

# Why It Pays to Track Unpowered Assets

**WE'VE ALL SPENT HOURS SEARCHING** for car keys or sunglasses. But what about spending hours searching for a 4,000 pound dumpster left at a construction site? Or a container left at a client yard with \$25,000 worth of goods?

Day after day, our customers in construction, transportation, and rental industries tell us that they struggle to keep track of large, portable assets—like dumpsters, containers, light towers, and even construction equipment.

Never a fan of hide and seek, Samsara decided to tackle this issue head on. Our new Unpowered Asset Tracker tracks your unpowered assets and puts you in control.

With a 5-year battery, location check-ins twice a day, automated reporting, and geofence alerts, Samsara's Unpowered Asset Tracker helps businesses:

1. **Save time** with a birds-eye view of all assets and automated inventory reports.
2. **Generate more revenue** by billing based on time-on-site and identifying unused assets.
3. **Reduce loss** by sending alerts when an asset leaves its intended location.

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## WHY IT PAYS TO TRACK UNPOWERED ASSETS

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### Is asset tracking worth it?

Maybe your business has considered tracking unpowered assets before, or maybe this is your first time evaluating solutions. Either way, you're probably wondering if it's worth it. If you've ever lost equipment, searched tirelessly for specific assets, undercharged for your services, or left valuable assets unused and collecting dust, then you could be leaving money on the table.

### Quick payback for rentals and equipment left on job sites

Asset tracking provides rapid value for fleets and businesses that rent equipment or leave assets on job sites for long periods of time. One of our customers uses our Unpowered Asset Tracker to track dumpsters left at work sites for months at a time. They use Samsara's location history data to bill accurately and increase revenue, as well as inventory and dormancy report to pick overdue dumpsters to improve utilization. Another customer uses our Unpowered Asset Tracker to track towable light towers left at customer sites for months on end.

### Time savings and reduced loss, no more endless searches

For businesses that keep assets on-site, financial savings and peace of mind come from knowing that every asset is present and accounted for. Using customizable, location-based alerts, Samsara customers protect their remote assets (and sanity) by knowing if, where, and when assets move.

Whether your business regularly misplaces assets or you're not even sure what's missing, Samsara provides operational savings by simplifying inventory management, detecting unauthorized movement, and increasing the likelihood of recovery. If you ever fear that your assets may get stolen, the Unpowered Asset Tracker has customizable ping rates that allow you to track your assets in real-time and help you recover your assets quickly.



## WHY IT PAYS TO TRACK UNPOWERED ASSETS

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### How to pick a remote monitoring solution

Once you decide to track unpowered assets, the next step is to choose a solution that is rugged, powerful, and self-sufficient.

Samsara's Unpowered Asset Tracker is sturdy enough to withstand extreme elements. We've tested it on everything from tractor trailers to jet skis, and the powerful, built-in battery lasts 3 to 5 years without replacement or charging—even during cold northeasters or sweltering Southern summers. Whether your business has 10 or 10,000 assets, the Unpowered Asset Tracker can be installed stress-free and requires almost zero upkeep.

As soon as the device is activated, the Unpowered Asset Tracker sends data to the Samsara Cloud for seamless tracking, reporting, and business insights. Unlike other standalone systems, Samsara can sync data from not just your unpowered assets, but also your vehicles and warehouses to create one integrated dashboard for all of your operational needs.

### Get a free trial today

GPS tracking for unpowered assets is available today. If you're an existing customer, reach out to your Samsara rep to see how the Unpowered Asset Tracker can end yard hunts and protect your assets. If you're not a customer yet, sign up for a live demo to experience Samsara's fleet management and asset monitoring platform firsthand.



Unpowered Asset Tracker

