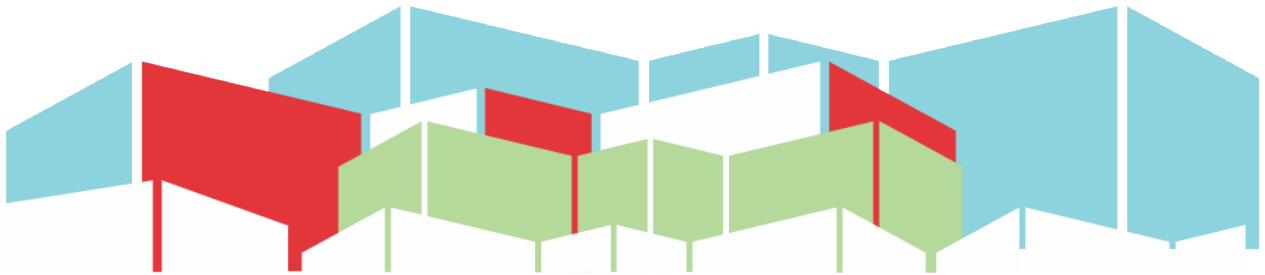
Crawl, Walk, Run:
Building Your Asset Management Strategy from Foundation to AI-Powered Optimization

Andi Seabeck
Camcode

Josh Peach
OperationsHERO



Learning Objectives

Please add the learning objectives you submitted at the beginning of your presentation.

1. **Assess their current asset management maturity level** using the crawl-walk-run framework and identify specific gaps preventing progression to the next stage, including data quality issues, technology limitations, and process barriers.

2. **Build a phased implementation strategy** that sequences investments appropriately—from durable physical identification through CMMS automation to AI-powered analytics—avoiding the common mistake of implementing advanced technology without foundational data infrastructure.

Who Are We?



Andi Seabeck

Camcode



Josh Peach

OperationsHERO

Agenda

1. Why tag?
2. How to move from spreadsheets to a connected system of AI-powered maintenance - that your team will actually use
    - The benefits of labeling
3. A simpler way to start collecting asset data - without shutting down operations or hiring more staff
4. How physical asset labels work with your CMMS - so technicians can update information in the field
5. Real examples that made this work - without perfect data or unlimited time



Asset Management Challenges for Facilities



Common Challenges

- Multiple buildings with disconnected asset data
- Diverse asset types
- Lack of standardization across departments
- Dependence on manual or outdated processes
- Lean Teams
- Tight Budgets

Why Tag?

Understanding a QR Code Label's Purpose

Bar code labels are license plates to access that assets' record in your database, **QUICKLY** and **ACCURATELY**



Pillars of Effective Asset Management

Identification

- The foundation of asset management begins with proper identification:
  - Assigning unique identifiers to every asset
  - Using durable, scannable tags for long-term accuracy (e.g., barcodes, RFID)

Tracking

- Real-time visibility enables informed decision-making:
  - Implementing systems to track assets' location, status, and condition



Pillars of Effective Asset Management



Data Accuracy

- Ensuring records are consistent and up-to-date:
  - Automating data collection to reduce manual errors
  - Auditing processes to validate asset inventories regularly

Equipment Lifecycle Management (ELM)

- Managing assets from acquisition to disposal:
  - How lifecycle tracking improves ROI and ensures compliance
  - Real-world example: Properly decommissioning IT equipment to meet environmental regulations

