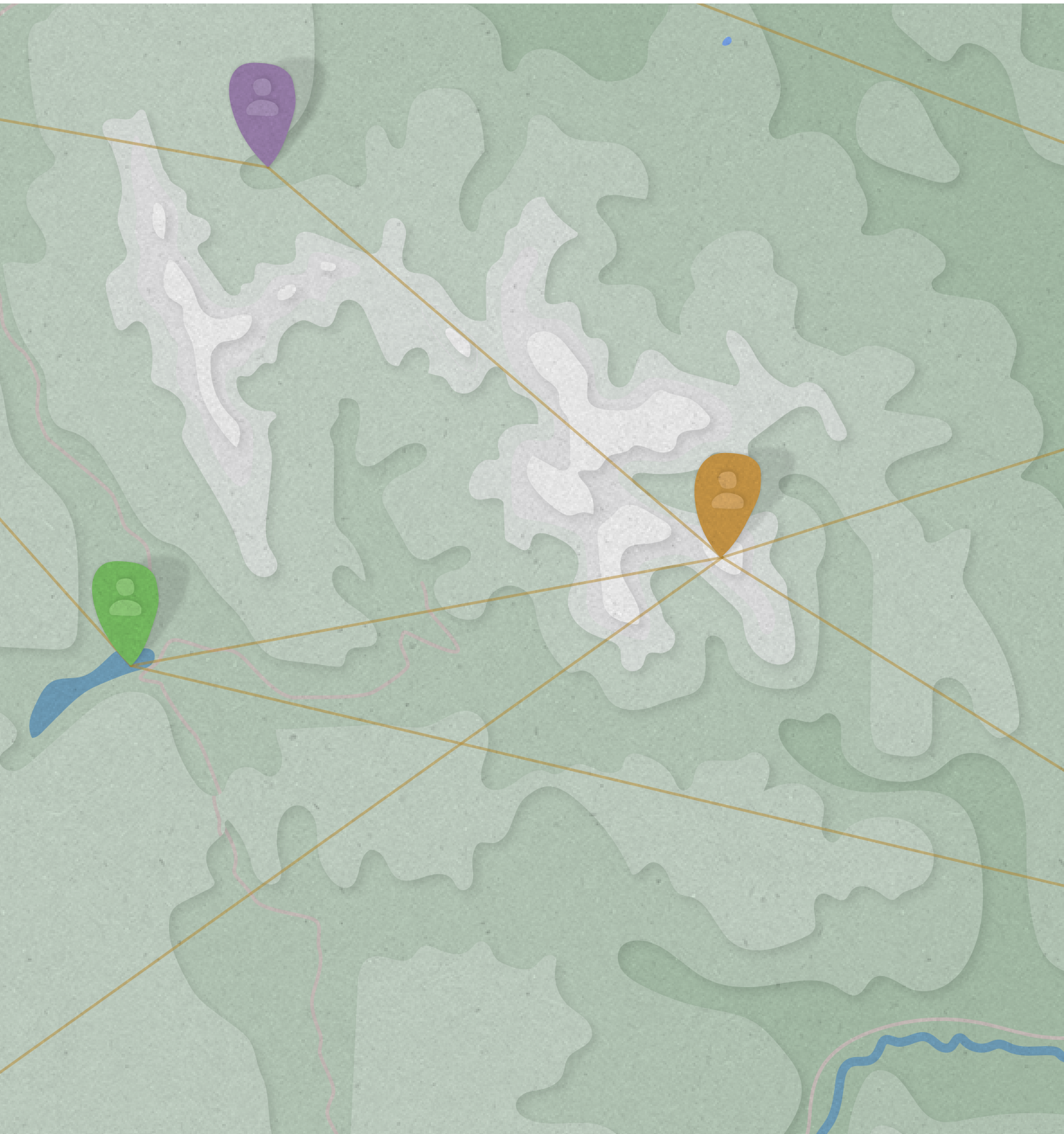
