

## MOBILITY MANAGEMENT

# Asset Tracking

## HOW CAN TELEFÓNICA TECH HELP?

Manage and control your company's assets efficiently.

Our **Asset Tracking** solution offers you the necessary tools to **keep critical information about the life cycle of your assets always available: value, use, condition, maintenance**, depreciation, and operating cost. It is a unique product in the market that **allows you to have a more strategic view of your asset base**, helping you to make decisions and operate more efficiently.

We have all the relevant information about your assets (GPS **location, security status, theft or loss** alerts, as well as conditions such as **temperature and humidity of the goods**) to efficiently manage every area of your business.

Asset Tracking will enable you to achieve **operational improvements and significant savings** thanks to more efficient management. It also **enables new business models based on precise knowledge of the status of your assets**, such as optimising insurance prices, improving delivery times, controlling deviations and providing alerts for temperature changes.

The product is **available in all the countries where Telefónica operates**, as well as in many others thanks to our global capabilities. This combination of global and local capabilities means that our solution is suitable for both **large corporations with international logistics and SMEs** that need agility and local attention.

The Asset Tracking solution is key at every link in your value chain. From traceability in the extraction of raw materials or intermediate goods, through product distribution and storage, to final distribution and point-of-sale tracking, our solution **guarantees real-time visibility of the location and status of your assets**.



## WHO IS THIS SERVICE FOR?



Companies in **sectors such as logistics and distribution, security, health and pharmaceuticals, industry and automotive**, among others. These organizations use our solution to optimize their activities and operations, reduce associated costs and improve the service they offer their customers thanks to historical and real-time information on the location and status of their assets.



**Consumer goods, retail, and leisure and culture** companies can also benefit from the new asset tracking and storage functionalities, both indoors and at points of sale, that Telefónica Tech makes available with this solution.

## OUR VALUE PROPOSITION

### Our service

Telefónica's Asset Tracking solution **allows you to view all your assets from any device with Internet** access, thanks to a web interface that does not require the installation of additional software, guaranteeing total accessibility.

The solution **collects a variety of information according to your specific needs**, including data such as location, temperature, humidity, luminosity, and many other variables, adapting to the requirements of your business.

### What does it allow you to do?

The functionalities are grouped into three main categories:

#### › Real-time asset tracking:

- Real-time tracking of vehicles, GPS position and cargo movement from start to finish.
- Data visualization and storage.
- Creation and management of alerts and events based on previously defined route parameters, cargo status and location.
- Configuration of POIs (Points of Interest) and geozones.
- Generation of reports and data logs on routes, sensor parameters, incidents and alerts registered.
- Inventory management with entry and exit points.

- Route planning and optimization.
- Blockchain certification of predefined events, with the possibility of viewing and downloading the generated certificates.
- Dynamic dashboards to visualize key events.

#### › Integrity of the asset status:

- Guarantee the conservation of the asset during transportation.
- Maintain temperature and humidity during storage.
- Comply with regulations on the preservation of food and assets sensitive to specific conditions.
- Blockchain-based certification of previously defined events, with the option to view and download generated certificates.

#### › Asset security:

- Real-time control and monitoring of asset location.
- Prevention of tampering and theft through “crash” alarms.
- Flexible alert configuration: late arrivals, early departures, prolonged stops, among others.
- Definition of routes and points of interest for constant monitoring.



## Benefits

**Precise monitoring** of the activity and status of the cargo, guaranteeing compliance with established routes and stops.

**Optimization of internal processes**, improving operational efficiency by integrating real-time cargo information.

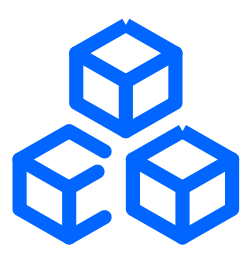
**Reduction of delays, losses and tampering**, thanks to real-time cargo tracking.

**Fraud prevention**, avoiding delays, losses and improper use of assets during transport.

**Greater security and protection** of goods, minimizing risks throughout the logistics chain.

**Detailed information** on events, routes, trips and stops, allowing for quick assistance to customers and better determination of responsibilities.

## Telefónica Tech's differential value



**Modular and flexible solution:** Our solution adapts to your specific needs, integrating options from different providers. We guarantee an end-to-end, homogeneous and operational service without border limits.



**Managed service:** You can delegate the management of the service to our experts, who will operate it with professionalism and experience. This way, you can focus on what really matters: your business.

### EQUIPMENT, TEAMS AND ACHIEVEMENTS

## Achievements

- › **Industrialized and replicable** service in multiple geographical areas.
- › Integration between multiple scenarios and systems.

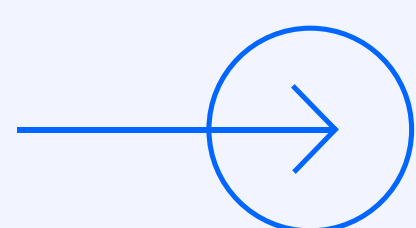
### BUSINESS MODEL

After analyzing your needs, we select the most appropriate hardware solution for your situation. Our solution includes a variety of devices interconnected to the platform, together with the necessary software and parameterization to adapt it completely to your business. Once the deployment is complete, you will be able to manage and operate the solution from the platform, which is accessible via the web. You will be able to consult all the available information, configure alerts, rules and reports, maximizing control and efficiency in the operations.

## RELATED SERVICES

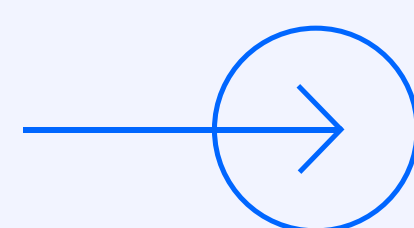
### Mobility Insights

This solution enables businesses to validate and enhance use cases related to infrastructure optimization, service planning, or commercial strategies. It facilitates more effective implementation by tailoring service offerings or marketing strategies based on population flows, maximizing return on investment.



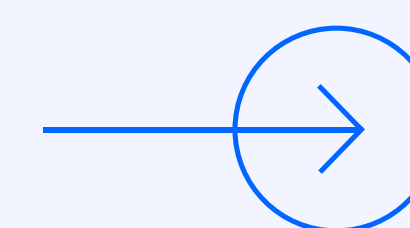
### IoT Connectivity & Kite Platform

We provide a comprehensive connectivity service supported by the best IoT connectivity on the market. This includes traditional cellular technologies such as 2G, 3G, and 4G, as well as new technologies specifically designed for IoT communications, like NB-IoT and LTE-M. The entire service is centrally managed through our Kite platform, enabling real-time control and monitoring of your line inventory.



### AI & Data Consulting

We design a master transformation plan centered around data, guided by your business priorities. Based on these priorities, we build a technological ecosystem of IoT and Artificial Intelligence, enabling your company to leverage the potential of these new technologies to generate new revenue streams, optimize costs, or reduce risks.



Contact us to start the digital transformation of your organization.