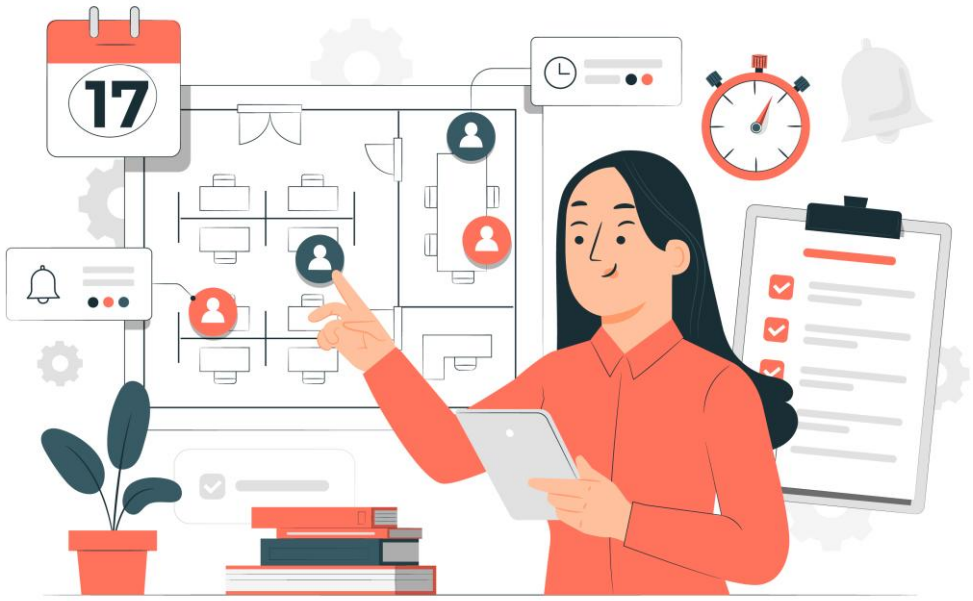
QR Code Label Benefits

Work Order Data & Inventory Control

- Easily access your data with a simple scan
- Have all the asset history for a specific asset at your fingertips
- Utilize the check in and check out process of inventory and current status of the equipment or asset



QR Code Label Benefits



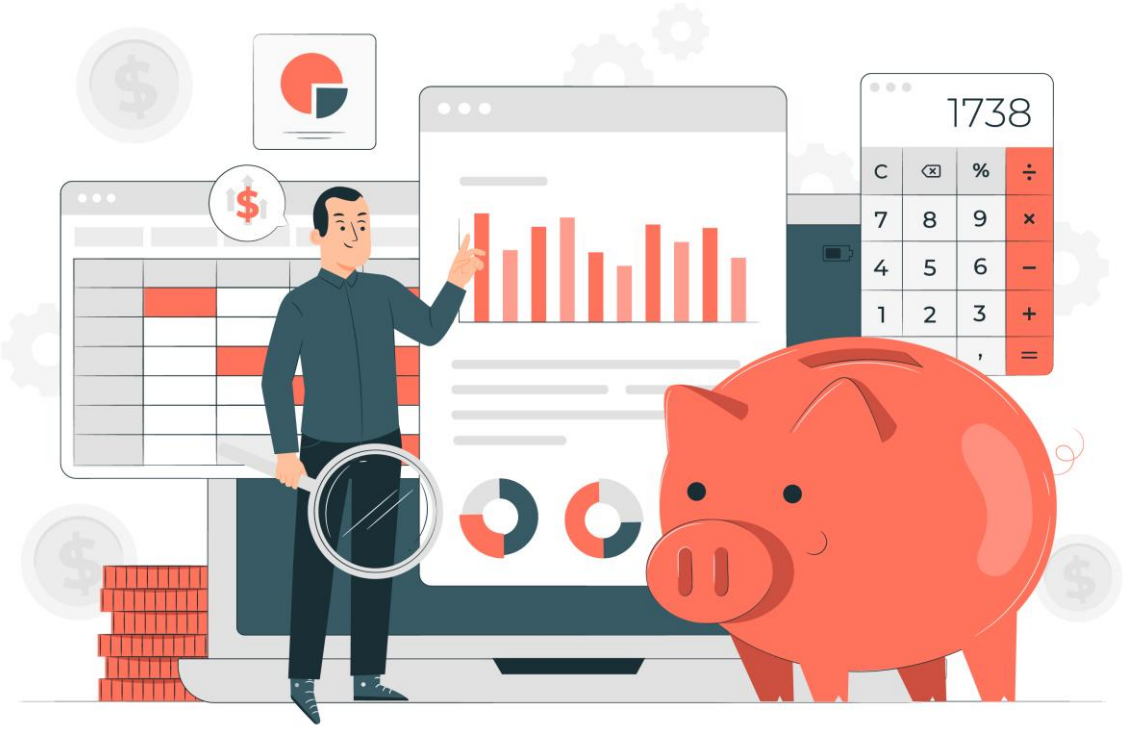
Data Quality

- Service requests and work orders are written on the correct asset 100% of the time
- Average time to write an SR before Camcode asset tags and management system: **7-30 minutes**
- Average time to write an SR after installing Camcode asset tags and management system: **30 seconds**
- Putting in Service requests is quicker and easier when utilizing an asset management system