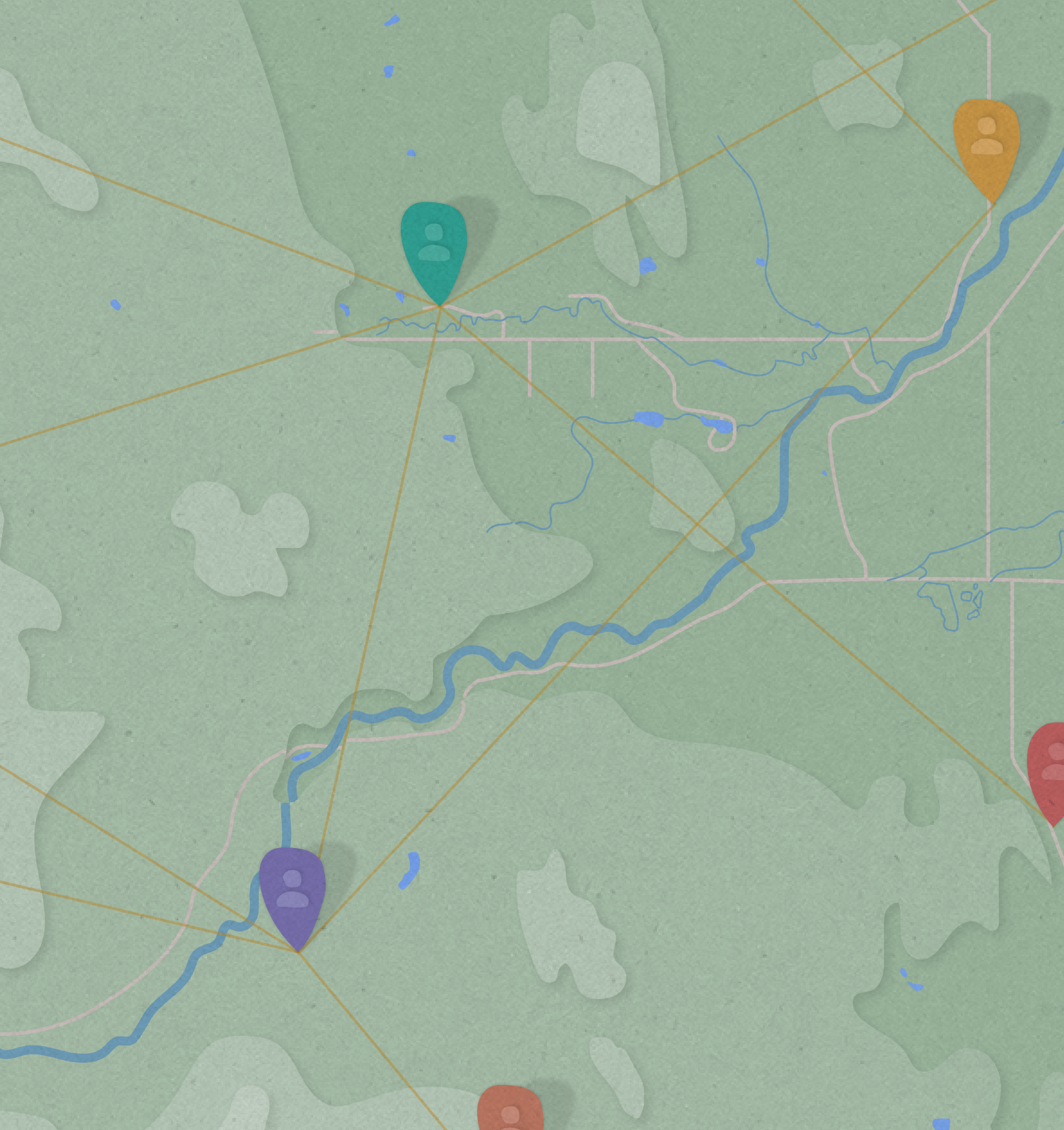


