



Making Asset Tracking Implementation Easier

A BlackBerry Radar® Infographic

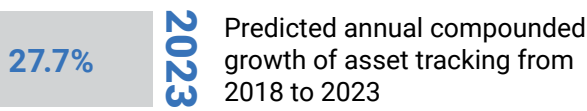
IoT technology developments, such as asset tracking, offer opportunities for fleet operators to become more efficient, save costs and offer more to their customers. While most decision makers know these new technologies could benefit their operations, there are valid reasons why they are hesitant to 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



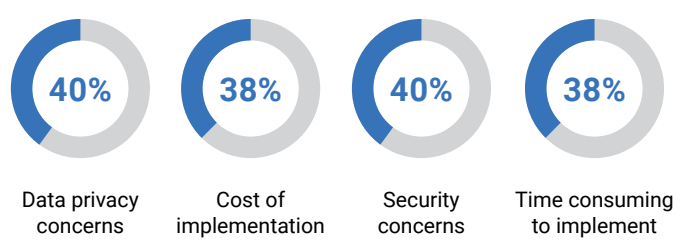
Gartner Inc. (2018, November 7). Gartner Identifies Top 10 Strategic IoT Technologies and Trends [Press Release]. Retrieved from <https://www.gartner.com/en/newsroom/press-releases/2018-11-07-gartner-identifies-top-10-strategic-iot-technologies-and-trends>



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

So, why do we wait to adopt new technology?

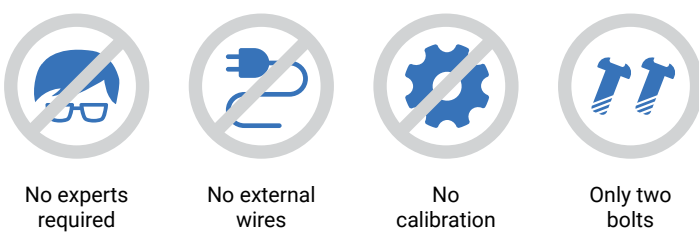
When surveyed, decision makers each noted multiple reasons for not implementing IoT solutions, with the following top concerns:



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

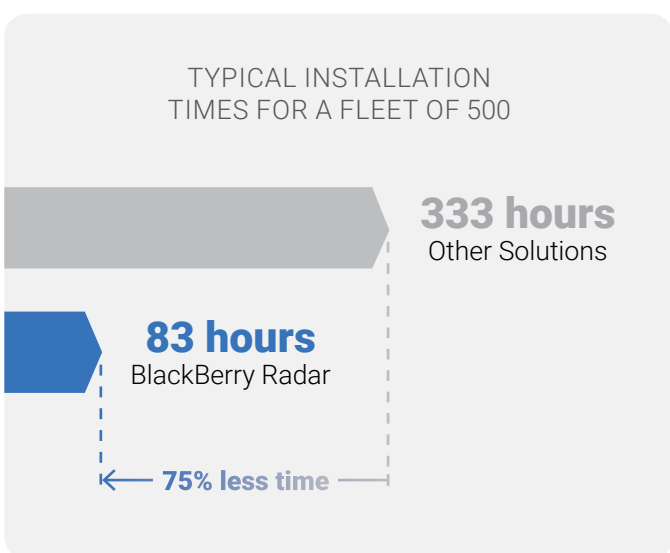
Minimize the cost of implementation with a 10-minute installation:



"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."

