Events & Media | India

An events and media company cut equipment downtime by 30% and rental costs by 25%

A multi-city events and production company put its AV and staging equipment in one register, with scheduled maintenance and usage data, so equipment is ready and available for every event.



30% less equipment downtime

25% lower emergency rental and replacement costs

35% better asset utilization

AT A GLANCE

INDUSTRY
Events and media production

REGION
India, operations in multiple regions

SIZE
Large, multi-city and international events

ASSETS
AV, production and staging equipment

FEATURES USED
Assets | Maintenance | Insight

01 The client

The client is a large events and media production company in India, running multi-city and international events across several regions.

Each event depends on AV, production and staging equipment arriving on time and working on the day. Several events often run at once, so the same pool of equipment is always being shared, moved and set up.

02 The challenge

Equipment was tracked through manual processes and fragmented systems. Without a live view, the company did not know what was available, and live events were disrupted.

- Equipment was misplaced across event locations.
- Setups were delayed waiting for equipment.
- Maintenance was inconsistent, causing last-minute failures.
- Assets sat unused while others were rented at short notice.
- Emergency rentals pushed up operating costs.

03 What they set up in Asset Infinity

The company centralized all equipment in Asset Infinity, with tracking, preventive maintenance and utilization reports built around its event operations.

Assets

One register for all equipment

AV equipment and staging materials are recorded in one register with QR or barcode labels, location and status.

Assets

Check-out to events

Equipment is checked out to an event and returned against its record, so the team knows what is out, where, and what is free.

Maintenance

Preventive maintenance

AV and production equipment follow preventive plans, so it is serviced between events instead of failing during one.

Insight

Utilization reports

Reports show which equipment is used, idle or overdue across concurrent events, guiding deployment and purchase decisions.

04 How it works day to day

This is how equipment moves through an event now.

EVENT PLANNER

Checks what is available

Before an event, the planner sees which equipment is free, which is out at other events and which is in maintenance.

WAREHOUSE CREW

Checks equipment out

Each item is scanned in the mobile app and checked out to the event, so its location and holder are on record.

TECHNICAL TEAM

Reports a fault

Equipment that fails on site is reported against its record, raising a work order for repair.

WAREHOUSE CREW

Checks it back in

After teardown, items are scanned back in. Anything not returned shows as overdue for that event.

SYSTEM

Schedules maintenance

Preventive plans raise maintenance work orders when equipment is due, so it is ready before the next event.

OPERATIONS HEAD

Reviews utilization

Reports show use and idle time by item, helping decide what to redeploy, buy or stop renting.

05 Before and after

	BEFORE	WITH ASSET INFINITY
Asset records	Manual and fragmented	One register for all equipment
Finding equipment	Misplaced across locations	40% better tracking accuracy
Maintenance	Inconsistent, last-minute failures	Preventive plans, 30% less downtime
Rentals	Last-minute, costly	25% lower emergency rental costs
Utilization	Assets underused	35% better utilization
Setup and teardown	Delayed	30% faster

06 How it rolled out

1

Assets digitized. All asset records, including AV equipment and staging materials, were brought into one register.

2

Tracking and maintenance set up. Tracking and preventive maintenance schedules were configured, and the system was connected to planning and logistics tools.

3

Trained and live. Operations and technical teams were trained hands-on, and the system went live across active events.

07 The results

40% better asset tracking accuracy across event locations

30% faster event setup and teardown

- Asset management that scales with event volume and production complexity

08 Why it worked

Availability before rental

Seeing what is free across concurrent events stops the team renting what it already owns.

Ready for the day

Preventive maintenance between events means equipment fails in the workshop, not on stage.

Fits event planning

The connection to planning and logistics tools keeps equipment data in the tools the team already uses.

09 Looking ahead

By moving from reactive equipment handling to one central register, the company knows what it has, where it is and whether it is ready. Downtime fell by 30%, emergency rental costs by 25% and utilization rose by 35%.

Setup and teardown now run 30% faster, and the same system supports more events and more complex productions as the business grows.

See it on your own assets

A 30-minute demo, set up for an events, media or 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