QR Code Label Benefits

Data Control

- You can manage the information more effectively with an access point to your database
- Utilize all of the information available to manage the equipment
- Have a visual roadmap of what your inventory looks like
- Ability to attach specific documents to an asset
- Invoicing
- Purchasing (cost/date)
- Maintenance Records



Data Considerations



Asset Specific Data

- Pre-assigned serial numbers prior to tag manufacturing
- Must be 100% confident in your data
- Can add unique descriptions
- Higer installation costs since you match the label to the asset
- Packaging/kitting for easier installation

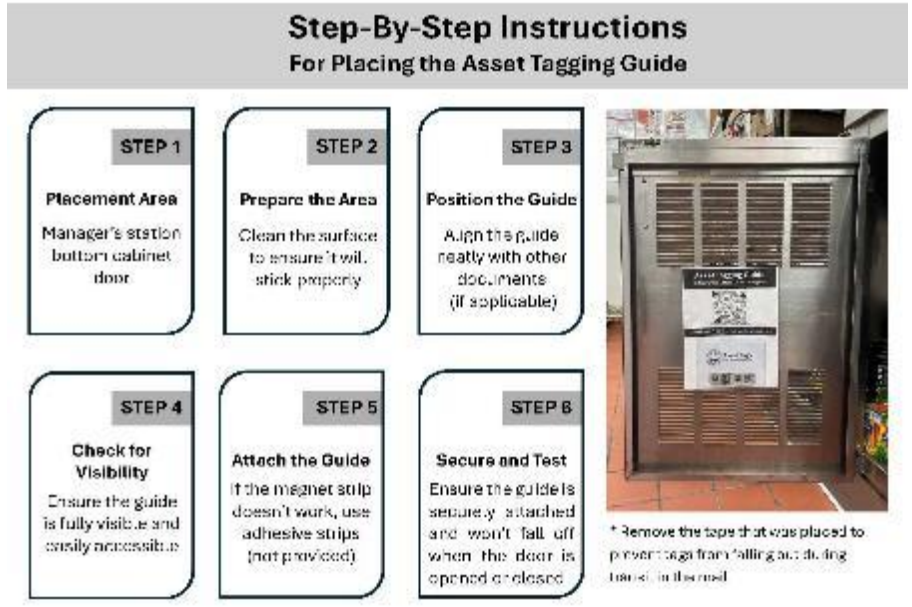
Sequential Data

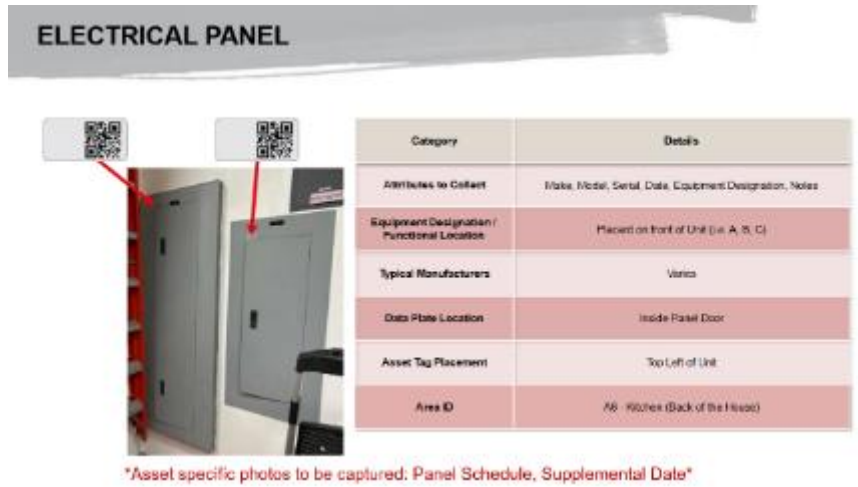
- A sequential range provides a license plate method to your assets
- Starting a sequence at a number like 0001, provides more flexibility and allows more tags to be ordered
- More tags ordered = lower per piece price
- Lowers installation costs by adding a label when a record is created
- Easier to tag assets that are changed or added

