The background of the slide features a series of concentric circles in a light blue-grey color, centered on the left side of the frame. The circles vary in size and are partially cut off by the left edge of the slide.

## Tool Tracking: Real Costs vs. Benefits

# Tool Tracking: Real Costs vs. Benefits

# The **HIDDEN** Costs of Tool & Asset Tracking

# WARNING

Once you see these costs, you  
won't be able to unsee them.

# 90%

of construction companies miss  
one or more of these costs

In the next 22 minutes you will:

See those **hidden costs** that are missed

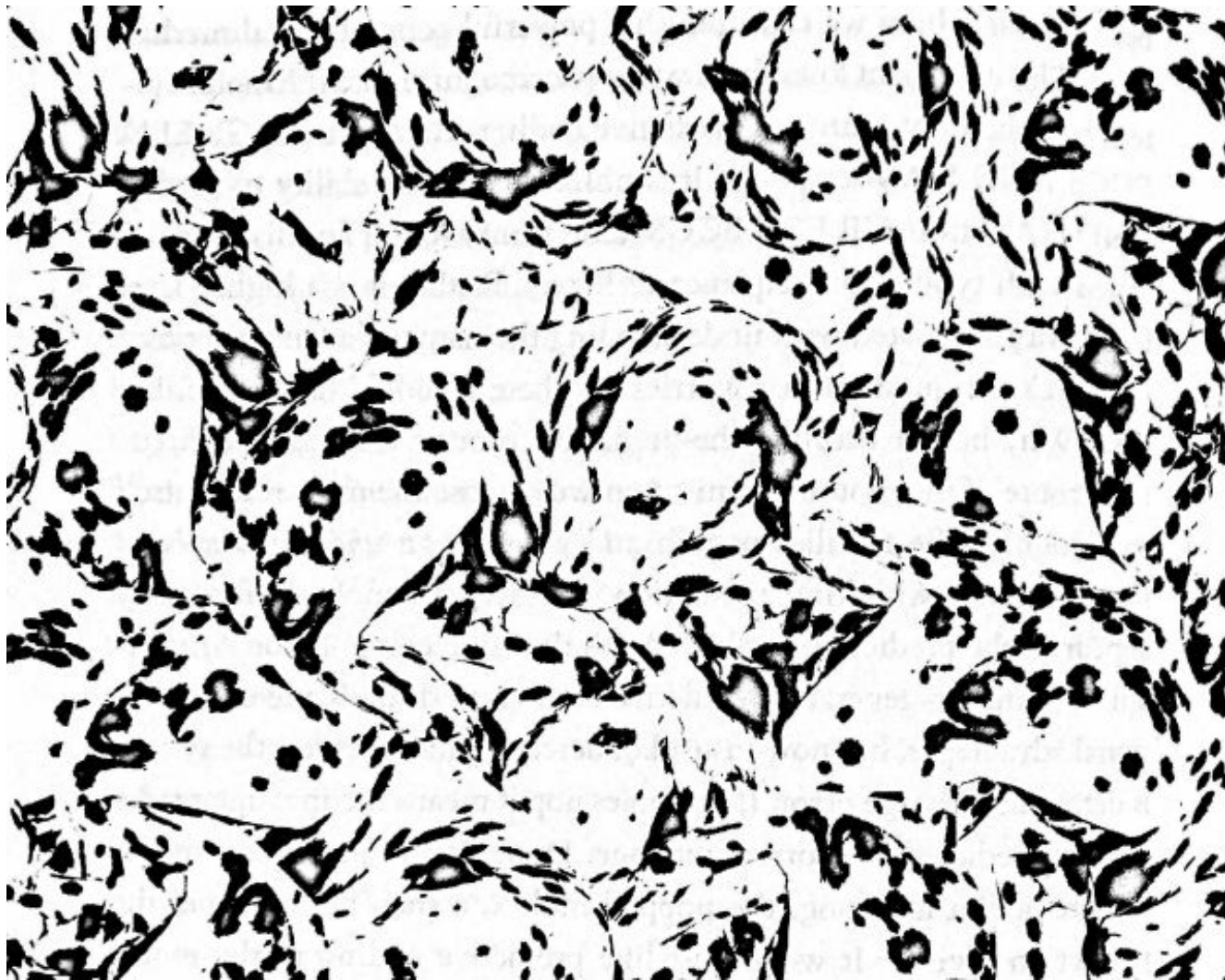
Learn how to **get started** in the most effective way

