



MEDIA RELEASE

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Relegen releases new video showcasing assetDNA's RFID capabilities for mission-critical asset management

SYDNEY, AUSTRALIA – 16 SEPTEMBER, 2014 – [Relegen](#), a leading supplier of people and technology to asset-intensive industries, has just released a fourth new video showcasing assetDNA's capabilities for the tracking and management of mission-critical assets such as weapons, protective equipment, search and rescue gear, and other items managed by armouries and supply departments.

The secure and timely management of key assets is vital for many organisations, especially those operating in industries such as defence, policing, corrections, borders and security, and emergency response services. Achieving this, however, can be a significant challenge with manual, disparate, disconnected systems. Relegen's new video shows how assetDNA, a fully-integrated software-tagging-mobile solution, helps organisations automate these processes, enhance decision-making and provide certainty on the chain-of-custody for mission-critical assets.

[assetDNA](#) is asset intelligence technology originally developed for the Australian Defence Force which is also in use at the Australian Customs and Border Protection Service [ACBPS] for the secure tracking of armoury items. The system works to create a single point of truth and an agency-wide view of the identity, history, future events, and movement of all assets, in near real-time. Key to the system is the 'DNA' – a global unique identifier – which can be assigned to any and all assets including people, property, fixed or mobile inventory, files, evidence and more. This ID can then be passed onto operational assets using barcode or RFID asset tagging systems to automate the collection of operational data using assetDNA's mobile apps. assetDNA ID's also provide full item-level visibility of assets as they move through purchasing, supply chains, custodians, servicing, part-rotations, asset retirement, recycling and disposal, and more.

The new video will demonstrate how assetDNA helps organisations managing mission-critical assets improve:

- Security – Electronic chain-of-custody tracking, covert proof of ownership, reduce item loss
- Safety – Asset servicing and replacement, asset access/use permit alerts
- Visibility – Item-level tracking using global unique identifiers and barcode/RFID tagging systems
- Productivity – Mobile apps for check-in/check-out and cleaner, faster stocktakes and audits*
- Compliance – Electronic audit trails for the issue, receipt and movement of assets
- Decision-making – Supply requirements, inventory and asset lifecycle management

Paul Bennett, Relegen's Managing Director said "We hope this new video will give organisations a sense of what is possible with an RFID-based asset intelligence implementation. Deployments similar to the ACBPS implementation have reported up to a 73% reduction in inventory stock-take time using assetDNA and HF RFID hardware, and a UHF RFID-based system could offer even greater gains than this. For organisations performing assurance or compliance checks on large inventories on a regular basis, this may result in significant productivity gains and cost savings over time."

The new assetDNA video clip is free to watch and runs for just over 5 minutes. Whilst the video is based on the armoury inventory management project Relegen undertook for the ACBPS, it equally applies to any organisation that has assets which need to be tracked in a secure and timely manner. It is playing now on the [assetDNA website](#), as well as the [assetDNA](#) and [Relegen](#) YouTube channels.

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 out-of-the-box [assetDNA Pilot Kit](#) or a fully-customised system finely tuned to business needs. For more information, visit www.assetDNA.com.

About Relegen Pty Ltd

Relegen has a proven track record of supplying people and technology to the Australian Defence Force for 13+ years. Today, our professional, technical and engineering expertise is also leveraged by clients operating in asset intensive industries including mining, maritime, government, utilities and more. We are an accredited Major Service Provider on the Defence Materiel Organisation Support Services Panel, a key divisional supplier to DMO Maritime, ISO 9001 certified and a preferred partner to top tier firms. Relegen has built a reputation for delivering professional services and innovative technology solutions to some of the toughest engineering challenges across defence, mining and more and was recently recognised by Rio Tinto's 'Top Ten Supplier Recognition Program' two years in a row. For more information, visit www.relegen.com.

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