Ensuring Label Consistency

Coordinating Label Installations For Multiple Locations or Campuses

- Develop a detailed plan that outlines the installation process, timelines, and responsibilities for each location
- Provide comprehensive training on proper installation
- Coordinate logistics (timely delivery)
- Implement QAQC





Examples of How Facilities Have Succeeded Without Perfect Data + Unlimited Time

Success Stories

PEPPERDINE UNIVERSITY

- Pepperdine utilizes QR code labels to track maintenance on kitchen and utility equipment located around the campus
- The QR code is scanned when preventative maintenance is performed to automatically create a database record
- QR code can be scanned to automatically create a work order or service request for each piece of equipment
- Much faster and more accurate than manual work order or maintenance report creation
- Can save thousands of labor hours, and ensures a complete and accurate maintenance database





Success Stories

QUARTZ™ CONSULTING GROUP

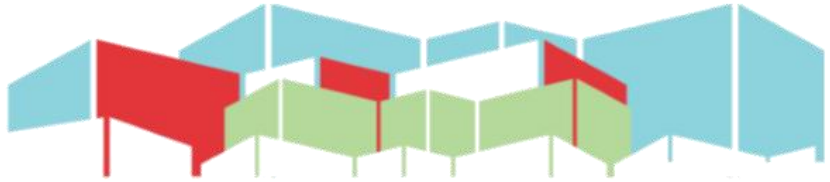
- One of the largest U.S. community college systems oversees nine colleges with 742 buildings across Los Angelos County
- The client had inconsistent standards, unverified records and disconnected systems limiting accuracy, visibility and operational efficiency. Camcode helped standardize a scalable, district-wide asset management program
- 6,664 assets tagged across 384 buildings
- 988 warranty documents and 1,782 O&M manuals linked to digital records
- **Benefits:**
    - Resulting in improved work order accuracy
    - Faster technician response
    - Established a scalable foundation for AI-powered analytics, capital planning and intelligent facilities management district-wide





Key Takeaways

1. Before layering in automated workflows, ensure you have a foundational data infrastructure (crawl)
2. With a strong and accurate data foundation, you can then automate workflows + collect meaningful data (walk)
3. With automation up and running, you're now ready to leverage AI to optimize maintenance + strategic planning (run)



Any Questions?

Andi Seabeck

Facility Management Market Leader

Camcode

918-927-1593
aseabeck@camcode.com

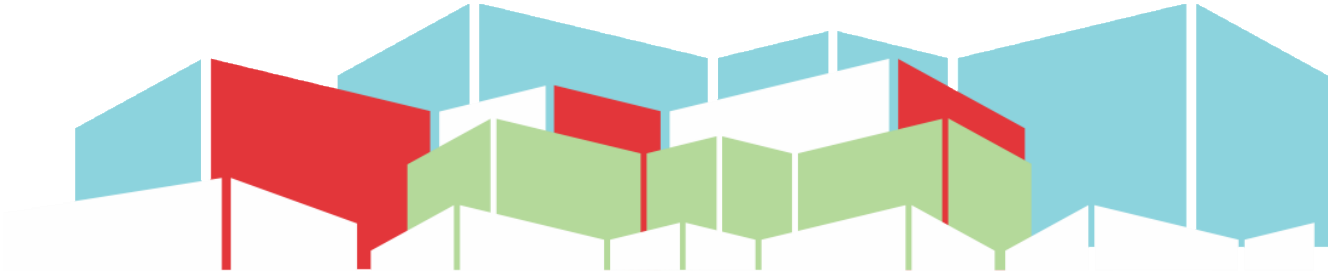
Josh Peach

VP of Business Development

OperationsHERO

josh@operationshero.com

NFMT west



Thank you for completing a session survey in the **NFMT event app!**

NFMT west