Discover the **quickest and highest ROI** approach to tracking



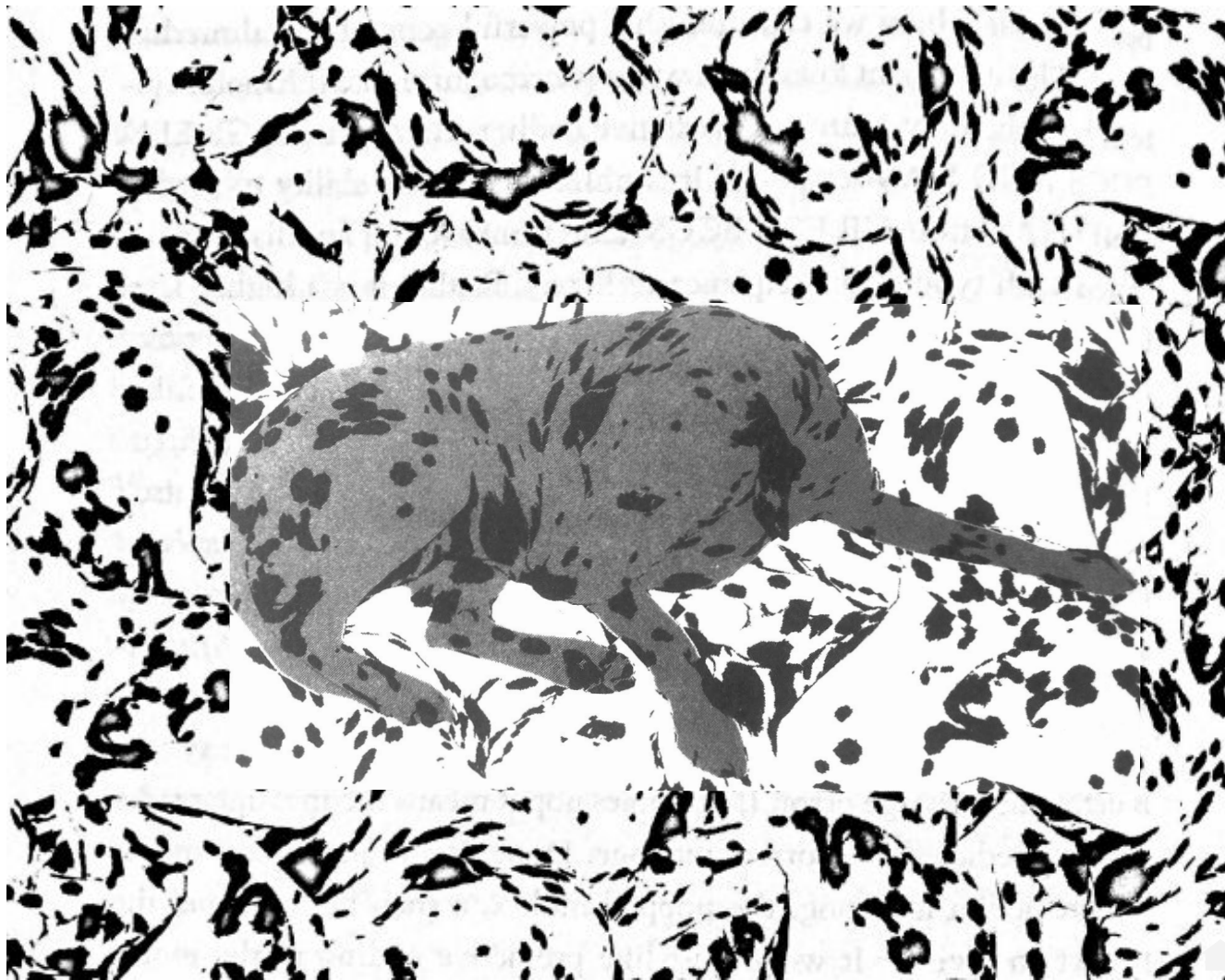
**Hidden  
costs are  
not your  
fault.**

Find the dog in this  
image.



