



# Making Asset Tracking Implementation Easier

A BlackBerry Radar<sub>®</sub> Infographic

IoT technology developments, such as asset tracking, offer opportunities for fleet operators to become more efficient, save costs and offer more to their customers. While most decision makers know these new technologies could benefit their operations, there are valid reasons why they are hesitant to deploy. BlackBerry Radar was designed for smooth deployments and to provide the visibility needed to generate big results.

### IoT technology is becoming the new norm

Number of *Things* Gartner predicts will be connected by the IoT by 2021

25 BILLION

Gartner Inc. (2018, November 7). Gartner Identifies Top 10 Strategic IoT Technologies and Trends [Press Release]. Retrieved from https://www.gartner.com/en/newsroom/press-releases/2018-11-07-gartner-identifies-top-10-strategic-iot-technologies-and-trends



2023

Predicted annual compounded growth of asset tracking from 2018 to 2023

Bäckman, Martin. (2019). "Trailer and Cargo Container Tracking" [Report]. Berg Insight M2M Research Series.

#### So, why do we wait to adopt new technology?

When surveyed, decision makers each noted multiple reasons for not implementing IoT solutions, with the following top concerns:









Data privacy concerns

Cost of implementation

Security concerns

Time consuming to implement

Buntz, Brian. (2016, April 20). "Top 10 Reasons People Aren't Embracing the IoT" [Article]. IoT World Today. Retrieved from https://www.iotworldtoday.com/2016/04/20/top-10-reasons-people-aren-t-embracing-iot/

### BlackBerry Radar makes getting powerful insights easier

Minimize the cost of implementation with a 10-minute installation:



required





calibration



Only two bolts

What I love about BlackBerry Radar is that it's wireless. I love the fact that it's one unit in the back, so the cost of installation is significantly lower than any other product on the market.

Ted Daniels, CEO, Titanium Logistics

## Why installation time matters

TYPICAL INSTALLATION
TIMES FOR A FLEET OF 500

333 hours
Other Solutions

BlackBerry Radar

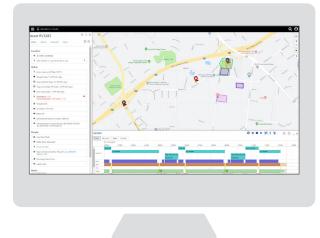
75% less time

some other solutions. At \$30 an hour that represents a savings of \$7,500.

Customer support services ready to help

BlackBerry Radar installation takes 75% less time than

# Get started fast with an easy-to-use dashboard









Intuitive portal requires minimal training

Easily locate assets and drill down for rich detail

Set up custom geofences and alerts with a click





to filter and manage your assets

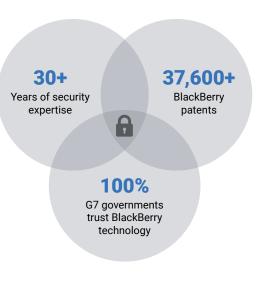
Timeline view to easily see historical asset activity

## Online support documentation

- Online web forms
- Weekday phone line
- Feature request intake
- No-worry warranty model



## Data and cybersecurity



X.509 certificates for device authentication

Service authorization using tokens

TLS 1.2 and Elliptic Curve Cryptography

Asset tracking can help to redefine how you use your assets and increase contribution to your bottom line. Knowledge is power, and knowing how your assets are being used will help you to identify efficiencies to maximize your returns every business day.

Contact BlackBerry Radar for more information on tracking your non-powered assets at 1.844.239.4572

BlackBerry Radar offers your operations that powerful visibility, but with a solution

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that's easy to install and implement.

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