

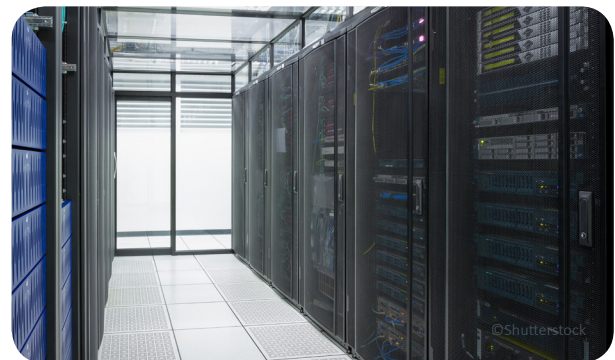
# Alog Data Centers Save Time and Money Through Automated IT Asset Tracking

*IT asset management often requires strict policies, disciplined operations and labor intensive inventory audits. RFID technology enables more streamlined and effective asset management - it helps to maximize the utilization of assets, minimize downtime due asset failure or absence and to optimize asset maintenance routines.*

ALOG, one of the leading data centers in Brazil, provides and manages colocation, hosting and cloud computing environments for over 1,500 corporate customers. It has four data centers in Rio de Janeiro and Sao Paulo, totaling 33,000 m<sup>2</sup> of built-up area and capacity for more than 100,000 servers.

ALOG was looking for a secure and cost-effective solution for managing their vast reservoir of IT assets. Maintaining the IT asset inventory with manual processes, utilizing barcodes and human-readable tags, was too labor-intensive, time-consuming and prone to errors. With the help of RFID technology – including Confidex’s on-metal passive UHF RFID tag Steelwave Micro™ – RFIDEas developed a fully automated system for ALOG to track and monitor their IT assets in real-time. As a result, the utilization of assets is notably improved, locating them is easy and automated tracking helps to ensure that nothing is lost. At ALOG the costs related to lost assets were cut down by 89%.

The solution had a major impact on periodic inventories and asset audits. For example, the time needed for complete rack inventory was cut down by remarkable 98%. In addition to time savings, the solution provided an accurate inventory of assets, helping to ensure regulatory compliance such as Sarbanes-Oxley Act of 2002.



## ***Benefits of the solution:***

- Security of data center is better ensured.
- Utilization of assets is improved.
- Considerable cost savings were realized - for example costs related to lost assets were cut down by 89%.
- Locating assets is easy.
- Automated tracking of assets at data center doorways makes sure assets aren't lost.

# Secure solution for managing vast reservoir of IT assets

## Confidex Steelwave Micro™ meets the need

“In order to fulfil every requirement and maximize the value delivered to our customer, we knew we would have to provide a best-in-class solution not only in terms of software and processes, but in terms of hardware as well. To accomplish that, our technology team developed a custom methodology to test a wide range of readers and tags from different manufacturers and chose the best ones in the end. A series of tests were performed on more than 20 different tags from 5 main suppliers. Confidex Steelwave Micro™ was chosen for the project as it provided the best performance in every analyzed criteria”, stated Antonio Rossini, Strategy Director of RFIDEas.

*“In general, data centers are required to perform inventory counts every three months to comply with government and industry regulations, but they need to do it more frequently for internal purposes. The existing manual processes are error-prone and inefficient. Automation via RFID reduces human error, inefficiency and liability, decreasing costs and complexity while increasing flexibility and control, providing full visibility of the IT assets’ life cycle to business level.”*

*- Lucas Almeida, Operations Director of RFIDEas*

## Specially designed products for IT & enterprise asset management

Confidex offers a complete portfolio of high-quality RFID tags and specialty labels designed for managing IT and enterprise assets:

- Confidex Steelwave Micro™ and Steelwave Micro II™ UHF RFID hard tags
- Confidex Silverline Slim™ and Silverline Micro™ UHF RFID special labels



Products can be personalized according to customer requirements. Available options include:

- Customer specific encoding and printing.
- Hard tags delivered with unique EPC by default.
- Visual markings: customer specific visual markings such as color or black and white printing.



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