**Hidden  
costs are  
not your  
fault.**

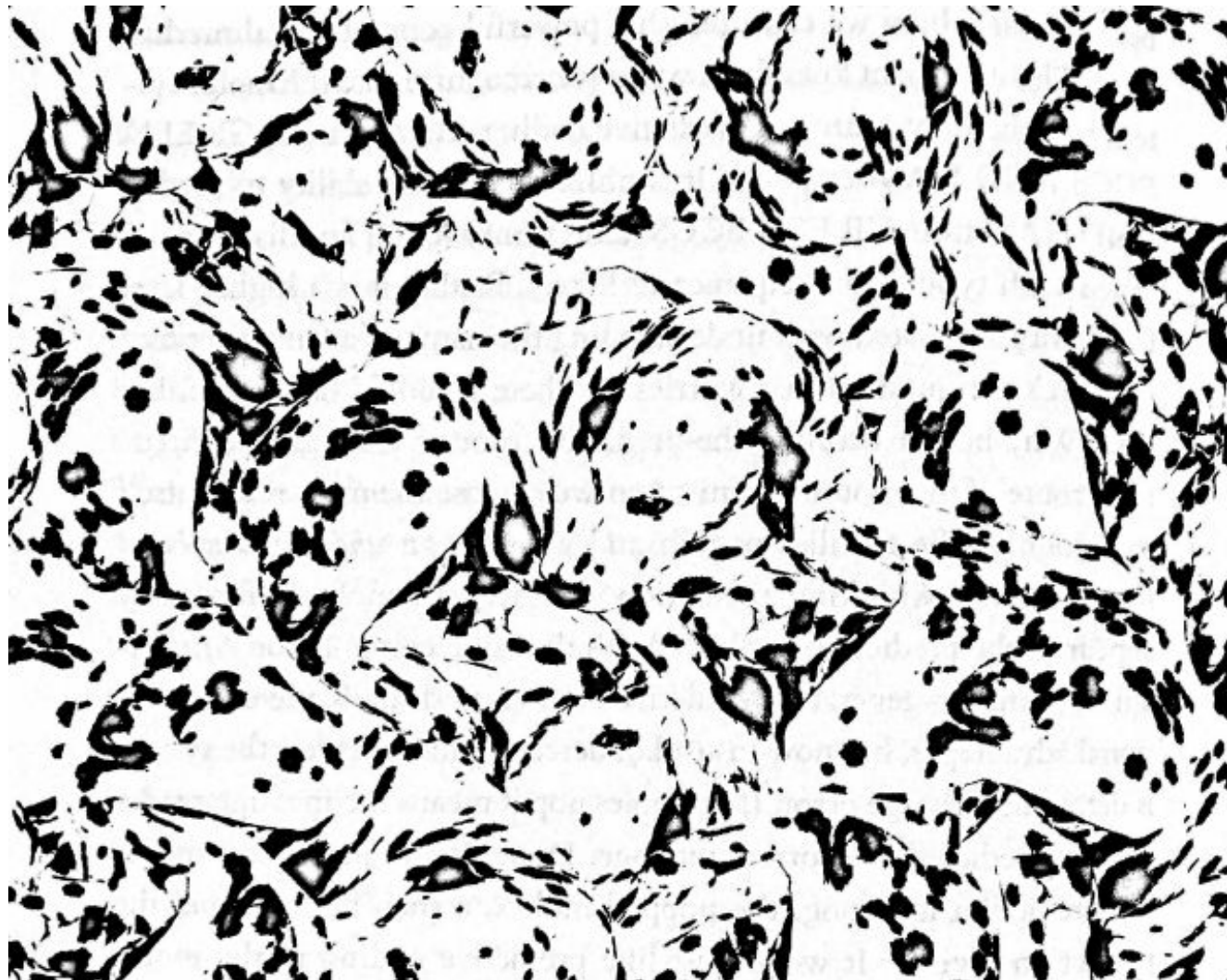
Hiding in plain sight





**Now  
you  
can't  
unsee it**

Even if you try.