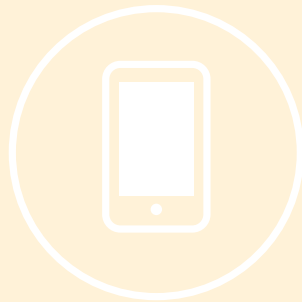
Monitor Assets



Anytime, Anywhere



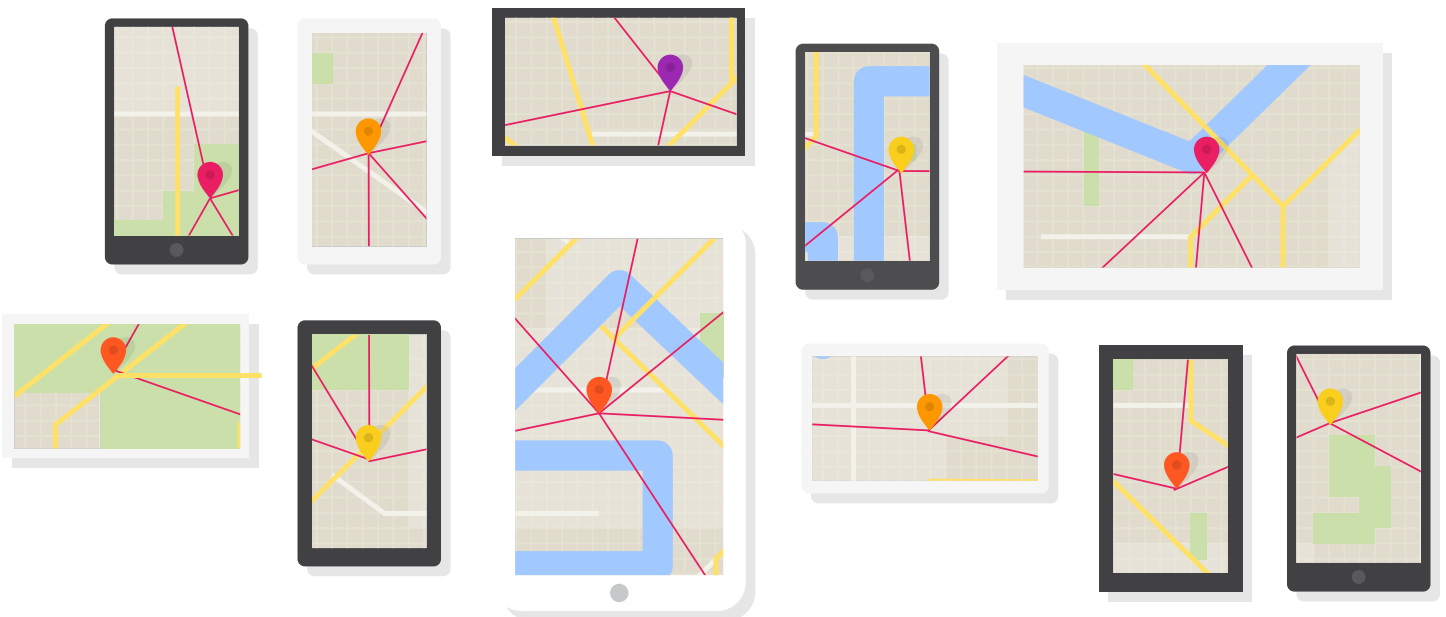
Keeping track of all the moving pieces that make up a company is a complex job. And in today's highly-mobile global business environment, leaders charged with asset management certainly have their work cut out for them.



The good news: In our wireless world, it's never been easier for organizations to monitor, manage, and protect important assets — from vehicle fleets, equipment, and electronic systems to real, live people out in the field every day, often doing risky jobs to keep the companies they love moving forward.

That's why smart business leaders are innovating their operations, investing in progressive, reliable asset-management tools like maps.

Read on to find out how a few forward-thinking companies are protecting their supply chains and their human resources, using maps.



Keeping Faraway Teams Close

For many of the 1.3 billion mobile workers in the world, safety can be a real concern.

Teams working in the field often perform dangerous jobs in remote areas all by themselves. When a worker gets lost or hurt while isolated on the job, it's not just a business problem; it can be a bona fide emergency.

To keep mobile teams safe, companies need a way to track and monitor their most valuable asset: their human resources.

“Every day, more than 12 workers die on the job — over 4,500 a year. Every year, more than 4.1 million workers suffer a serious job-related injury or illness.”
— OSHA

That's why Blackline GPS developed Loner® — a wireless safety monitoring device for employees who work out of sight or in dangerous environments. Loner automatically detects if an employee has suffered an injury or physical threat — pinpointing the person's location on an interactive, clickable map so emergency personnel can respond quickly.

