



SOLUTION OVERVIEW

Locaid® for Manufacturing

Network Location Data Tracks Inventory End-to-End

Locaid helps manufacturing organizations use indoor and outdoor location technologies to deploy total supply chain visibility systems. Total supply chain visibility lets you track raw materials, people, and products anywhere. Anything from bar codes and RFID tracking within facilities, to LBS-enabled cellular data modules and satellite wireless solutions can be deployed.

The potential of knowing where raw materials, resources, and products are in the supply chain at any given time enables you to streamline production and delivery, maintain leaner inventory, and lower your manufacturing costs.

Streamline Production and Delivery

According to an Aberdeen study, 50% of corporations with logistical asset operations have manual, labor-intensive asset management processes. Seventy five percent of them know that their existing processes and systems fail to meet their operational maintenance requirements. That's a lot of room for improvement. 1

Location information helps you upgrade your systems so that you can dynamically adjust your plans depending on the location of your raw materials, products, equipment, and personnel. Having knowledge about the flow of resources through the supply chain in real time lets you adjust plans to minimize or eliminate the impact of changes. For example, you can alert a team about a shift in product

manufacturing priorities if raw materials don't arrive; give a team a heads up to unload a shipment as soon as it crosses a geo-fence; or initiate the import/export process the second a shipment arrives at a customs facility.

Maintain Leaner Inventory

Carefully tracking supplies lets you keep lower inventory on hand. It allows you to be confident about the location of your inventory, know when it is delivered on schedule, and implement a speedy backup plan in when it isn't.

Lower Costs

Businesses that implement fleet tracking experience a 14.8% reduction in average travel time per job, a 9.9% decrease in overtime pay, a 27.9% increase in operator compliance, and a 13.2% reduction in fuel costs. This adds up to \$5,848 less spent per employee per year. How does it happen? Knowing where your trucks are at all times enables better routing decisions with fewer miles traveled. Monitoring driver behavior reduces unauthorized side trips, dangerous driving habits, unnecessary overtime, and fraud.2

These benefits are not limited to fleet tracking. Knowing where your products are at any given time is valuable for any business. A study of logistics companies determined that 25% of them misplace more than 10% of their container fleet every year. Other companies misplace or lose to theft 12% of their IT assets each year. Installing a tracking device on an object decreases the instances of loss or theft and makes recovery much simpler. This technology has been in place for years for trucks and automobiles, but now technology makes it possible to inexpensively track smaller objects as well.



Why Locaid?

Locaid, the world's largest LaaS company, already delivers network location data for over 350 million devices. Here's what mobile location data from Locaid can do for you:

Only Locaid Offers Coverage Ubiquity

Only Locaid gives you the reach required to enable mobile location to work everywhere. Locaid works on 100% of the devices on the network, indoors or outdoors, on any network platform, all without having the customer download an app on the device. That is ubiquity, and it's why Locaid is the top LaaS company in the world.

No App to Download, and No Cheating

Because you are connecting directly to the carrier location networks via Locaid, you are accessing real-time network location from the carriers, not GPS location from an application. Application location, like the kind used in social networking apps such as Foursquare "check ins" and Facebook Places, can be spoofed in a matter of minutes. You cannot rely on app-based location from a GPS signal, but you can trust the kind of location information that we provide: information that cannot be cheated, spoofed, or hidden.

Works on All Devices

Because there is no app to download, Locaid provides location coordinates for all of your mobile customers, whether they have smartphones, feature phones, connected devices, or even just SIM cards. Any device on the carrier's wireless network can be located via Locaid.

Inexpensive to Deploy

The amount of operating and fraud costs you will save by incorporating mobile location into your business is staggering. Most of your employees already have cell phones, so there is no extra cost to outfit them.

Locaid is not software, it is not an app, and it is not a fraud measurement tool. It is a raw data feed that you



Locaid Whiteboard

Whiteboard videos at www.loc-aid.com/whiteboard

can incorporate into your existing tools and platforms. As such, you enjoy immediate ROI. No cap-ex, no software to install. Within hours you can locate your devices through Locaid's patented LaaS gateway.

How Tracking Works with Locaid

Locaid is a gateway that allows you to connect directly to Tier 1 wireless carrier networks and obtain mobile subscriber location data. Only the Locaid gateway is certified by the top wireless carriers including AT&T, Verizon, Sprint, T-Mobile, Rogers and more, giving you the ability to locate up to 350 million subscribers in North America and Mexico.

How to set up a device for tracking

For phones, you don't need to do anything besides opt them in to track them. To set up devices, you must install a SIM on each device you wish to track.

How a device is tracked

We calculate the location of the device based on its proximity to cell towers. In urban areas, where there are a lot of cell towers, the location might be very precise (100 meters). In rural areas, where there are fewer cell towers to bounce a signal off of, the location will be less precise. Because we don't use GPS, we can find all phones, both feature phones



Get your Location API at: <http://developer.loc-aid.com/getit>

How Manufacturing Companies Are Deploying Locaid



The cost of deploying tracking systems has decreased dramatically due to the lowered costs of chips and tracking software. As a result, more companies are tracking more devices. The kinds of uses for location-based applications include supply chain platforms, transportation and logistics companies, customs brokers, warehouse inventory tracking systems, construction, RFID/bar code reader hardware OEMs.

(such as flip phones) and smartphones (such as iPhones).

What it means for you. Once you set up a device, you can find it quickly. You can track anything from a truck to a person with a cell phone to something as small as a SIM card. You can even set up a virtual geo-fence around an actual area, such as a warehouse. If a device leaves that area, you receive an immediate alert, letting you find misplaced or stolen equipment quickly.

Your imagination is the limit as far as what can be tracked. Items commonly tracked include: cars, trucks, planes, containers, cell phones, laptops, air cards, netbooks, Automatic Vehicle Location units, asset tracking equipment...

To learn how Locaid, the world's only LaaS provider, provides mobile location and more, visit our website www.loc-aid.com.



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API now at: [http://
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getit](http://developer.loc-aid.com/getit)

About Locaid

Locaid is the world's largest Location-as-a-Service (LaaS) company. We operate a location privacy platform that allows mobile developers to locate over 350 million devices for enterprise authentication, fraud management, consumer location services and opt-in mobile marketing. Locaid locates smartphones, feature phones, tablets and any mobile device on leading wireless carriers including América

Móvil, AT&T, Rogers, Sprint, T-Mobile and Verizon Wireless. Locaid also helps shape and enforce location privacy policies via leadership roles on governing associations including the CTIA, MMA and IAPP. The largest financial institutions, mobile marketers, M2M platforms and mobile service providers get network location from Locaid. Location Matters.™ You can locate us at <http://www.loc-aid.com>.

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