# Let's get started



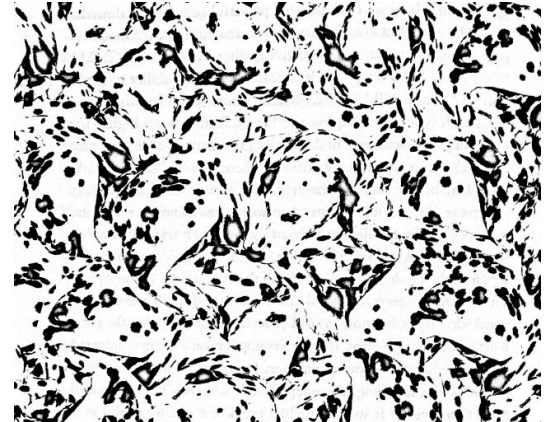
# Costs typically hide in three areas



**Time away from tasks**



**Poor tech adoption**



**Distracting data**

## (not so) Little Secret

Time is money

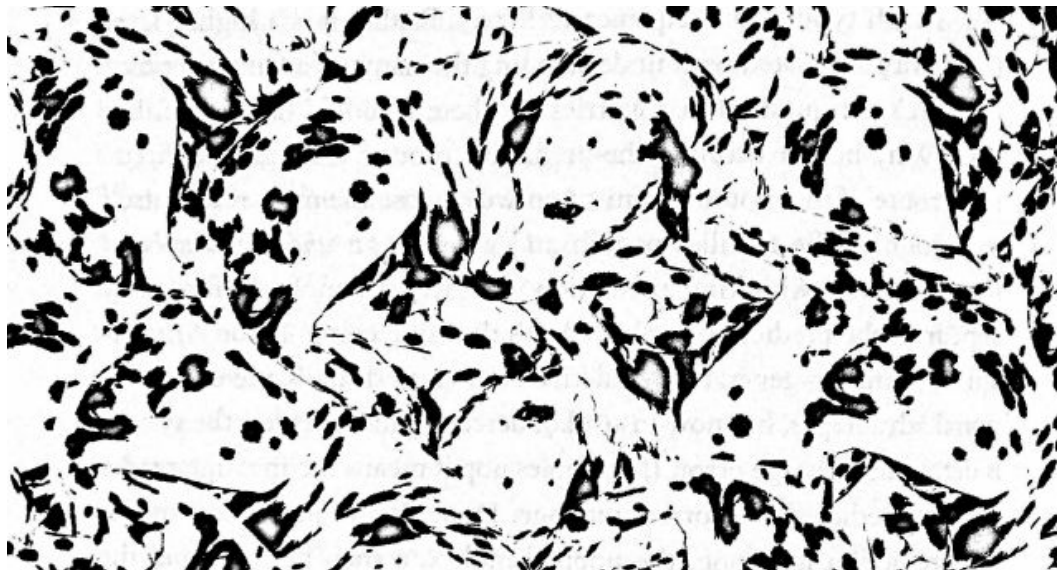


5 guys @ \$42hr.  
\$3.50 minute  
\$1,680 day  
\$8,400 week  
\$436,800 year

### 3 **Distracting data hides costs right in front of you**

Data should be quick to understand and be delivered with a specific action in mind.

