Enterprise Visibility Leveraging Wi-Fi Standard Networks

April 2006
RFID Seminar, Gothenburg

AeroScout Background

Company Overview

▶ **Market leader in Wi-Fi based active RFID solutions (over 100 customers)**

▶ **Inventor of the Wi-Fi active RFID tag**

▶ **Based in San Mateo, CA; worldwide sales coverage**
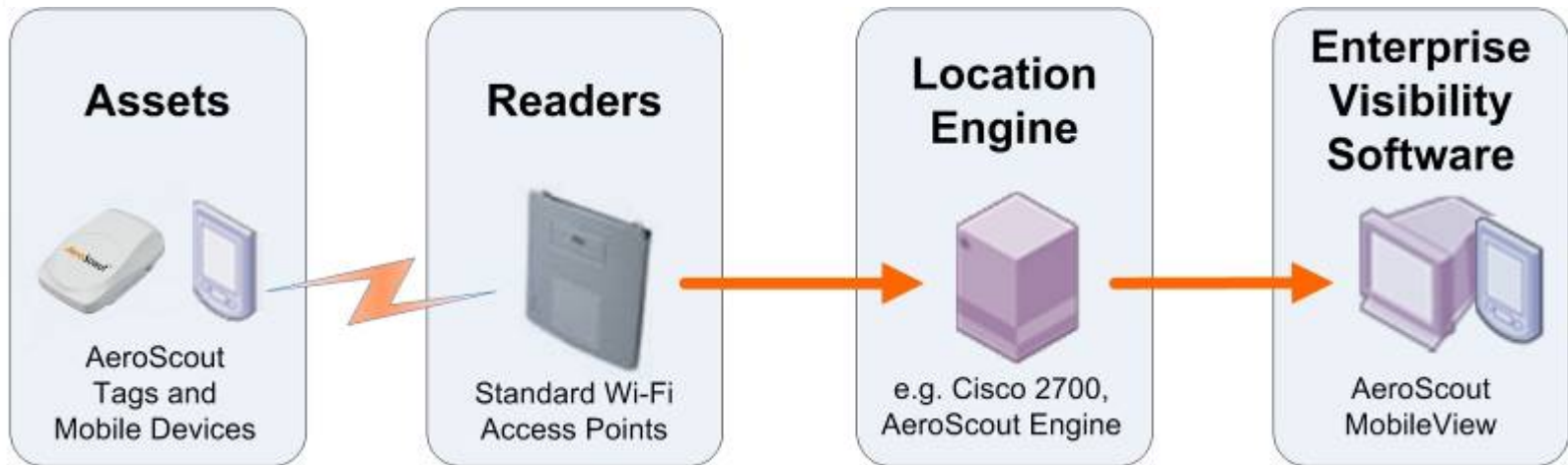
▶ **Cisco Systems is an investor**

Selected Customers

GE · weis · Pratt & Whitney A United Technologies Company

BOEING · DOT FOODS · LEGOLAND

INCO · VOIGT · HOLMGRENS Btl AB

The Reading Hospital and Medical Center · BRONSON

Selected Partners

Cisco Compatible · IBM Business Partner · intel

navis · SYBASE · Retalix

ORACLE PARTNER · gtsi · S&I

NEC · NTT Data · JOHNSON CONTROLS

CISCO SYSTEMS · AeroScout®

How Does Wi-Fi Active RFID Work?

