Assetra

AI-Powered Asset Management Platform

Track. Manage. Maintain. Optimize.



THE BUSINESS CHALLENGE

Managing Assets Shouldn't Be Complicated

As organizations grow, managing assets across departments, employees and locations becomes increasingly difficult.

KEY MESSAGE

Organizations need a centralized and reliable way to manage their assets.

- Scattered records and manual spreadsheets
- Limited visibility into asset location and ownership
- Time-consuming physical audits
- Missed maintenance activities
- Difficulty monitoring asset utilization and lifecycle
- Delayed reporting and decision-making

INTRODUCING ASSETRA

One Platform. Complete Asset Visibility.

Assetra is an AI-powered asset management platform designed to help organizations manage their physical assets through a centralized digital system.

Move beyond maintaining asset records to making more informed asset-related decisions.

CORE CAPABILITIES

- Centralized asset management
- Multi-method asset tracking (QR, RFID, barcode, NFC)
- Asset assignments and movement
- Maintenance and audit management
- **AI Search** — AI
- **AI Advisor for depreciation and replacement predictions** — AI

HOW ASSETRA WORKS

From Registration to Intelligent Management



01

Register

Create a centralized record for each asset.

02

Identify

Tag assets with QR, RFID, barcode or NFC.

03

Track

Access asset details, status and location.

04

Manage

Handle assignments and transfers.

05

Maintain

Plan and monitor maintenance activities.

06

Audit

Verify assets and record discrepancies.

07

Analyze

Use AI Search and AI Advisor for decisions.

One connected lifecycle: every step is recorded in the same platform, so information flows from registration all the way to AI-driven insight.

ASSETRA CORE CAPABILITIES

Everything in One Asset Management Platform

Asset Management

Maintain centralized asset records.

Multi Method Tracking

Identify and verify assets quickly.

Asset Assignment

Manage asset ownership and responsibility.

Maintenance

Organize service schedules and maintenance history.

Audit Management

Digitize physical asset verification.

AI Search

AI

Find asset information through natural-language queries.

AI Advisor

AI

Predicts asset value, depreciation and the right time to replace.

CENTRALIZED ASSET MANAGEMENT

Know What You Own and Where It Stands

Assetra provides a centralized view of organizational assets and their associated information.



BUSINESS VALUE

Better visibility, improved record-keeping and greater control over organizational resources.



Asset identification and categorization



Location and department details



Assignment and status information



Asset value and lifecycle records



Warranty and maintenance information



Search, filtering and reporting

MULTI-METHOD ASSET TRACKING

Track Assets Your Way

Assetra supports multiple identification and tracking methods to accommodate different asset types and operational environments.

QR Code Tracking

Scan a code to quickly identify an asset and access its associated information.

RFID Tracking

Use radio-frequency identification tags and compatible readers to identify tagged assets.

Barcode Tracking

Identify assets using barcode labels and compatible scanning devices.

NFC Tracking

Tap a compatible NFC tag with a supported device to access asset information.

BUSINESS VALUE

- Flexible options for different asset categories
- Faster asset identification and verification
- Simplified inventory checks and audits
- Better visibility and traceability of assets

One asset management platform with multiple tracking technologies.

MAINTENANCE MANAGEMENT

Keep Assets Maintained and Operations Moving

Assetra supports the management of maintenance activities associated with organizational assets.



Plan maintenance schedules



Monitor upcoming service requirements



Maintain service history



Track maintenance status



Support preventive and corrective workflows



Business value Better maintenance planning, improved asset oversight and opportunities to minimize avoidable downtime.

Know Who Is Responsible for Each Asset



Maintain visibility into asset allocation across employees, departments and locations.

- Track assigned assets and custodians
- Monitor asset handovers and returns
- Record transfers and reassignment
- Maintain assignment history
- Improve accountability across teams

Business value: clearer ownership, better asset control and less uncertainty during employee transfers or offboarding.

AUDIT MANAGEMENT

Make Asset Verification More Efficient

Digitize the process of checking physical assets against organizational records.

01 Organize asset verification activities

02 Identify assets using Multi Method Tracking

03 Record asset condition and verification status

04 Identify discrepancies for review

05 Maintain audit records and reports



60%

Faster Audits

More structured audits, reduced manual effort and improved accuracy of asset records — what took weeks can now take hours.

From Finding Information to Predicting Asset Value

AI Search

Find Information Faster

Interact with asset information using natural-language queries instead of relying entirely on manual searches and filters.