- Location data
- Utilization data
- Rental data
- Data input

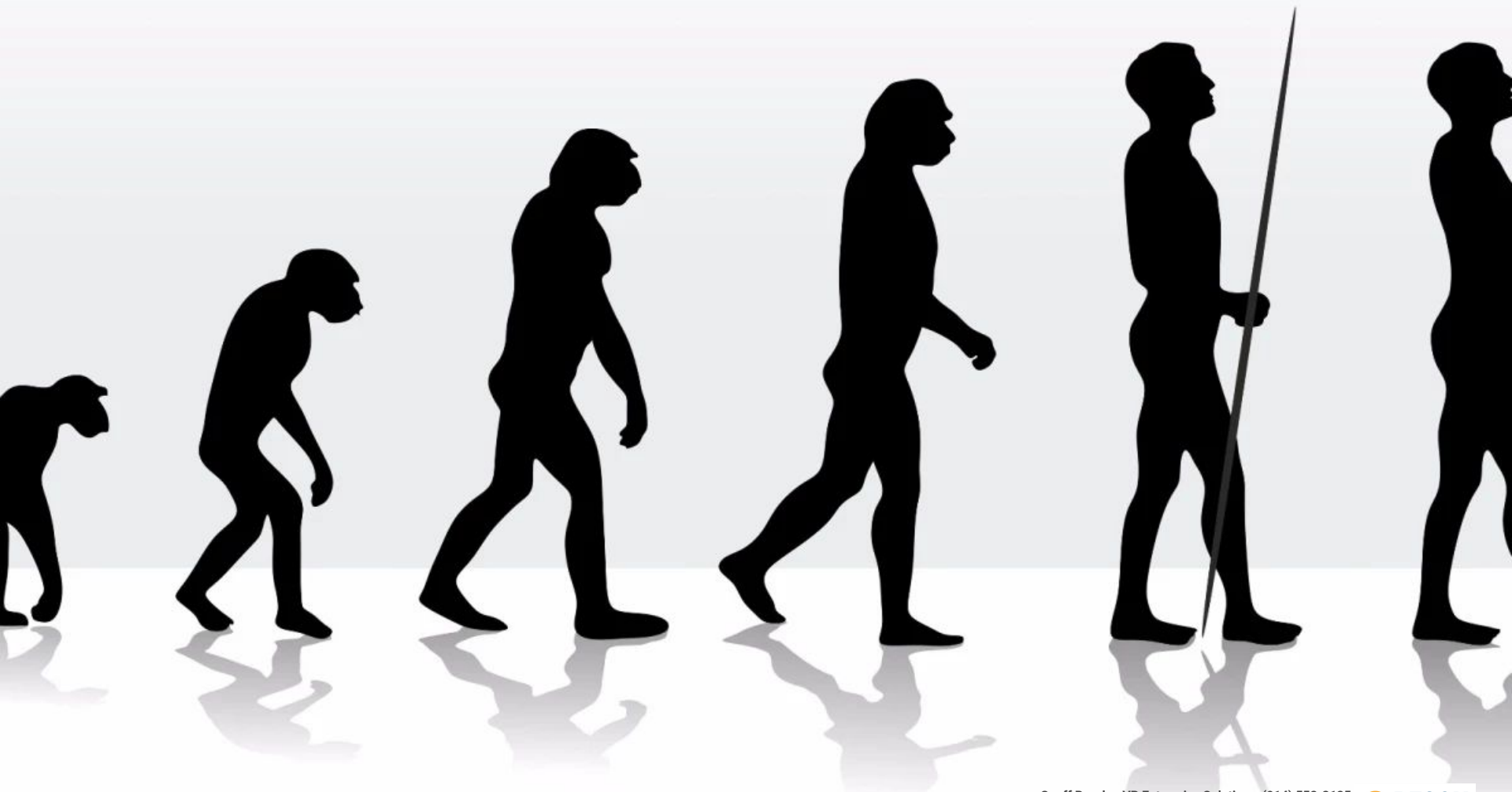


### 3 **Distracting data hides costs right in front of you**

Data should be quick to understand and be delivered with a specific action in mind.

- Location data **should include time and directions**
- Utilization data **should capture full usage** time for predictive **maintenance**
- Rental data **should automatically report idle assets**
- Data input **should be accurate beyond any doubt**





# 3 Distracting data hides costs right in front of you

Data should be quick to understand and be delivered with a specific action in mind.

	OLD SCHOOL	BETTER	BEST
Location Data	Calling around to job sites	Map with locations marked <i>COST: Time spent figuring out best option for retrieval.</i>	Map with location AND travel times AND routes to & from needed location. It's the time it takes that will determine cost / value decision.
Utilization Data	Out of the tool crib or not	Trigger pulls <i>COST: Time spent on unnecessary maintenance and management</i>	Real time run time, cloud-based 24/7 utilization with usage-based maintenance features and custom reports for required inspections.
Rentals Data	Hand entered spreadsheets	Scanning & Spreadsheets <i>COST: Overlooking idle rentals and paying for extra days / weeks</i>	Real time run time, cloud-based 24/7 with exception reports to trigger off-renting of idle assets.
Data Input	Hand entered spreadsheets	Scanning & Spreadsheets <i>COST: Human errors / efforts and time waiting for inputs</i>	Fully automatic, (even through metal job boxes) remote, 24/7, cloud-based data capture and access from any device to avoid the time that doubt creates.



