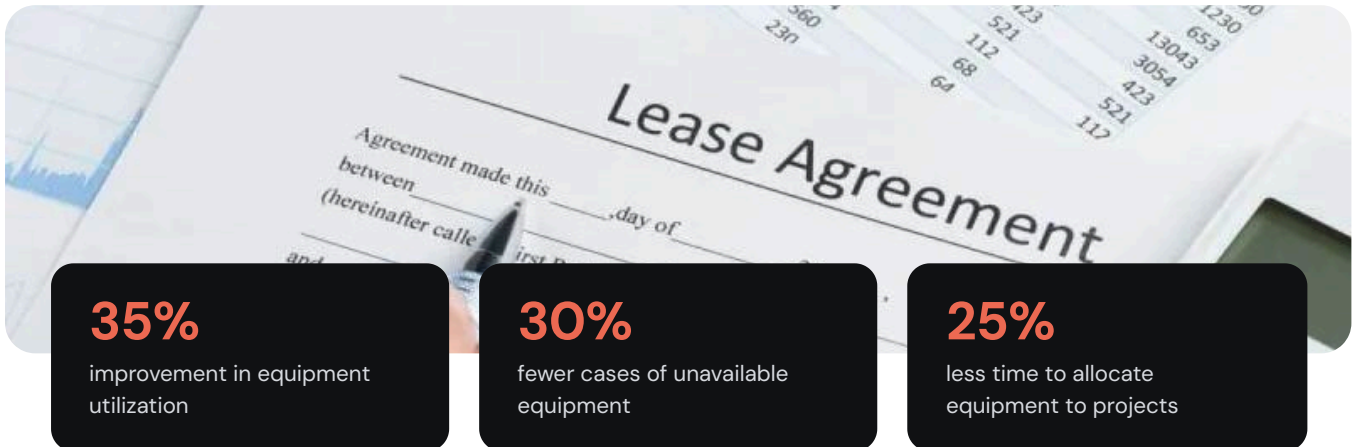


A media production company raised leased equipment utilization by 35%

A media and entertainment company tagged the leased equipment it uses on productions and tracked allocation, return and maintenance in one system, so crews know what is available for each project.



AT A GLANCE

INDUSTRY

Media and entertainment

SIZE

Medium

COVERAGE

Nationwide production operations

ASSETS

Leased production equipment

FEATURES USED

Assets

Connected

Maintenance

01 The client

The client is a media and entertainment company running production projects nationwide with leased equipment.

Equipment is allocated to a production, returned when the shoot ends and readied for the next project. Allocation, return and maintenance tracking were all handled manually.

02 The challenge

Manual allocation and return took time and caused errors. Without a current view of what was available, where it was and what condition it was in, production planning and resource allocation suffered.

- Allocation and return of equipment were recorded by hand, with errors.
- Maintenance tracking was manual and time-consuming.
- No real-time view of equipment availability, location or condition.
- Equipment was sometimes unavailable when a production needed it.
- Allocating equipment to projects took too long.

03 What they set up in Asset Infinity

The company tracked its leased production equipment in Asset Infinity, with QR codes or RFID tags, allocation and return against each project, and maintenance schedules.

Assets

Every item labeled

Each leased item carries a unique QR code or RFID tag linked to its record, so it is identified with a scan.

Assets

Allocation and return

Equipment is checked out to a production and returned against it, replacing manual entries and the errors that came with them.

Connected

Movement and location

Scans and RFID reads record where equipment goes, so its availability and location stay current.