- *“Show me the assets assigned to the Finance department.”*
- *“Which assets are due for maintenance?”*

AI Advisor

Depreciation and Replacement Predictions

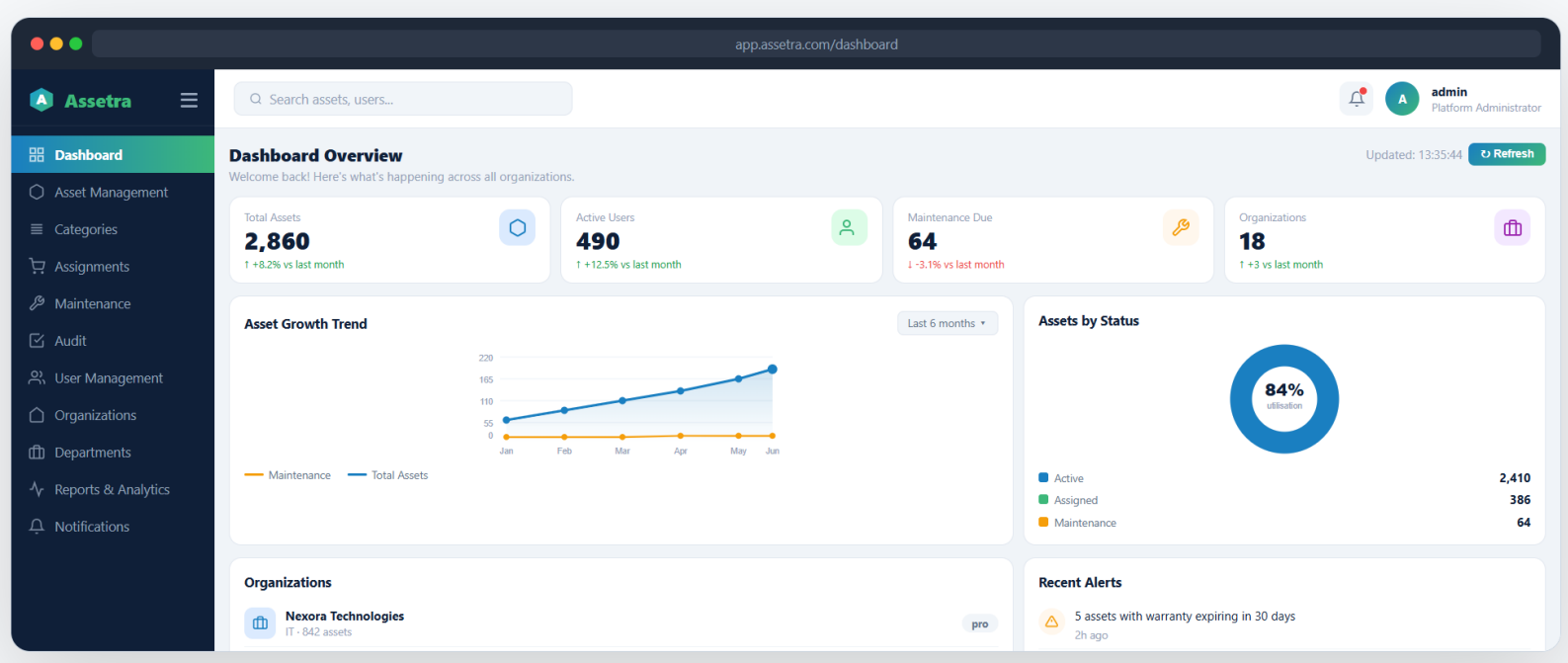
Enter an asset's purchase details and the AI Advisor predicts its current value, how it will depreciate, and whether to keep using it or replace it.

- *“What is this laptop worth today, and when should we replace it?”*
- *“Can we keep using this forklift, or is it time to replace it?”*

AI Search helps users find information. **AI Advisor** predicts asset value and when to replace.

MANAGEMENT DASHBOARD

A Clearer View of Your Asset Operations



Business value: a centralized view of asset information to support monitoring and planning.