Assets
AeroScout Tags and Mobile Devices

Readers
Standard Wi-Fi Access Points

Location Engine
e.g. Cisco 2700, AeroScout Engine

Enterprise Visibility Software
AeroScout MobileView
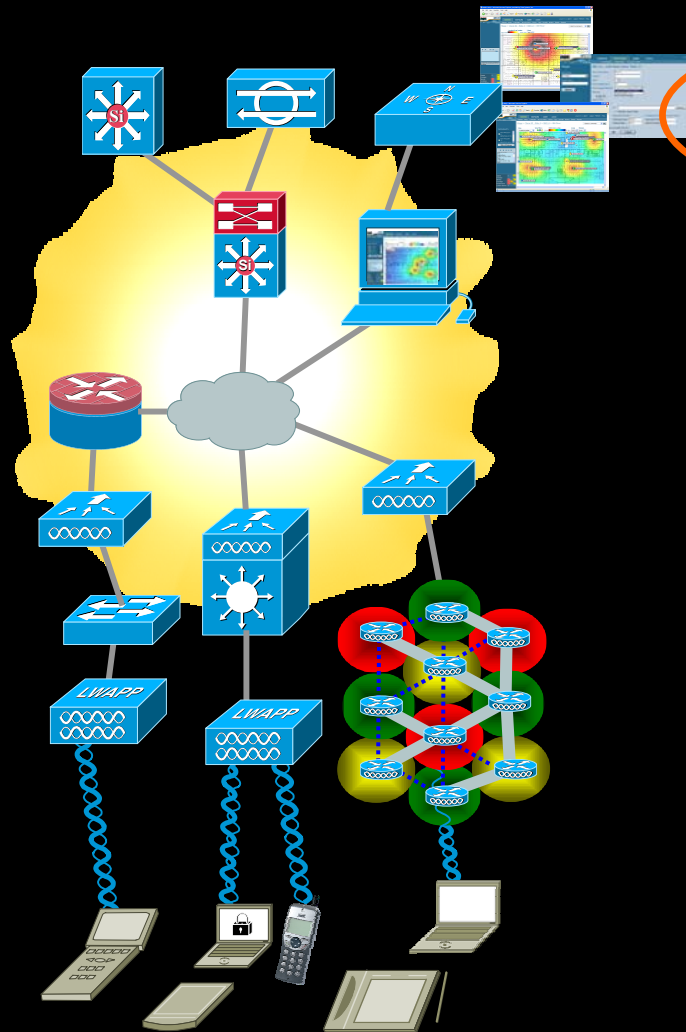
- ▶ **100% Wi-Fi standards-based**
- ▶ **Leverages Wi-Fi infrastructure for location**
- ▶ **No security risks**
- ▶ **100% read rates**
- ▶ **Seamlessly integrated with Cisco Systems**

Cisco Compatible

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Cisco Unified Wireless Network

Unified Advanced Services

Unified cellular and Wi-Fi VoIP. Advanced threat detection, identity networking, location-based security, **asset tracking** and guest access.

World-Class Network Management

Same level of security, scalability, reliability, ease of deployment, and management for wireless LANs as wired LANs.

Network Unification

Integration into all major switching and routing platforms. Secure innovative WLAN controllers.

Mobility Platform

Ubiquitous network access in all environments. Enhanced productivity. Proven platform with large installed base. Plug and play.

Client Devices

Broad industry adoption of Cisco Compatible Extensions. "Out-of-the-Box" wireless security.

A Unique Combination of Visibility Solutions

Real-time Location

Infusion Pump X is in room 219

Presence

There are 12 wheelchairs in the north wing of floor 2

Choke-point

Bed X has entered the Operating Room

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Problem Statement

Lack of visibility of mobile assets costs enterprises billions of dollars every year

Logistics, transportation, manufacturing and health care are affected the most.

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Health Care: Hospital Assets

► **AeroScout and Cisco have announced three joint installations: Reading Hospital (US), Bronson Hospital (US) and KangNam St. Mary's (Korea)**

► **AeroScout tags and Cisco's Location Engine deployed to track wheelchairs, infusion pumps and patients**

"AeroScout is a key partner in Cisco's Clinical Connection Suite solution. Hospitals can now address the common and costly problem of hospital equipment tracking in a simple and effective manner."

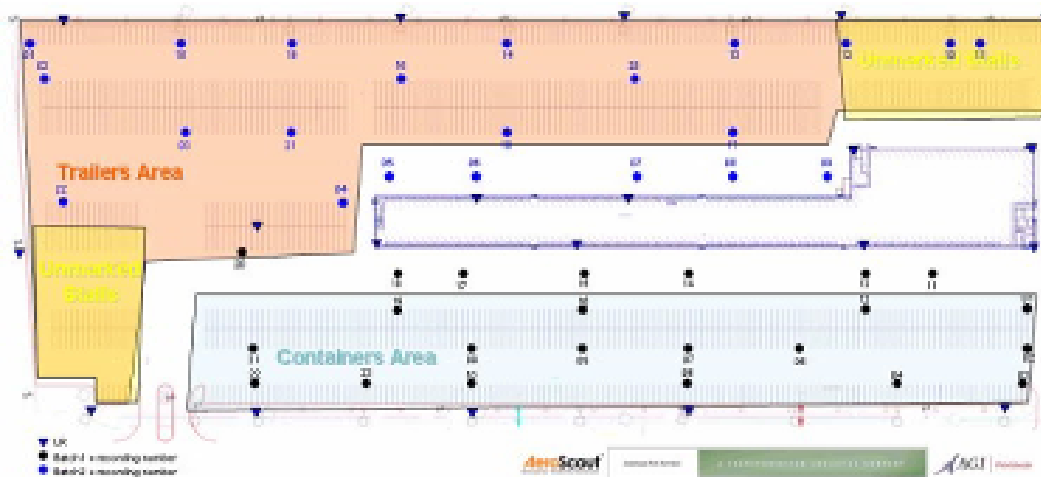► **Kent Gray, global lead for Cisco's Healthcare Solutions**.

