

OnAsset Intelligence

Customer Profile

OnAsset Intelligence manufactures devices and software to protect company assets, including high-value cargo traveling by rail, ship, truck, or air.

Business Situation

The company was seeking a visual, interactive user interface that clients could use to monitor their cargoes in transit. OnAsset also needed a way to add third-party data feeds to its software.

Solution

OnAsset incorporated Visual Fusion into its new web platform, gaining a client-friendly user experience while minimizing development costs. The new interface makes OnAsset products more usable and provides a competitive differentiator in their market. Visual Fusion also enables the company to integrate external data feeds into their solutions, expanding the value of their products to customers.

OVERVIEW

Wireless device manufacturer delivers top-flight user experience for tracking assets with Visual Fusion

Summary

OnAsset Intelligence manufactures devices and software to protect high-value cargo shipping by rail, ship, truck, or air. The company needed a visual, responsive interface that clients could use to track shipments in real time. By incorporating Visual Fusion into its new web platform, the company gained a client-friendly user experience at a low development cost and is able to integrate third-party data feeds to provide greater value to its customers.

Situation

OnAsset Intelligence, based in Irvine, Texas, manufactures wireless tracking devices containing GPS and environmental sensors. When one of these Blackberry-sized units is placed inside cargo, it connects to wireless networks and transmits information that can include position, speed, temperature, vibration, light exposure, and more. By analyzing this data using proprietary algorithms, OnAsset can detect, in real time, situations that may result in damage or theft of the cargo and flag them for further investigation.

OnAsset's devices are among the most advanced in the industry, but their online monitoring interface did not provide clients with an easy way to track their cargoes in transit. Consequently, the company was searching for a more visual, intuitive way to present information to customers.

Along with an improved interface, the company required high performance back-end software. The chosen solution would need to process streams of updates from thousands of OnAsset devices in the field and apply the company's rules for detecting threats to each of them.

OnAsset's signature FlightSafe™ technology presented yet another challenge. The only device of its type that is certified for use on passenger aircraft, a FlightSafe™ device can sense when it is traveling on a plane in flight, and stops transmitting to comply with FAA requirements. This safety feature rendered the device invisible to the user interface for the duration of a flight.

OnAsset's development team had a fix in mind; while a FlightSafe device cannot broadcast its location in flight, the location of the plane is available through a publicly accessible Web feed. The company sought to add this and other Web feeds to its application, so that clients could view an end-to-end visual representation of their cargo in transit.

Solution

To achieve its goal of providing a visual, client-friendly interface without sacrificing performance, OnAsset incorporated Visual Fusion from IDV Solutions into its Vision 2.0 monitoring software. Visual Fusion is business intelligence software that unites disparate data sources in variety of interactive, visual contexts.

The resulting application visualizes data from OnAsset devices in Visual Fusion's browser-based map and timeline. In this interface, clients can follow the movement of their cargoes in real time, display shipment information, and also search for geographic information, analyze data for many shipments over time, and view additional feeds that provide context for their data.



Using Visual Fusion's browser-based dynamic interface, clients follow the movement of their cargoes in geography and time.

"Visual Fusion gives security professionals a complete view that allows them to better manage supply chains and protect assets as they move via land, sea, and or air."

Nikki Cuban
Vice President of Marketing
and Business Development
OnAsset Intelligence

At the back end, Visual Fusion Server (VFS) processes sensor data received at five-minute intervals from thousands of devices. It filters and formats the data, applying OnAsset's rules to highlight conditions such as open containers, light sensed, excessive vibration, and cargo off route or unexpectedly stopped. Users can create new rules interactively, by drawing geofences around areas where theft or damage to a shipment is most likely. VFS applies these rules and generates alerts when a cargo remains too long in these areas.

Visual Fusion's native connectors gave OnAsset an easy way to incorporate third-party feeds, including publicly available feeds that track passenger air flights. As a result, FlightSafe users can now see the locations of their shipments, even when the devices themselves must suspend transmitting in flight.

But the ability to add feeds does more than address the specific FlightSafe issue:

- OnAsset can now customize its solutions with a variety of relevant Web feeds, such as truck stop locations, traffic information, weigh stations, and retail receiving and distribution centers.
- These solutions can easily incorporate clients' own enterprise data; for example, a visualization could include the locations of a client's warehouses and the contact information for each facility's or security supervisor, enabling quicker communication in an emergency.
- Documents, like invoices and bills of lading, can be tied to each shipment, allowing instant access to these documents through the map and reducing the number of refused shipments.

"With Visual Fusion, we can give clients more than a dot on a map," said Nikki Cuban, OnAsset's Vice President of Marketing and Business Development. "As the devices improve throughout the industry, they're taken for granted; the user experience becomes more important than the device in pleasing the client."

Benefits

Visual Fusion enabled OnAsset to get quickly to market with a solution that provides important competitive advantages:

- Furnishes users with an interactive, real-time visualization of their cargo, from origin to final delivery.

- Gives security professionals interactive tools to detect and react to threats to cargo.
- Allows quick connection to external feeds, so that OnAsset can offer its clients a richer context for their data without significant additional cost or effort.

Said Cuban, "By making it easy to display data feeds from third-party systems, Visual Fusion gives security professionals a complete view that allows them to better manage supply chains and protect assets as they move via land, sea, and or air."

Contact

IDV Solutions,
5913 Executive Dr. Suite 320
Lansing, MI 48911



call 888 201 7282



click www.idvsolutions.com



mail to info@idvsolutions.com

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