

Relegen expands assetDNA ID solutions with UHF RFID labels suitable for IT asset management applications

SYDNEY, AUSTRALIA – 24 February, 2015 – [Relegen](#), a leading supplier of people and technology solutions to Defence, government, mining and industry, today announced new capabilities for new slimline UHF RFID labels which are ideal for IT asset inventory management, tracking and maintenance applications. Relegen sources and supplies a wide range of asset tagging and identification systems [[assetDNA IDs](#)] such as barcodes, HF & UHF RFIDs, covert security identifiers, as well as offering its own patented multi-layered solution. And now, Relegen can offer next-generation EPC Class 1 Gen2 passive UHF RFID labels for users of its asset intelligence software technology, [assetDNA](#).

As [UHF RFID](#) technology continues to fall in price and improve in performance, it is increasingly replacing traditional barcode systems in a wide variety of asset tracking applications. Whilst UHF RFID systems still tend to cost more however, because of their speed/range capabilities they can deliver significant time and labour savings which can, over time, offset the initial implementation cost. In the case of IT asset management, UHF RFID can improve the visibility and utilisation of IT assets; maximise depreciation deductions; reduce the costs associated with missing or lost items; remove manual labour associated with IT audits and stocktakes; help protect sensitive data and meet growing compliance requirements.

Relegen is currently deploying its assetDNA solution with an EPC Class 1 Gen2 passive UHF RFID label as part of an IT asset management project for the Australian division of a global professional services and investment management firm. The company needed a system that would accurately track, and simplify, the processes of issuing, receipting and loaning IT assets to staff. As part of the project, IT assets will be tagged with a self-adhesive UHF RFID label. The tagging solution was selected by Relegen because of its performance, cost-effectiveness, ease-of-use and reputation of the manufacturer. Each RFID will be encoded with a global unique identifier [GUID] and data will be captured using the assetDNA mobile application on hand-held UHF RFID PDA. Additionally, the UHF RFID label will feature the GUID printed as a barcode and a human readable number for maximum flexibility. Relegen will also supply covert security identifiers with this project, so that if a piece of equipment was lost or stolen and the RFID removed, the owner can still be identified.

The assetDNA solution will deliver many benefits for the organisation. Automatic data-driven audit trails will provide accurate records of who received what piece of IT equipment and when. Asset lifecycle management capabilities will track items as they move through defined business processes and flag items that are due for return, servicing or replacement. Documents such as warranties, manuals and more can be stored with asset records for easy access. IT audits will also be faster and easier and able to be done more regularly. What is more, users with appropriate conditions will be able to access and update IT asset data on the spot via the assetDNA mobile application.

“With margins under increasing pressure, the need to innovate processes and drive the productivity of assets and people has never been greater,” said Paul Bennett, Relegen founder and Managing Director. “No-touch UHF RFID technology can improve IT asset visibility, data security and strip time and data-entry errors out of processes such as the issuance and auditing of IT assets, especially for organisations who do assurance or

compliance checks on a regular basis. More importantly, decision-makers will have better intelligence for making better business decisions.”

assetDNA, enterprise asset intelligence technology from Relegen, helps organisations improve the integrity of their asset data so they can make better decisions about the management of their assets. It integrates software, asset tags and mobile/tablet applications. The solution is vendor-neutral and can work with the broadest portfolio of asset tagging technologies in the industry, ensuring clients will always receive the right solution at the right price for their specific project requirements.

About assetDNA®

Developed by practicing engineers in mission-critical environments, assetDNA is a complete asset intelligence technology solution that helps organisations improve their approach to enterprise asset management. assetDNA integrates easy-to-use software, hand-held mobile applications, smart asset IDs [Barcodes, HF & UHF RFIDs, covert security microdots, direct part marking], commercial-off-the-shelf hardware and Relegen professional services. It's easy to integrate with corporate systems – EAMs, ERPs, CMMS's – as well as touch-screens, SCADA and geospatial systems and more. Asset intelligence deployments range from the issue and receipt of armoury and PPE, automated workflows for asset inspections and certification, through to sophisticated systems for managing asset-intensive operations in defence, mining and more. Implementation can be as simple as the new out-of-the-box [assetDNA Pilot Kit](#) or a fully-customised system finely tuned to business needs.

About Relegen Pty Ltd [Developer of assetDNA]

Relegen Pty Ltd has a proven track record of supplying people and enterprise intelligence technology solutions to the Australian Defence Force since 2001. Today, our expertise is leveraged by clients operating in asset-intensive industries including mining, government, manufacturing, utilities and more across Australia and around the world. We are an accredited Major Service Provider to the DMOSS Panel, a key divisional supplier to DMO Maritime, ISO 9001 certified and a preferred partner to top tier firms. Our enterprise intelligence technology solutions – [assetDNA](#) and [riskDNA](#) – help organisations unify critical enterprise information silos into a single, authoritative point of truth. Organisations can use this new-found intelligence to support faster, smarter decisions that reduce enterprise risk, maximise return on assets and drive better business performance. For more information, visit www.relegen.com.

Trademarks

Relegen, assetDNA, riskDNA and C2RI are either trademarks or registered trademarks of Relegen Pty Ltd. All other trademarks, service marks, and product or service names are trademarks or registered trademarks of their respective owners.

Media contact

Elisa Davies | Relegen Pty Ltd

5 Taronga Place, Mona Vale, NSW 2103

P: +61 (0)2 9998 9000 | F: +61 (0)2 9998 9099

E: elisa.davies@relegen.com | W: www.relegen.com | www.assetDNA.com | www.riskDNAsoftware.com