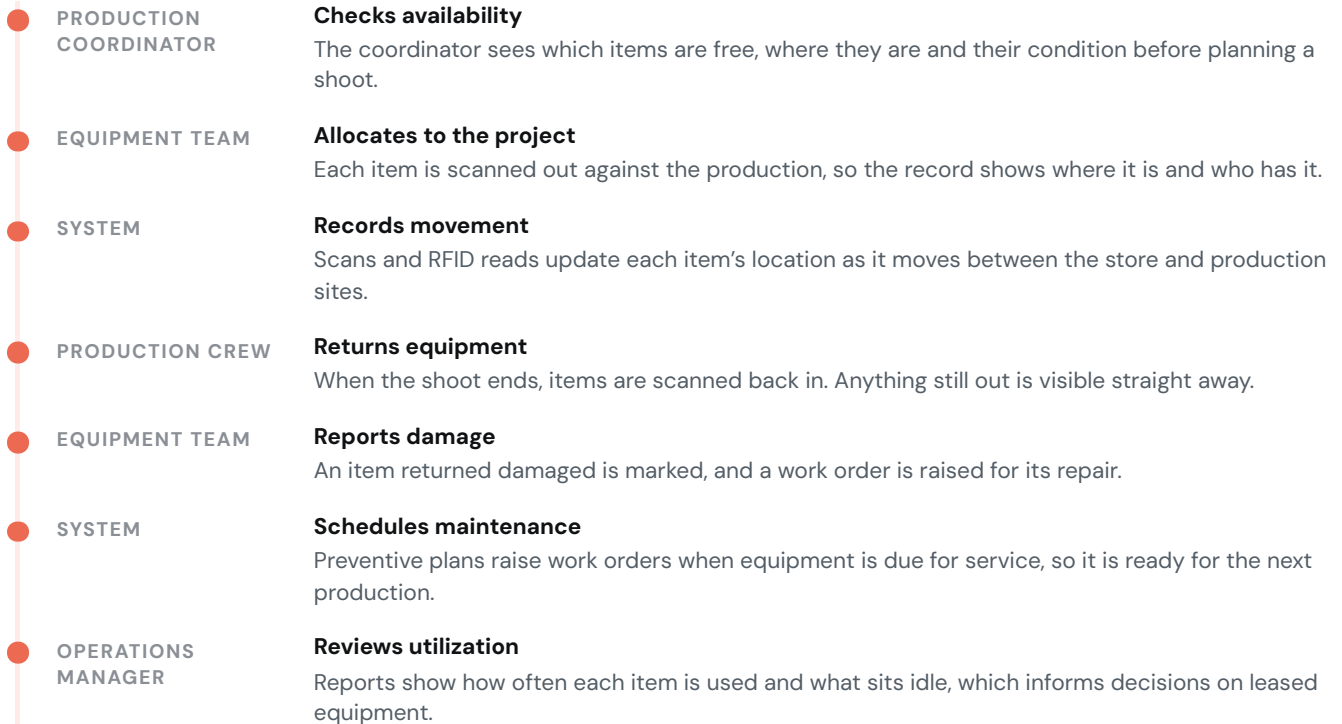
Maintenance

Maintenance scheduling

Service for production equipment is planned and recorded, so items come back into use ready to work.

04 How it works day to day

Here is how equipment moves through a production now.



05 Before and after

	BEFORE	WITH ASSET INFINITY
Allocation and return	Manual entries, frequent errors	Scanned against each production
Availability	No real-time view	Location and status visible
Unavailable equipment	Items not ready for productions	30% fewer cases
Allocation time	Slow to plan	25% less time
Maintenance	Tracked manually	Scheduled and recorded

06 How it rolled out

1

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

2

Configuration. The system was configured for real-time tracking, allocation and return, and maintenance scheduling.

3

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

07 The results

20%

less administrative work from scanned allocation and return

15%

increase in overall operational efficiency

- Less idle equipment and better return on leased items.
- Staff time freed for creative and strategic work.

08 Why it worked

Fast to use on set

A scan is all it takes to allocate or return an item, so crews keep records up to date.

One view of every item

Planners see status, location and condition together, which made allocation quicker.

Equipment ready to work

Scheduled service and damage reports mean items go out to productions in working order.

09 Looking ahead

By labeling its leased equipment and tracking allocation, return and maintenance in one system, the company raised equipment utilization by 35%, had 30% fewer cases of unavailable equipment and allocated equipment to projects 25% faster.

Production teams plan with an accurate view of what is free, and staff spend less time on administration and more on the work itself.

See it on your own assets

A 30-minute demo, set up for a production company or equipment rental business.

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

Book a demo

Start a 14-day free trial