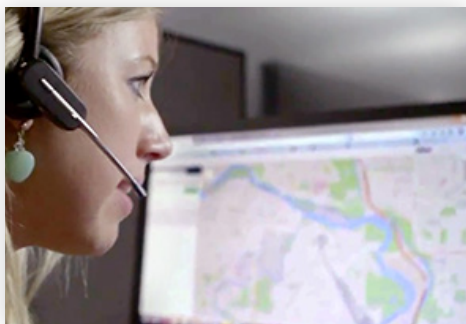
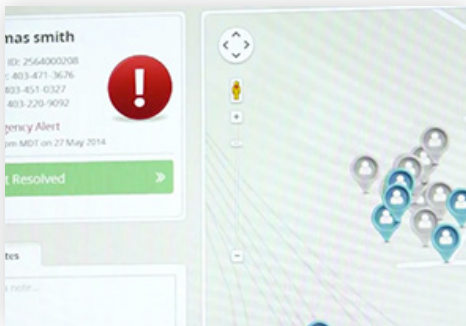
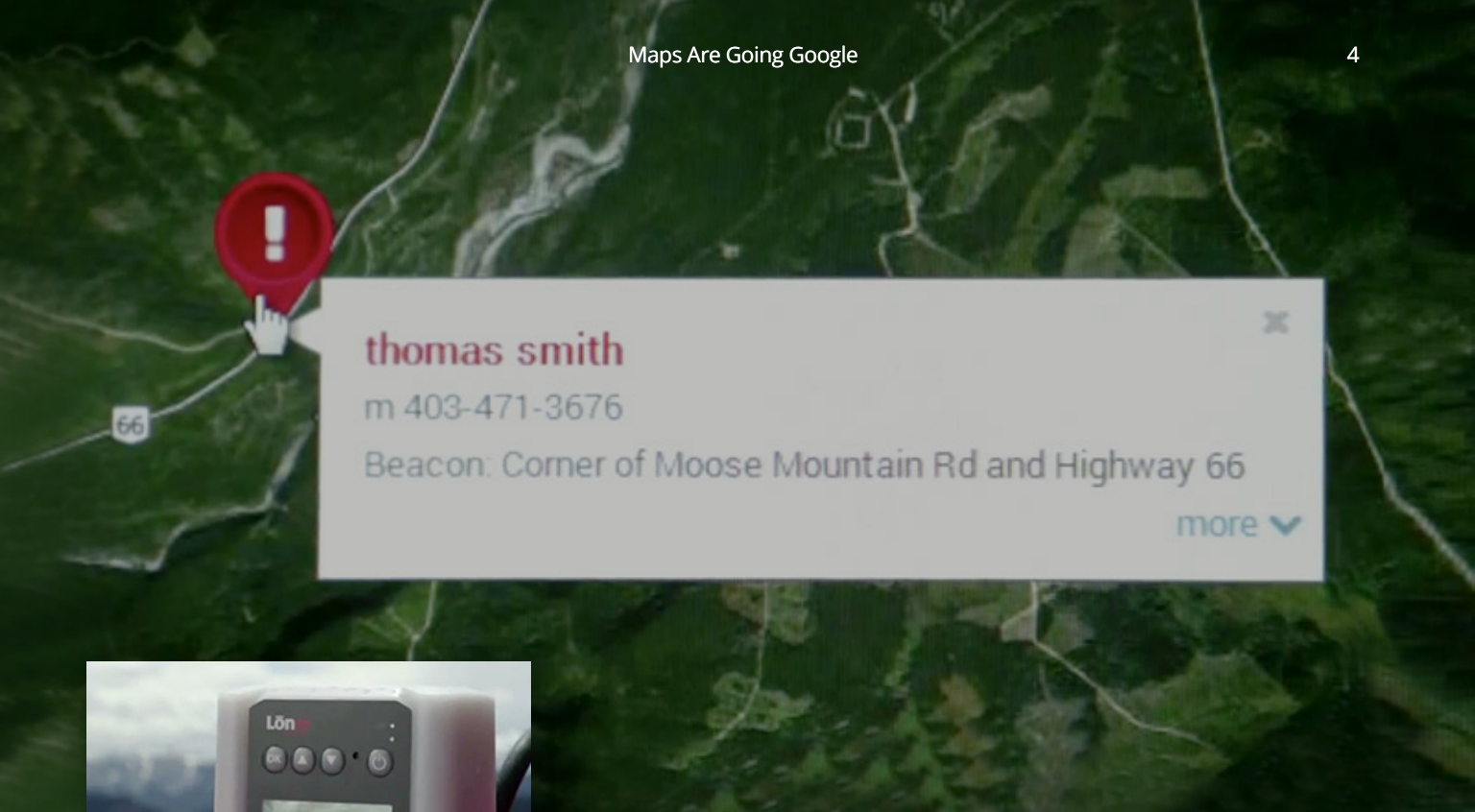
Continued...