AT A GLANCE

- Asset inventory overview
- Asset status and utilisation
- Maintenance due
- Assignments and active users
- Organizations and departments
- Recent alerts, e.g. warranty expiry
- Asset growth trends and reports

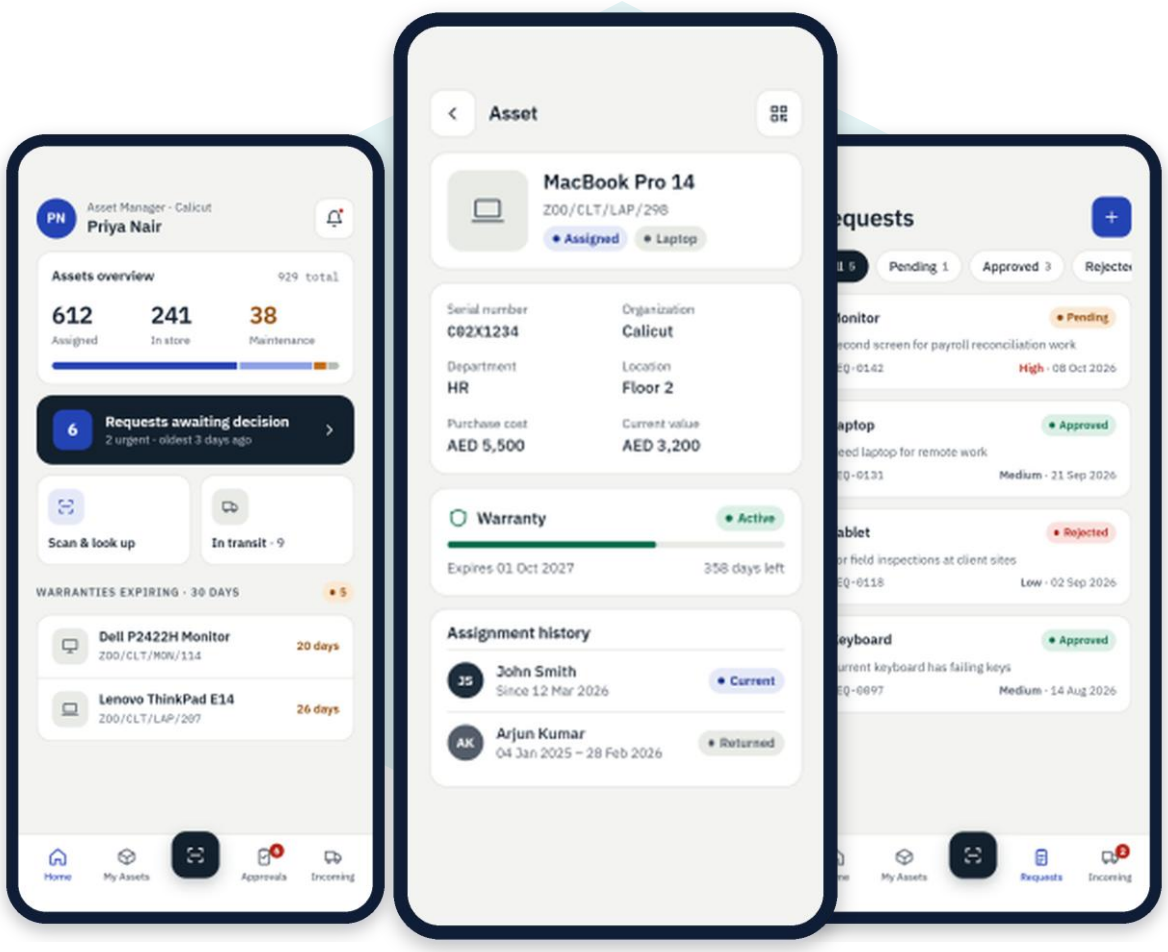
ASSETRA MOBILE APP

Asset Management in the Field

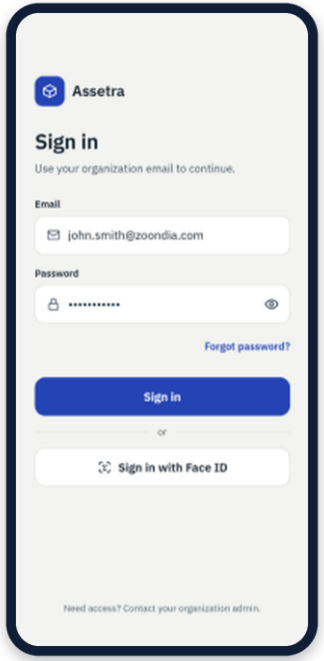
An iOS and Android app that extends the Assetra Asset Management Platform to field operations.

iOS Android

- Secure authentication
- QR code scanning
- Employee asset view
- Asset requests
- Push notifications
- Movement receipt confirmation



Everyday Workflows, Right from the Phone



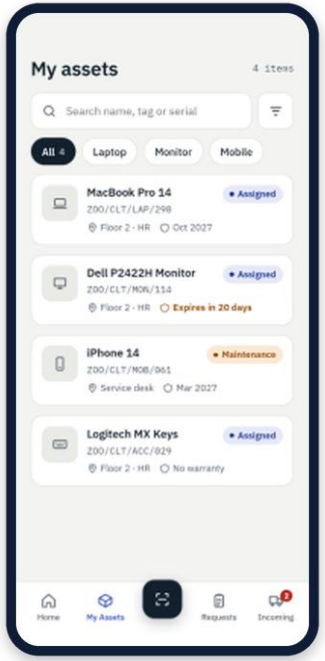
01 Secure sign-in

Organization email login, with Face ID or fingerprint.



