Samsara Asset Tag: Strategy and Roadmap

1. Business Mission

A Samsara Asset Tag (circled) securely strapped to heavy equipment for tracking.
Samsara's mission is to deliver the **most comprehensive, intelligent, and reliable asset visibility solution** for physical operations. This means providing a platform that helps customers **dramatically reduce theft and loss (by over 50%)** and **significantly improve asset utilization (by over 30%)**, while integrating asset data into daily workflows and existing systems – ultimately making Samsara the *default system of record* for all their physical operations. Samsara is often described as the pioneer of the Connected Operations Cloud, aiming to be the system of record for physical operationssamsara.com. In practice, an enterprise-grade Asset Tag like Samsara's can indeed cut theft losses roughly in half and boost utilization by 25–30%, according to industry reportsusfleettracking.com. By combining **real-time location tracking**, proactive alerts, and seamless data integration, Samsara's asset tracking solution helps **prevent loss**, **enhance utilization**, and enable data-driven decisions across fleets, equipment, and toolsfreightwaves.com. The Asset Tag device itself is **ultra-rugged** and built for harsh environments, with an **encrypted, industrial-strength Bluetooth signal** (100× stronger than consumer trackers) and a **4-year battery life**. Backed by a network of millions of Samsara IoT gateways and devices, it provides near real-time visibility of assets' locations and statussamsara.com. In short, Samsara's vision is to make it *easy to know the location and condition of every physical asset in operations at any time*, delivering measurable improvements like >50% reduction in theft incidentsgpx.co and >30% gains in utilizationusfleettracking.com, and becoming the trusted source of truth for all asset data.

2. Strategy

We will achieve our mission **fastest by focusing on three strategic pillars**:

- **Network Density as a Moat:** Maximize the coverage and density of Samsara's Bluetooth Low Energy (BLE) scanning network by expanding the deployment of Asset Tags, vehicle gateways, fixed gateways, and mobile app scanners. The more tags and gateways in the ecosystem, the more reliable and differentiated Samsara's tracking becomes due to network effects. *Rationale:* Each additional Samsara device can detect nearby Asset Tags, improving location accuracy and frequency of updatesfleetpoint.orgfleetpoint.org. This creates a self-reinforcing advantage – a **crowd-sourced coverage map** – that competitors without a similar installed base cannot easily replicate. For example, Samsara's network (with data from over two million gateways) enables tags to be located even by third-party Samsara devices outside the owner's fleet. As a result, stolen or missing equipment can be found more quickly via opportunistic "pings" off passing Samsara-equipped trucks or nearby

facilities, providing a **moat of coverage** that grows as we add more tags and gateways. A real-world test of the AT11 Asset Tag showed that even without any reader in the owner's vehicle, the tag frequently connected with other Samsara units along highways, illustrating the power of a dense networkfleetpoint.orgfleetpoint.org. We will continue to increase this density (through product adoption and partnerships) to ensure Samsara offers the **most ubiquitous asset tracking network** in the industry.

- **Workflow Expansion for Stickiness:** Evolve Samsara's asset tracking from mere "dots on a map" to a platform deeply embedded in daily **operational workflows** like maintenance, compliance, job management, and cost tracking. In addition to location, we will use Asset Tags as a trigger for workflows – for example, maintenance scheduling when an asset's hours or usage meet a threshold, digital inspection and compliance logs tied to each asset, automatic **asset-vehicle pairing** for load-out verification, job costing by tracking asset utilization per project, and even AR-based asset finding for crews on the ground. *Rationale:* Embedding asset data into everyday workflows drives higher user engagement, retention, and upsell opportunities, making the solution "stickier." Customers derive more value when asset tracking helps solve operational problems (preventive maintenance, inventory audits, equipment dispatch, etc.), not just theft. Samsara has already started moving in this direction with features like **Connected Asset Maintenance**, a built-in maintenance management system that leverages asset data to streamline work orders, inspections, and repairs. By launching workflow features (e.g. maintenance scheduling, compliance checks, asset assignment and check-in/out, cost analysis, and AR locating), we transform asset tracking into a productivity tool. Our goal is that customers use Samsara Asset Tags *daily* in their operations – e.g. a technician opening the app to find the nearest generator (possibly via an AR overlay), a yard manager receiving an alert that a tool due for inspection is missing, or a dispatcher seeing which equipment is underutilized and can be reassigned. Such workflow integration drives tangible ROI: one Samsara customer saved over **$500k in annual maintenance costs and 10,000 labor hours** by integrating asset data into their maintenance programsamsara.com, and others have cut manual inventory time dramatically. Expanding these workflows will make Samsara an indispensable part of customers' routines, increasing satisfaction and reducing churn.