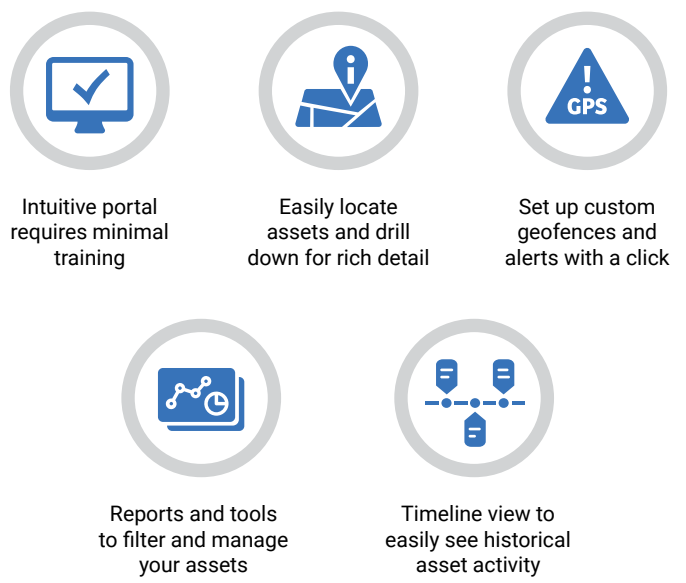
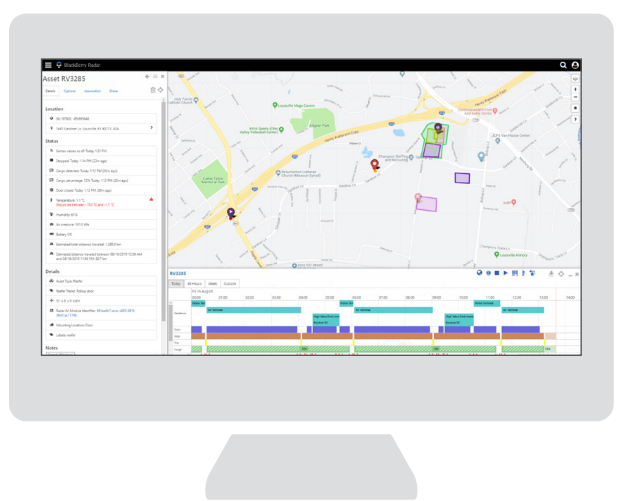
Ted Daniels, CEO, Titanium Logistics

Why installation time matters



BlackBerry Radar installation takes **75% less time** than some other solutions. At \$30 an hour that represents a **savings of \$7,500**.

Get started fast with an easy-to-use dashboard

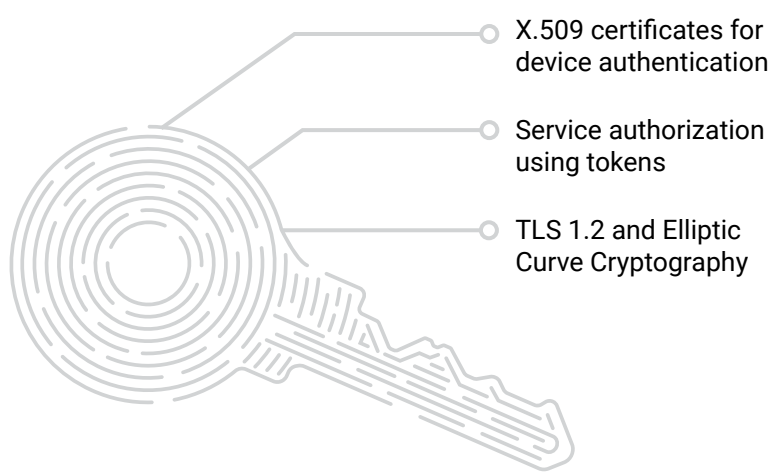
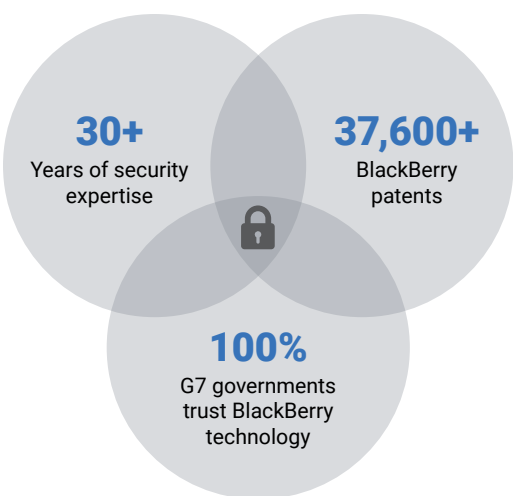


Customer support services ready to help

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



Data and cybersecurity



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. BlackBerry Radar offers your operations that powerful visibility, but with a solution that's easy to install and implement.

Contact BlackBerry Radar for more information on tracking your non-powered assets at 1.844.239.4572
radar@blackberry.com | www.blackberry.com/radar