## 2 Poor tech implementation tanks tracking ROI

Lack of adoption eliminates any chance of ROI

- Getting started
- Scaling up
- Worker Training



## 2 Poor tech implementation tanks ROI

Lack of adoption eliminates any chance of ROI

- Getting started should be **effortless** and focused on a **small success story**
- Scaling up should be organic; success stories **scale themselves**
- Worker training should be unnecessary because tracking is **automatic**

## 2 Poor tech implementation tanks ROI

Lack of adoption eliminates any chance of ROI

	OLD SCHOOL	BETTER	BEST
Getting Started	Company-wide install, training and launch dates	One location. Large minimum purchase and a three year contract to ensure for momentum <i>COST: Not using everything that you buy.</i>	Tried and tested, under-the-radar-priced package. One day install. Very specific objectives. 6 week pressure test to create a repeatable success story that sells itself.
Scaling Up	Convincing business units who didn't have any initial say to use a new system.	Using one whole location's ROI to make the case for another's <i>COST: Adoption is not organic</i>	Use small ROI success stories to introduce the system around the company and allow other groups to decide upon adoption.
Worker Training	On the job training	Mandatory & specific <i>COST: Time spent training. Risk of poor adoption.</i>	No training required

# 1 All the time spent NOT ON TASK is a cost

Time is money


- Waiting
- Searching
- Batteries
- Management



# 1 All time spent NOT ON TASK is a cost

Time is money

- Waiting for scanned tools should be eliminated by **24/7 automation**
- Searching and retrieving tools **should take less time**
- Batteries should last as long as the tool and **not cost any time**
- Management should **spend less of their time** by getting better data



**“Recon’s system increases our crew productivity by at least 15 minutes a day, per person. That’s 50 hours per year, for an annual savings of at least \$2,500 per employee.”**

Gary Tucci, CEO  
Potelco



# 1 All time spent not on task is a cost

Time is money

	OLD SCHOOL	BETTER	BEST
Time waiting in order to track	Part of the job	Any tool tracking <i>COST: Time in tool lines</i>	Fully automatic remote 24/7 cloud-based tracking with focused and actionable reports and alerts.
Time spent searching for tools even with tracking	Tool conex scanning and calling around to jobs	Active tags and map of tool locations <i>COST: Time spent using phones for bluetooth, GPS and map calculations</i>	Fully automatic remote 24/7 cloud-based tracking where phones just access updated databases and get time and route to nearest available tool.
Time spent tending to batteries for tracking	Passive RFID has no battery (and no range)	Low Power RFID + Limited ping rate = fewer battery changes <i>COSTS: Fewer pings reduces value. Time spent changing any battery. Data gaps.</i>	ZERO time spent on batteries. Super low power Zigbee tags with power optimizing overlay, sleep functions and remotely programmable ping rates for optimizing value and ROI per application.
Management time spent on tracking	Spreadsheets	Dashboards <i>COSTS: Time spent on manual inventory, billing, maintenance schedules and unnecessary data noise</i>	Custom reports and alerts that minimize time spent deciphering data to increase time spent on task. Direct utilization link to time-consuming billing, inventory, rental management and maintenance.

# Time Check



Time is money

A series of five concentric circles in a dark blue color, centered on the left side of the slide, creating a ripple effect.

# Start small

# Plan your success story

# Organically scale

# Best Example

50 tags

3 truck boxes

2 yard boxes

One day install

6 week structured testing

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\$ 3,995



## ROI adds up quickly\*

\$ 3,000	15% fewer lost tools
\$ 4,550	5 minutes saved per day
\$ 4,200	5% less management

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\$11,750	gross cost saving
\$ 3,091	start small**
\$ 8,659	net cost savings

**280% Annual ROI**

\*\* based on 3-year average



# Every Company Is Different

Let's figure out your ROI.

Contact us:

Geoff Bysshe

[gbysshe@recondynamics.com](mailto:gbysshe@recondynamics.com)

(cell) 914-552-3125



Recon Dynamics • [support@recondynamics.com](mailto:support@recondynamics.com) • 877-480-3551  
Seattle • Salt Lake City • Boise • New York • New Jersey