Every minute counts in an emergency situation.

With Google Maps, our customers can visualize exactly where an injured employee is located, so they can get help to injured employees faster.”

— Brendon Cook
Chief Technology Officer, Blackline GPS



Blackline GPS puts all the information companies need to connect with mobile teams into one easy-to-use map.

Stay Connected with Remote Teams

Whether or not an employee is in peril at the moment, Blackline GPS's maps provide rich visual details about his or her location, such as zoomable street and satellite views, and can be accessed from any device, including laptops, smartphones, and tablets.

Blackline layers other critical data onto their maps, including information about the battery power and signal strength of each wearer's device, as well as the location of any nearby employees who could come to the rescue quickly in an emergency.

This makes it easy for team leaders and headquarters to keep track of worker locations and ensure that everyone is safely where he or she needs to be.

Get Your Assets in Gear

Thanks to visionary innovators like Blackline GPS working with state-of-the-art mapping software and APIs, it's getting easier to keep track of all the important assets — human or otherwise — in our lives and at work.

Business assets come in many shapes and sizes, from the employees who keep operations moving forward, to products being transported along the supply chain, to the ships and vehicles that get them where they're going. So the technology for monitoring all of these valuable assets must be just as versatile, and also affordable and practical.

Read on to learn how some other savvy companies are keeping employees safe and business lively, all with a little help from maps.

Keeping Business Trucking Along

Every day, all over the world, millions of drivers hit the road to deliver goods and services.

Getting those trucks where they need to be, when they need to be there, is a big expense, so many organizations are investing in advanced tools to monitor their fleets.

“According to the Council for Supply Chain Management Professionals, U.S. expenditures on truck transportation alone — \$635 billion — are larger than the GDPs of all but 16 countries.”

— *The Wall Street Journal*

Navman Wireless, a global leader in GPS-based fleet optimization, monitors more than 190,000 vehicles for 16,000 customers across five continents. And they do it all using maps.

Challenge: Until recently, Navman had a hybrid solution — a third-party map combined with an in-house map engine. Updates required hours of the engineering team’s time, which drained resources, and the company struggled to keep data current. Navman needed a map capable of updating itself automatically and providing real-time data.

