

Preview of Key Findings

Quantifying the hidden cost of asset invisibility

A 2026 survey of 1,500+ financial executives at large-scale physical operations across construction, logistics, field services, utilities, and similar industries reveals the staggering operational cost of asset theft and loss—and the ROI of asset tracking.

71%

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

25 days

Average time 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

The real financial risk of missing assets

In asset-heavy industries, the loss of a critical asset can have a **ripple effect of consequences**, including project delays, penalties, emergency rentals, wasted labor, and more.

\$13.2M

Annual average operational costs due to missing assets for large operations without asset tracking—including indirect costs like delays, penalties, emergency rentals, and wasted labor

72%

Of these operational costs are a result of missing smaller assets such as tools, sensors, and specialized parts

Secondary costs add up quickly



Emergency rentals



Project penalties



Idle labor

Large organizations without an asset tracking solution are **70% more likely** to report a seven-figure hit to their bottom line from these operational inefficiencies, compared to those with an asset tracking solution.



The path forward: asset tracking delivers fast ROI

Rapid payback, long-term value

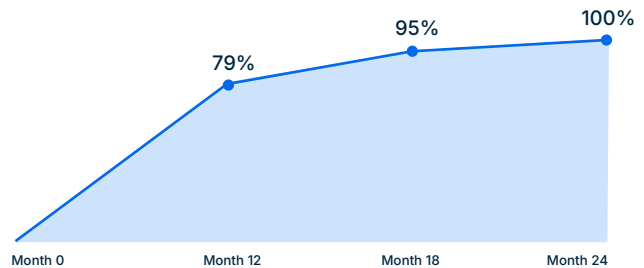
100%

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 average annual operational costs due to missing assets compared to those without asset tracking

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

This survey was commissioned by Samsara and conducted by an independent research firm, Wakefield Research, between February 5th and February 17th, 2026. This was a general market survey of 1,500 executives across seven countries: the United States, Mexico, the United Kingdom, Ireland, France, Germany, and Canada. Respondents are not necessarily Samsara customers and were surveyed online, in either the English language or translated into a local language across markets. Global results have been aggregated across all responses to provide an average.

The information provided in this report is for general informational purposes only. Samsara does not guarantee you will achieve any specific results if you follow any advice in the report. It may be advisable for you to consult with a professional such as a lawyer, accountant, architect, business advisor, or professional engineer to get specific advice that applies to your specific situation.