

Preview of Key Findings

Quantifying the hidden cost of asset invisibility

New data from a third-party survey of 1,500+ executives reveals the staggering cost of asset theft and loss within physical operations—and the ROI of tracking assets of all sizes.

71%

Experience the theft of a critical asset at least once per quarter*

25 days

Average time taken to locate a stolen asset without tracking technology—if it is found at all*

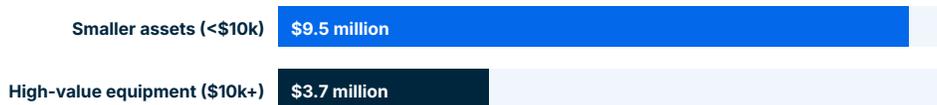
77%

Say a missing critical asset caused a significant shutdown or delay in the past 12 months

Asset theft and loss costs millions annually

Asset shrinkage costs the average organization without an asset tracking solution **more than \$13 million annually**, with smaller assets driving over 70% of that cost.

Average annual losses for organizations without asset tracking



Secondary costs add up quickly



Emergency rentals



Project penalties



Idle labor

1 in 4

Organizations lose **more than \$1 million annually** to these secondary costs*

*For organizations without an asset tracking solution.



The path forward: asset tracking delivers fast ROI

Rapid payback, long-term value

100%

Of organizations with an asset tracking solution have fully recovered the cost

95%

Achieved a full return on investment (ROI) within 18 months

Percent of organizations that fully recover the cost of asset tracking solution



Top-reported benefits of asset tracking



Fewer project shutdowns



Quicker asset recovery



Less staff time spent searching

Significant risk mitigation

76%

Reduction in total annual losses from theft and loss of high-value and smaller assets combined

31%

Lowered their insurance premiums, underscoring how asset tracking can reduce a recurring overhead expense, rather than just preventing a one-time loss

Prevent theft and loss with Samsara

See why thousands of customers trust Samsara's Asset Tag, our discreet and ultra-rugged device, to protect their equipment and their bottom line.

Learn more: bit.ly/samsara-asset-tag