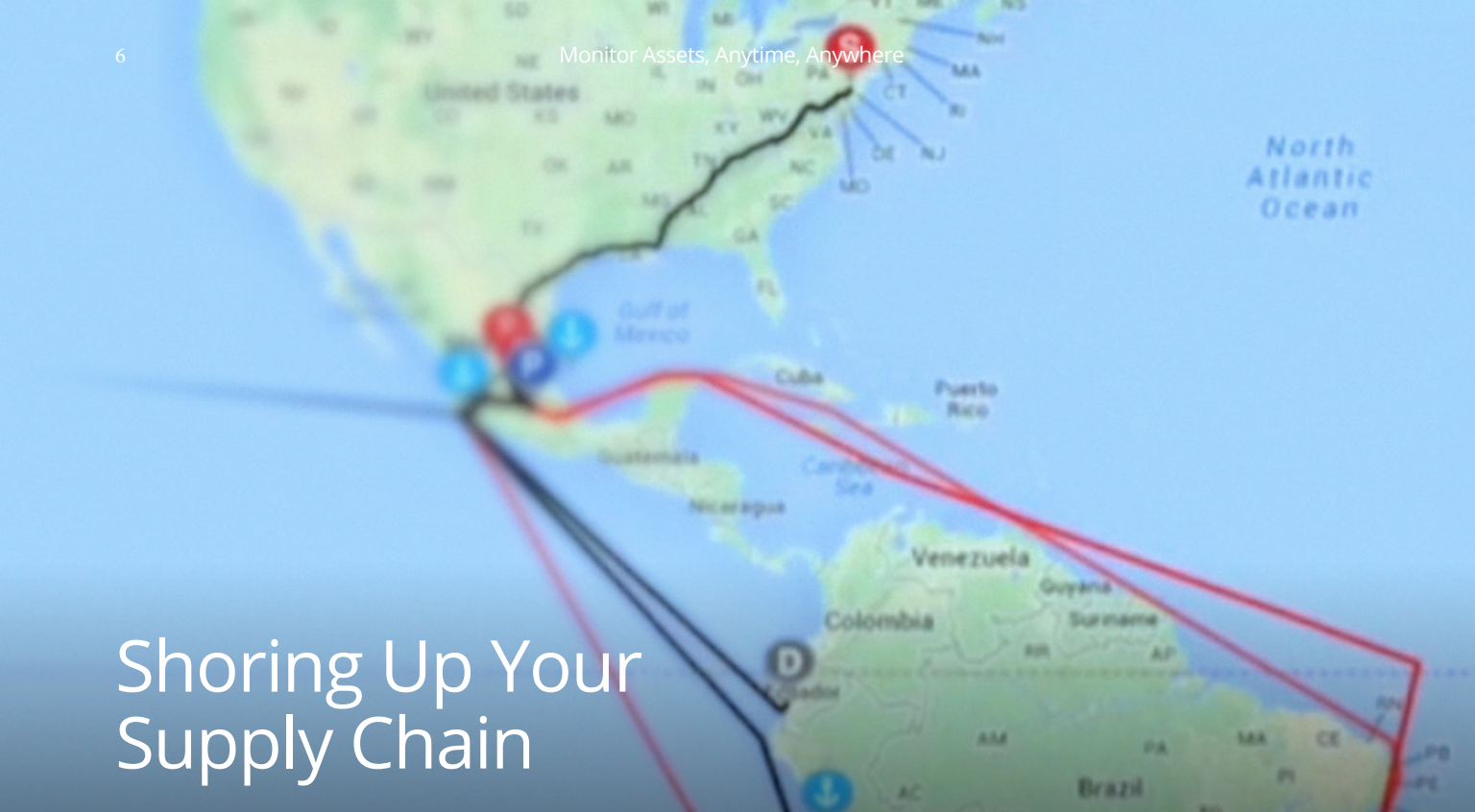
Solution: Navman implemented a new mapping solution that lets customers see a visual display of their fleets, constantly updated in real-time. Using the same map, dispatchers can access to-the-minute traffic information and preview streets to help their drivers choose the most efficient routes.



Navman Wireless gives companies a full, real-time picture of their entire fleets, no matter where they are in the world.

“ Previously, 12 to 15 percent of our customer service calls were related to problems with our maps. Once we switched to Google Maps, these calls went to almost zero. Google Maps has lots of benefits, but perhaps the best one is that it just works — and that means we can focus on our work.”

— Paresh Nagda
VP of Engineering and CTO, Navman Wireless



Shoring Up Your Supply Chain

Manufacturers spend countless resources monitoring all the moving parts along their supply chains.

As shipments travel across countries and even oceans, a single delay can cause ripple effects that slow down the entire company's operations.

Thermopylae Sciences & Technology (T-Sciences) provides these companies with map-powered tools that help ensure materials and products arrive where they need to be in a timely manner.

Challenge: A global consumer products manufacturer wanted to improve its supply chain operations. With ships entering every major port in the world, the company needed a centralized resource that could monitor the entire fleet in real-time, while incorporating data about weather, disease outbreaks, political unrest, and other events that might disrupt shipments. With multiple data sources siloed in separate systems, the company did not have an effective way to make meaningful business decisions that could reduce costs and delays.

Solution: T-Sciences developed a system that fully integrates all of this client's data into a web-based platform, presenting all the vital information needed to keep shipments on track in one clear visual image — a layered, real-time map. Now, if a hurricane is threatening to cross the planned path of a ship, the company can reroute or take additional precautions, and also calculate and measure the impact of any disruption all the way down the supply chain.

“ More often than not, we're dealing with people who don't have a highly technical background, so ease-of-use becomes really important. Google Maps API provides a canvas and toolset for our product that is powerful, familiar, and intuitive. People understand the tool a lot faster than other mapping solutions.”

— Harris Eisenberg
Senior Vice President of Sales & Marketing,
T-Sciences

Put Maps to Work for Your Business

For companies that rely on asset management to keep their bottom lines strong, supply chains moving along, and employees safe, it makes sense to put maps at the center of operations.

With the ability to precisely locate and manage assets anywhere in the world from one centralized, real-time map, leaders can see the big picture, hone in on potential problems, and keep business running smoothly.