



## PRESS INFORMATION

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For Immediate Release**

### **IT Asset Tracking Targets The Desktop**

Specialist RFID solution provider CoreRFID has launched IT-Tracker, a software solution that works with RFID tagging to reduce the risks of IT asset loss and information loss in the workplace.

As RFID gains favour for IT asset tracking in the data centre according to analysts ABI Research in their recent report, it can also make a contribution at the desktop where loss of sensitive data is even more likely. Today's use of memory sticks, portable disk drives, laptop computers and other portable devices means that there may be as much data stored outside the data centre as within it. Loss of devices can sometimes be attributed to criminal action but it also can result from carelessness. One way to raise employee awareness of the significance portable devices is to operate a regular regime of IT asset audit but this has previously been time consuming and expensive.

The CoreRFID IT-Tracker solution addresses this by using UHF asset tags in a variety of formats for the wide range of desktop and portable devices that need tagging. By collecting data in the workplace quickly and easily, IT track allows audits and spot checks to be carried out regularly. IT-Tracker highlights assets missing from a particular location so that auditors can follow up on-the-spot.

IT-Tracker is available for a range of RFID-equipped PDA and hand-held devices. Data collected by IT-Tracker can be integrated with corporate IT asset management systems and with Help Desk systems such as Remedy. Integration with help desk systems helps to keep support staff up-to-date with equipment in use in the workplace.

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## Notes for Editors

### ***About CoreRFID Ltd.***

Over the last 15 years CoreRFID Ltd has established a prominent reputation in the global RFID industry for delivering innovative products and services that help its customers to deliver successful solutions.

With bases in the US, UK and Europe, CoreRFID is now working on some of the most advanced RFID projects, delivering RFID technologies often in short timescales. CoreRFID customers include the BBC, Capita, Nokia, BAA, Thames Water, the Channel Tunnel, Norwich Union, Galliford Morgan and Amec.

CoreRFID was formerly known as Mannings RFID, part of the Mannings engineering group. In July 2007 the Mannings RFID management team successfully completed a management buyout from Mannings UK to create a business exclusively focused on the needs of RFID technology users. CoreRFID retains all the staff, know-how and intellectual property of the Mannings RFID business. The CoreRFID team of experienced engineers and its sales and administration centre is based in Warrington, in the North West of England.

CoreRFID is backed by Enterprise Ventures and NatWest Bank.

## ***About the use of RFID***

Radio frequency identification is widely used to help track, trace audit and control items by allowing computer systems to read details of tags attached to stock, assets or other items. RFID is used for applications such as:

- Keeping track of stock as it moves from manufacturer to warehouse to shipping agent to retail outlet to customer.
- Providing travellers with tickets that register each journey as it is made.
- Identifying livestock to ensure traceability of food, to prevent theft or to help lost animals to be reunited with their owners.
- Providing access control and checking who enters premises and when.

The wide range of different types of tags with widely different data handling capabilities and reading characteristics means users of RFID systems need to make careful technology choices to create successful applications. CoreRFID specialises in helping customers to make these choices.