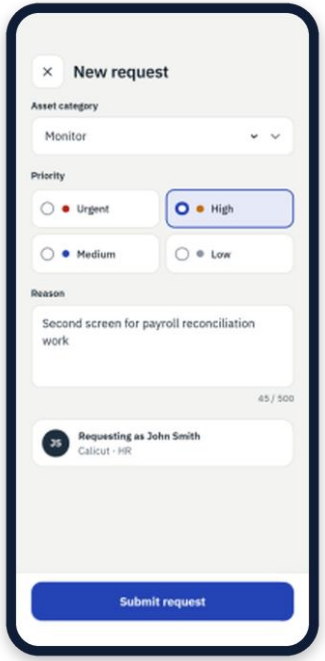
02 QR code scanning

Scan or show an asset's QR code, or enter its tag manually.



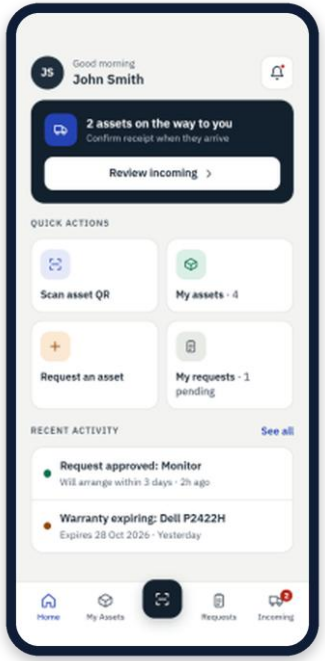
03 Employee asset view

Every assigned asset with status and warranty.



04 Asset requests

Raise requests with category, priority and reason.



05 Receipt confirmation

Push alerts for incoming assets; confirm on arrival.

BUSINESS VALUE

Turning Asset Management into Business Value

60%

Faster Audits

QR scanning turns weeks of audit work into hours.

40%

Less Downtime

Predictive alerts help prevent costly breakdowns.

100%

Asset Visibility

Where every asset is, who holds it, and its condition.

3×

Faster Reporting

Depreciation and audit reports generated instantly.



Visibility

Centralized access to asset information.



Accountability

Better oversight of ownership and assignment.



Efficiency

Less manual effort in tracking and verification.



Maintenance Control

Better planning and oversight of maintenance.



Intelligence

AI-predicted asset value and replacement timing.

WHY ASSETRA?

Move Beyond Traditional Asset Tracking

Traditional Approach	With Assetra
✕ Scattered asset records	→ ✓ **Centralized asset information**
✕ Manual asset identification	→ ✓ **Multi Method identification**
✕ Manual verification	→ ✓ **Digitized audit workflows**
✕ Separate tracking processes	→ ✓ **Connected asset management activities**
✕ Manual information searches	→ ✓ **AI Search**
✕ Replacement decisions based on guesswork	→ ✓ **AI-predicted depreciation and replacement timing**

Assetra brings asset operations and AI-enabled intelligence together in one platform.

HOW WE WORK WITH YOU

Tailored to Your Organization

01

System analysis

We study your assets, workflows, teams and existing systems.

02

Customization

Assetra is configured and extended to fit your processes.

03

Hosting plan

We recommend the hosting model that suits your setup.

04

Tailored pricing

A proposal priced on what you actually need.

HOSTING OPTIONS

Hosted by Zoondia

Fully managed on Zoondia's infrastructure: we handle servers, updates and monitoring.

Hosted by the client

Deployed on your own servers or cloud, for full control over data and infrastructure.

PRICING DEPENDS ON

- Features required
- AI capabilities
- Number of users
- Hosting option

No one-size-fits-all pricing: every proposal is shaped around your needs.

Assetra

Manage Every Asset Smarter

Track. Manage. Maintain. Optimize.

Bring asset information, operational processes and AI-powered intelligence together to support better asset management.

Let's explore how Assetra can support your organization's needs.

Thank You

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