BENEFITS OF USING ASSET TRACKING SOFTWARE

Besides profits, any business's goal would be to improve asset visibility and safety. Assets theft or misplacement are common nightmares for any business. To ensure the sound loading, transit, and unloading of assets to the final site, having the **best asset tracking software** is a must.

This breakthrough software not only helps provide 24*7 locational visibility of assets but also helps plan the fastest routes to reduce the ETA and time on the road.

The benefits of real-time asset tracking software are uncanny, here are a few.

Read Blog: **What Is Asset Tracking? Importance, Benefits & How It Works**

Top Benefits of Using Asset Tracking Software

- ### High-value Asset Visibility & Safety

Asset tracking software allows you to track the location of your assets 24*7. With exclusive features of real-time alerts, notifications, and announcements asset owners stay aware of the whereabouts of their assets in transit. Moreover, the system also offers SOS alarms that run whenever the asset is recognised in danger.

Easily recover misplaced or stolen assets!

Also, asset tracking software gathers real-time geo-coordinates from asset trackers, with which you can recover assets easily.

- ### Route Planning & Optimisation

The best asset tracking software comes with advanced algorithms that allow you to generate the most optimised routes. The software has a special routing algorithm and rule engine that accesses **150+ possible** scenarios like traffic, delivery priorities, vehicle capacity, and any custom scenario to help identify the most effective route.

With this, traffic operators stay ahead of the curve and deliver the valuables while traversing through the fastest and time-saving routes. Thus, enhancing customer satisfaction.

- ## Multi-Modal Tracking

Asset tracking software allows you to track every consignment, vehicle, or asset journeying through various modes of transportation such as trucks, trains, ships, airplanes, etc. The software turns out very feasible for logistics and delivery businesses operating through multiple modes of transport.

- ## Instant automated alerts

Asset owners are often worried about the safety and timely delivery of their high-value consignments. The real-time asset tracking software wipes out this worry by offering instant automated alerts notifying about every movement and condition of the assets.

The software often offers options to choose from the type of alerts. The alerts could be about:

- *Asset-carrying vehicle deviating from the assigned route*
- *Vehicle staying idle and not completing route on time*
- *Speed of the vehicle*

- ## Precise ETA & Proof of Delivery

The software also provides precise ETA and the option to share the live location of the asset with customers. To confirm the safe and timely delivery, with asset tracking apps, drivers can enter the **PoD (proof of delivery)**. The operators can submit delivery proofs, either by uploading e-signatures, scanning QR codes, or clicking the geo-stamped pictures of the delivered goods.

- ## Maintenance Management

Asset tracking provides the trip and maintenance history of assets, which helps timely look into the asset's due maintenance. With that, it will be easy to prevent asset downtime and keep its performance intact on the road, without facing sudden downtime. With such software, asset owners can even set reminders for maintenance schedules.

Proper maintenance scheduling is especially crucial for assets that have frequent transportation routines across multiple routes, and cross borders.

This feature helps create better coordination between delivery teams and customers which builds trust for future business.

Read Blog: What is Consignment and Asset Tracking?

- Better Compliance & Reporting

Oragnisations today are required to maintain accurate asset records to meet the compliance standard. Real-time asset tracking software as a centralised platform allows logistics, delivery, and service-based businesses to manage all the records digitally via detailed reports, which can come in handy when required.

Conclusion

The purpose of the best asset tracking software is to give businesses peace of mind through effective visibility, monitoring, and management of their high-value assets. Right from loading to unloading, **asset tracking** allows managers to look into every activity of their goods in transit.

Asset tracking system software keeps you informed about the exact location of your fixed assets, their condition, and safe arrival 24/7 — across any multi-route journey. It even gives you notifications and alerts whenever any danger around its safety is evident.

TrackoBit asset tracking software promises to streamline your asset management — be it high-value consignment, fragile cargo, equipment, or human resources on the move. *Consult for custom requirements & settings, now!*