

CASE STUDY: UNITED STATES COAST GUARD

VISUAL ASSET MANAGER AT WORK
FOR THE ARMED FORCES

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The Client:

The United States Coast Guard (USCG) is a member of the Armed Forces and is responsible for patrolling our nation's waters. The United States Coast Guard is tasked with a variety of missions reflecting the conglomeration of services that currently function under the USCG. These missions include, but are not restricted to, law enforcement, search and rescue, marine safety and environmental protection (including lighthouses), as well as national security and military preparedness. The USCG traces its history back to August 4th, 1790 when congress sanctioned the creation of 10 vessels for the purpose of tariff enforcement and to prevent smuggling. The modern United States Coast Guard is an integral component of our nation's national security infrastructure.

The Situation:

The United States Coast Guard is an exceptionally diverse organization. It functions as a collection of numerous, formerly independent organizations such as, the Revenue Cutter Service, the Life Saving service, the Lighthouse Service, the Bureau of Marine Inspection and Navigation, to name a few. Since the Coast Guard is a conglomeration of so many diverse organizations it has a wide range of assets that must be accounted for. Failure to reconcile these assets prohibited the USCG from operating at maximum efficiency. Examples of these assets included:

- Standard office equipment (desks, tables, etc.)
- IT assets
- First responder devices
- Water crafts of various sizes
- Helicopters and planes
- Military/weapon assets (including uniforms, fire-arms and ammunition)

The USCG needed to overhaul their asset management process with the goal of reducing equipment misappropriations and streamlining asset requisition. Considering the varied nature of the USCG's many assets, this was no easy task. Primarily, the USCG had to account for every asset in an inventory or audit, while simultaneously having the ability to check in/out those assets as needed. Most importantly the USCG needed to understand the rate at which those assets were utilized.

The Solution:

The United States Coast Guard approached E-ISG with their asset management needs in early 2008. The USCG chose to use Visual Asset Manager (VAM) Enterprise, which allowed their organization to import vital data directly into the VAM software. VAM Enterprise allowed the USCG to implement their asset management plan across a broader scope; effectively managing each individual organization's assets. To ensure efficient and accurate data collection, the USCG chose to utilize bar code scanners in conjunction with VAM's property pass manager.

The property pass manager was a vital feature which allowed the USCG to maintain a chain-of-custody, otherwise known as a paper trail, denoting exactly when an asset was allocated and by whom the device was being used.

The property pass manager creates a physical and virtual paper trail used to keep employees accountable for the assets assigned to them. Moreover, the “signature capture” feature allowed the USCG to digitally sign property passes. This unique “signature capture” feature sealed the property pass from further edits effectively creating a *legal chain of custody* used to transfer assets from various locations.

The screenshot shows a web browser window titled "Current Property Pass" displaying a form. The form is titled "CUSTODY RECEIPT FOR PERSONAL PROPERTY/PROPERTY PASS" and is divided into several sections:

- PROPERTY ISSUED TO:**
 - Name (Last, First, MI): Lou, Edward
 - Organization: Corporation code:
 - Building/Room: Phone Number: 300-000-0000
 - Workstation #ID: Email Address: Ed.Lou@emall.com
 - Expiration Date: July 25, 2008
- FOR ORGANIZATION-OWNED PROPERTY:**
 - The property receipt will be relieved of accountability for the property to surrendering it to the Property Custodian in exchange for this receipt upon demand, transfer, or separation from the Organization. The property must be surrendered to the Property Custodian immediately upon request.
 - I understand that I am personally responsible for the property identified above and that I may be held pecuniarily liable for its loss or damage, unless otherwise released of responsibility by the Property Custodian.
 - I understand that the property is FOR OFFICIAL USE ONLY and it may not be transferred except by return to or approval of the issuing office.
- Signatures:**
 - Signature of Recipient: _____ Date: _____
 - Approving Property Official: (Typed or Printed Name & Signature) _____ Date: _____
- Asset Details:**
 - Asset Designation: _____
 - Property Returned: _____
- Signature and Date:**
 - SIGNATURE: _____ DATE: _____
- Asset Information Table:**

Manufacturer	Model	Serial	Barcode	FIMV
North Starvue	10683		6048	4890
Ravenington			4674	
Advanced Interactive			4643	
Peak Beam Systems	ISP-8230		4628	
- Notes:**
 - This is a property pass comment: _____

In addition to the property pass manager, the USCG used the DD1149 Asset Shipping Manifest form to request and track assets. To meet the USCG’s federal mandates, E-ISG complimented the Visual Asset Manager’s property pass feature with the DD1149 Asset Shipping Manifest form pre-built as an API. The DD1149 form not only created the database from which to track an asset, but most importantly, generated the actual data itself, allowing the USCG to gain a more comprehensive understanding of how to best utilize their assets. E-ISG’s DD1149 Asset Shipping Manifest form helped the USCG remove assets from active status while that asset was on loan.

This system ensured user accountability and overall security. Furthermore, it demonstrated with real-time data, how and when the USCG and its organizations were actively utilizing their assets. By utilizing VAM Enterprise the USCG was able to generate reports on asset usage and allocation, conduct inventories and audits and have a fully reliable check in/out procedure.

Results:

The United States Coast Guard has fully implemented the Visual Asset Manager software into their asset management procedures, resulting in an increase in accountability and efficiency. The USCG has fully maximized their grant money by reducing the improper application and allocation of their assets effectively guaranteeing the utmost output from their property. The USCG is currently utilizing VAM to manage their most vital assets. The support team at E-ISG continues to work closely with the USCG, consistently updating the VAM software in an effort to manage the emerging demands of one of our nation's most important defense organizations. In the words of Vance Murphy, the Administrative Officer of the Research and Development Center for the United States Coast Guard: "E-ISG and VAM have turned the beast that is asset management into a user friendly and effective inventory control program."

About E-Innovative Services Group:

E-Innovative Services Group (E-ISG) specializes in fixed and mobile asset management by addressing the unique challenges organizations face when attempting to reconcile their physical inventory. Through the use of cutting-edge technology and a dedicated customer support team, E-ISG has helped organizations revamp their asset management process by facilitating total asset visibility, encouraging the continuity of operations, increasing the quality of data collection and coordinating an ever increasing range of assets and employees.

E-ISG has seamlessly integrated data gathering, synchronization and correlation features into our low-cost asset management software, Visual Asset Manager (VAM), which is designed specifically for the Windows Mobile platform.

Visual Asset Manager simplifies asset management. VAM is an asset tracking software designed to control and manage mobile and fixed assets. This comprehensive software centrally manages what assets you have, where they are located, who uses them and all associated costs. A dynamic asset tracking solution, Visual Asset Manager has extensive barcoding and Radio Frequency Identification (RFID) technologies and functions built in.

With Visual Asset Manager you have complete control over how your entire organization uses company property, effectively saving time and improving bottom line expenditures. Thanks to Visual Asset Manager's instant audit and mobile work flow tools, centralized data is kept fresh and accurate at all times.

Be accountable for your assets and determine true cost of business with Visual Asset Manager