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Logistics: Fleet management

▶ **250 yards distributed throughout the US**

▶ **Real time visibility of trucks between yards**

▶ **Uses Cisco APs in each site as readers**
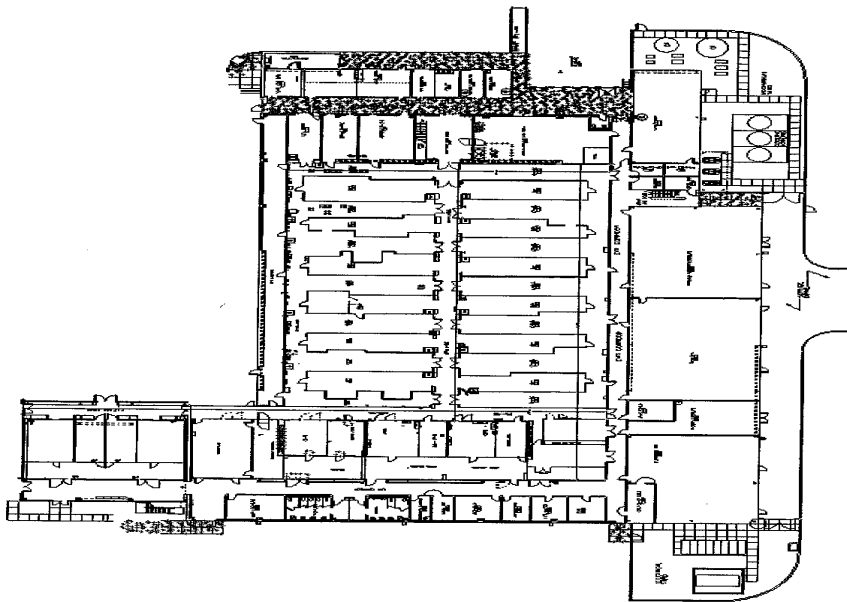
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Yard Management: American Port Svcs.

▶ **Yard management within large trailer/container yards**

▶ **Tracking trailers in cross-docking facilities. Increases yard efficiency and saves labor and fuel costs.**

Manufacturing: Semiconductors

Tracking Work-In-Process cases in Mask Shop. Real-time location of manufacturing lots results in improved capital equipment utilization, labor savings and increased throughput.

