

Streamlining Asset Management for Events & Media Operations

CLIENT PROFILE

Industry: Events & Media

Size: Large events and media production company handling multi-city and international events

Location: India, with operations across multiple regions

CHALLENGE

The events and media company struggled with tracking and managing assets across multiple event locations. Manual processes and fragmented systems led to misplaced equipment, delayed setups, inconsistent maintenance, and underutilized assets.

Lack of real-time visibility resulted in last-minute rentals, increased operational costs, and disruptions during live events. The organization required a centralized asset management solution to improve asset tracking, maintenance planning, and utilization.

HOW ASSET INFINITY RESOLVED THE CLIENT'S PROBLEMS

SOLUTION

Asset Infinity provided a centralized asset management platform designed to support dynamic event operations. The solution enabled real-time asset tracking, preventive maintenance workflows, and data-driven utilization insights to improve operational control and reliability.



EVENTS AND MEDIA

SUMMARY OF MEASURABLE BENEFITS

- Improved Asset Visibility:** Enhanced asset tracking accuracy by 40% across multiple event locations through real-time monitoring.
- Reduced Equipment Downtime:** Decreased downtime by 30% by implementing scheduled maintenance for AV and production equipment.
- Cost Optimization:** Lowered emergency rentals and replacement costs by 25% through better asset availability and planning.
- Enhanced Asset Utilization:** Improved asset utilization by 35% using analytics-driven deployment across concurrent events.
- Operational Efficiency:** Accelerated event setup and teardown processes by 30%, reducing delays and execution risks.
- Scalable Operations:** Enabled scalable asset management to support growing event volumes and production complexity.

IMPLEMENTATION PROCESS

- Initial Assessment:** Reviewed existing asset workflows, movement patterns, and maintenance challenges across event operations to identify gaps, inefficiencies, and improvement opportunities.
- Asset Digitization:** Centralized all asset records, including AV equipment and staging materials, into Asset Infinity to create a single source of asset truth.
- Tracking & Maintenance Setup:** Configured real-time asset tracking and preventive maintenance schedules to ensure equipment readiness, reliability, and reduced last-minute failures.
- System Integration:** Integrated Asset Infinity with existing planning and logistics tools to enable seamless coordination, data flow, and operational visibility.
- Training & Onboarding:** Provided hands-on training for operations and technical teams to ensure smooth adoption, consistent usage, and process alignment.
- Go-Live & Continuous Support:** Rolled out the solution across active events with ongoing support, performance monitoring, and periodic optimization reviews.

CONCLUSION

The events and media company successfully transformed its asset management practices with Asset Infinity by gaining real-time visibility, structured maintenance, and optimized asset utilization.

The shift from reactive asset handling to a centralized, data-driven approach reduced operational disruptions, improved cost control, and enhanced execution efficiency across live events. Asset Infinity enabled the organization to manage complex event operations with greater confidence, scalability, and operational excellence.



MEDIA
AND
EVENTS
SINCE
1985