



## ZEBRA EXECUTIVE SUMMARY

### RFID for Asset Tracking

Asset tracking is one of the most mature, widespread and proven uses of radio frequency identification (RFID) technology. It also provides some of the fastest ROI for RFID. Productivity goes up and losses go down when employees aren't wasting time looking for the materials they need to do their jobs. If workers spend only 10 minutes a day looking for assets, they lose more than a week's worth of productivity each year. RFID helps you quickly find what you're looking for and keeps watch over assets when no one's looking.

#### How does RFID help?

With RFID, you don't have to find ID numbers, bar codes or asset tags, or even see the item to record it. There is no line of site required to read and record asset tags. Data entry is instant and accurate—with no time required for manual data entry, and with none of the errors that typically go with it. That makes it convenient to conduct frequent asset audits and easy to record each time assets are checked out and returned. RFID is also great for taking inventory of items stacked on shelves and in hard-to-reach locations.

Real time locating systems (RTLS) let assets automatically report their locations to you—a huge time saver when you need to find something fast. RFID and RTLS can both provide unattended monitoring and issue alerts if objects are being moved to where they don't belong.

#### What can we track with RFID?

Practically anything you want to keep track of. Zebra's range of printer/encoders, smart label media in different materials and sizes, and support for short- and long-range RFID technologies means we have the solution for identifying your assets in the environments where they're stored and used. RFID smart labels are available to perform accurate identification and tracking indoors and out in a variety of challenging conditions.

Zebra systems are used to label items ranging from test tubes and sample containers to industrial equipment and assets of all shapes and sizes in between. RFID is commonly used to track and identify totes, bins, pallets and racks, tools and supplies, library items, files, IT equipment, capital assets, medical and test equipment and much more.

#### Where's the ROI?

You lose less of what you have, and get more out of it. RFID facilitates fast, accurate asset tracking and auditing, which reduces losses due to misplacement or theft. Keeping fewer backups and purchasing fewer replacements cuts capital expenses. Asset utilization goes up. So does productivity—because workers can get what they need, when they need it.

#### Why do so many RFID asset tracking systems rely on Zebra® printer/encoders?

*Because Zebra smart labels stick to your assets and stand up to your processes. We've solved the challenges of developing labels that will provide accurate reads when exposed to chemicals, gases, electrostatic discharge, sunlight, UV light, temperature extremes, harsh production processes and cleanroom environments, and we offer hundreds of stock and custom materials options. All Zebra smart labels are produced in ISO 9001-certified facilities and undergo extensive quality control testing to ensure reliable performance.*

Zebra manufactures the broadest range of RFID smart label printer/encoders, so you can find the model and configuration best suited for efficient integration into your processes and information systems. Options include compact desktop models for the office, rugged industrial units, and convenient cart-mounted models ideal for fixed asset labeling.





*Because Zebra supports multiple RFID technologies.* Zebra has smart label printer/encoders for UHF (860-960 MHz) and HF (13.56 MHz) technologies, and WhereNet, a Zebra Technologies company, is a leading provider of real-time locating systems (RTLS). Our printer/encoders and smart label media support EPCglobal Gen 2, ISO 18000, ISO 15693 and other RFID standards for item management and traceability. Dozens of RFID inlay options from multiple leading chip manufacturers are available so you can match your smart labels to your performance needs.

*Because Zebra printers are proven all over the world.* Zebra printers have a reputation for quality and reliability. Businesses in more than 100 countries, including 90 percent of the Fortune 500, rely on Zebra specialty printing solutions.

The reasons are clear. Zebra has powerful assets to help your asset tracking program.

To learn more, visit [www.zebra.com](http://www.zebra.com) and download the white papers:

- *Increasing Profits and Productivity: Accurate Asset Tracking and Management with Bar Coding and RFID*
- *Unchaining the Value of RFID: How Closed-Loop Systems Provide Flexibility and Fast ROI*

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