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Mining: INCO

▶ **Locating mobile equipment in a Canadian mine, 1000m underground**

▶ **Tracking production assets to speed ore production**

▶ **Tracking personnel for safety**

Telemetry: Leading Gas Provider

► **Tracking the location and pressure of liquid gas containers**

► **Tags integrated with pressure sensors**

► **Benefit is lower operational costs of providing gas as a service to customers**
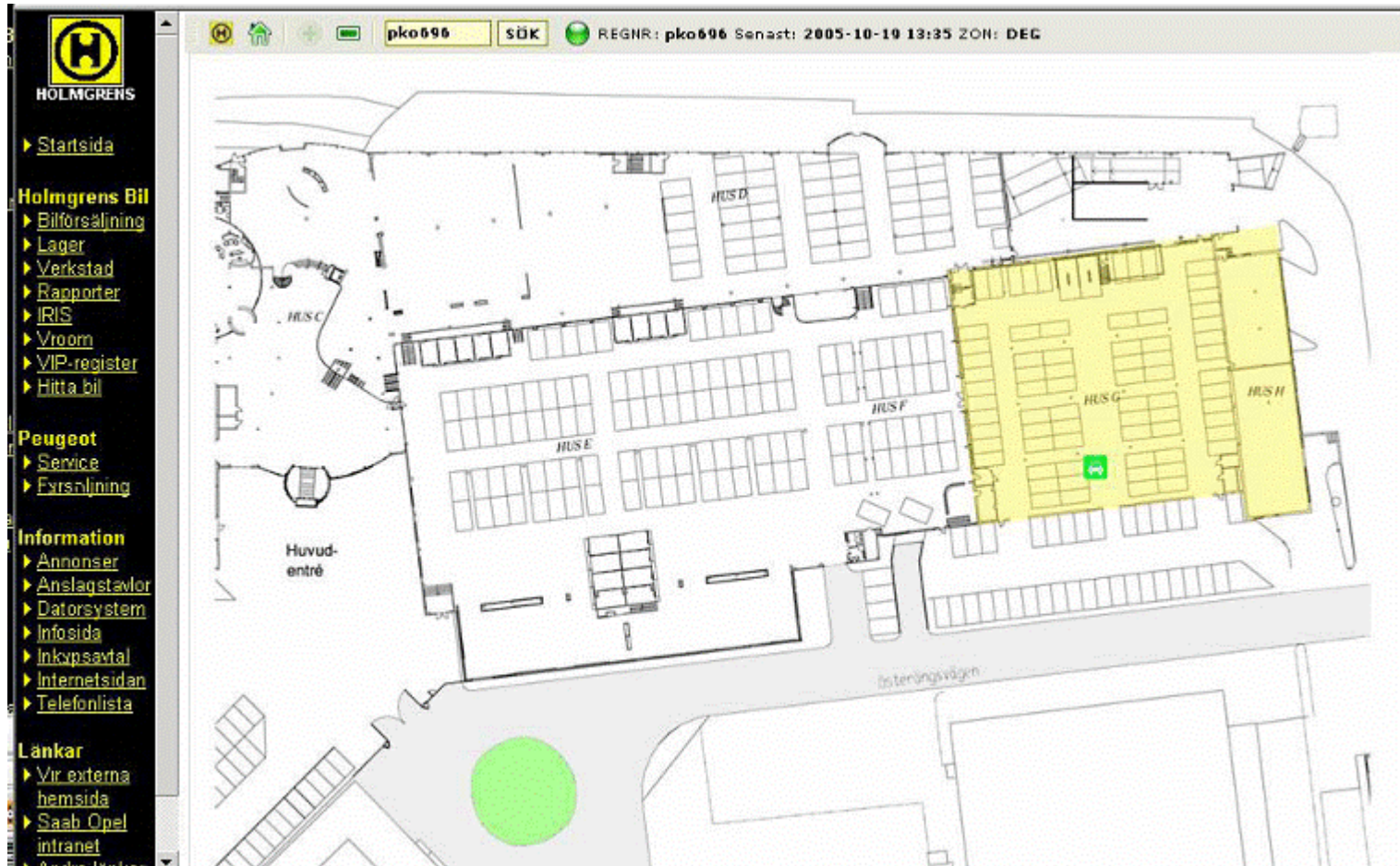
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Case Study: Holmgrens

▶ **Automotive dealership in Jönköping, Sweden**

▶ **Solution integration by InformationslogistiQ**

▶ **Tracking 700-800 automobiles in multiple indoor and outdoor parking lots**

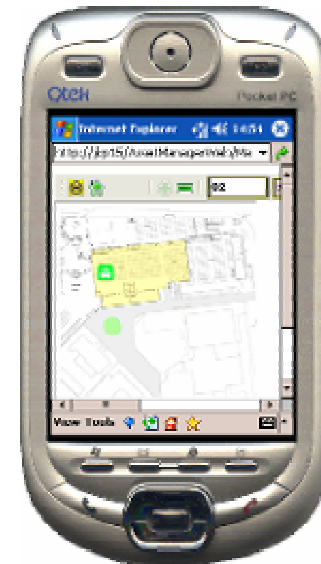▶ **Purpose is labor savings and improved customer service**

Kiosk Search Utility

Solution Benefits

- **Increased customer satisfaction**
  - Speed of finding specific cars for test drives
- **Effective labor usage**
  - Purposeful and rapid search of cars
  - Short exposure to external bad weather
- **Inventory visibility**
  - Real time visibility of all cars in the lots
  - Improved usage of space and churn of cars

"Through the simple and efficient means of keeping track of the 700-800 cars which circulate throughout our Jönköping premises, we can give our customers both better service and better support in their choice of cars. I see this project as one of the most interesting parts of our rennovation."

Benny Holmgrens, Holmgrens Bil

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Thank you!

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