- **Platform & Ecosystem Leverage:** Amplify our reach and innovation capacity by doubling down on an **open-platform ecosystem** – including open APIs, SDKs in popular languages (JavaScript/TypeScript, Python, Java), and a curated **Marketplace** for third-party applications. This allows partners and developers to build on Samsara's Asset Tag data and tools, creating specialized solutions and integrations that we alone might not develop, and accelerating adoption through network effects. *Rationale:* A thriving ecosystem means that customers can extend Samsara Asset Tags into countless use cases, and partners can drive additional sales (in turn growing Samsara's ARR). We will provide robust, well-documented APIs and developer toolkits so that asset data (location, status, utilization metrics, etc.) can flow into any system – from ERP and project management software to niche industry apps. Samsara's philosophy has been to remain **open and customer-centric**: we already support hundreds of integrations (350+ as of 2025)

because we integrate even with products that overlap our own, if it delivers customer valuesamsara.comsamsara.com. By launching SDKs and a marketplace, we make it even easier for partners to innovate on top of Asset Tags. For example, integration partners like Fleet Cost & Care have used Samsara's APIs to sync engine hours and maintenance data, saving customers hundreds of thousands of dollarssamsara.com. Many large customers already use 6+ integrations on averagefreightwaves.com, underscoring the demand for connectivity. We envision third-party apps that, say, integrate Asset Tag data with security cameras for theft detection, or tie into insurance platforms to lower premiums for well-tracked assets. To encourage this, we'll certify at least 20 apps in the marketplace (in the first two years) and grow a partner channel that generates material revenue. The **compound effect** is that each new integration increases Samsara's value and makes it harder for customers to ever leave (since Samsara becomes the central hub for their asset data across all systems). In sum, by leveraging our platform and ecosystem, we tap into external innovation and sales expansion that **compounds growth** beyond what our internal team could do alone.

3. Strategic Objectives & Key Results

To execute on our strategy, we have defined five Strategic Objectives, each with key results (KRs) to measure success. These objectives ensure we balance reliability, feature expansion, intelligence, ecosystem growth, and user experience for the Asset Tag product line.

Objective 1: Make Samsara the most trusted source of truth for all physical assets

KRs:

- **KR1: Deliver 99.9% uptime and <5s latency** on asset updates. (Ensure the asset tracking system is virtually always available and provides near-instantaneous location updates when tags are in range.)
- **KR2: Roll out battery end-of-life alerts across 100% of deployed tags.** (Proactively notify customers when an Asset Tag's 4-year battery is nearing depletion, so they can replace the tag before it goes offline.)
- **KR3: Achieve zero major security incidents** (via encrypted BLE signals + anti-spoofing).

Context: For Samsara to be the **source of truth** for asset location and status, the platform must be exceptionally **reliable, real-time, and secure**. The above KRs focus on reliability (99.9% uptime means virtually no downtime) and speed (sub-5-second latency from the moment a tag moves to the update visible on the dashboard), which are critical for user trust. They also focus on **data integrity and security** – avoiding any breaches or tampering. The

Asset Tag system already employs strong security measures like rotating encrypted device IDs to prevent tracking spoofing or unauthorized access. By maintaining enterprise-grade uptime and performance, and by proactively handling maintenance issues like battery replacement, we ensure customers can **always depend on Samsara for accurate, up-to-date asset information**. This objective aligns with customers viewing Samsara as their *single source of truth*. (Notably, Samsara's platform approach is analogous to IT's reliance on systems like Salesforce or ServiceNow as a single source – here we aim to be that for physical operationsfreightwaves.com.) Achieving these KRs will solidify confidence that if an asset exists, **it will be reflected in Samsara with high fidelity and no surprises**, which is the foundation for everything else.

Objective 2: Transform asset tracking from "location" to "operations"

KRs:

- **KR1: Launch 5 new asset-centric workflows** (e.g. maintenance scheduling, compliance inspections, automatic asset-vehicle pairing, job costing, AR-based precision finding) by end of Year 2.

- **KR2: Achieve 50%+ adoption** of at least 3 of these workflows among Asset Tag customers in Year 2.

- **KR3: 90% of customers report positive ROI within 12 months** of deployment (via a customer survey or usage data indicating that savings or productivity gains offset the solution cost).

Context: This objective is about elevating the value of Asset Tags beyond simple tracking dots on a map, **integrating them into core operational processes**. By launching workflows such as:

- **Maintenance:** Automating maintenance logs and reminders for tagged equipment (for example, prompting service when a generator with a tag hits X hours). Samsara's Connected Maintenance platform already highlights how integrating asset data can streamline work orders and reduce downtime.

- **Compliance:** Tracking inspections or certifications (e.g. a tag on a safety harness could log its last inspection date, ensuring compliance workflows are tied to the physical asset).

- **Asset pairing:** Automatically pairing assets with vehicles or jobs (e.g. a trailer's tag pairing with a truck's gateway to log which vehicle is towing which trailer, or a toolbox tag pairing with a driver so you know who has which tools). Automatic vehicle-asset pairing is a feature competitors tout for ensuring the right equipment is with the right vehicle, and we will excel here.

- **Job costing & utilization:** Using tag data to track how long equipment spends on job sites or projects, enabling accurate costing and billing (and identifying idle time).

For instance, tracking an asset's "time on site" can help allocate project costs or rental fees properly.

- **AR Precision Finding:** Providing an Augmented Reality experience on a mobile device to guide users to a tagged item (similar to how consumer AirTags use on-screen arrows and distance cueswired.com). This can be invaluable in cluttered yards or warehouses – a phone camera could show an arrow or highlight on the real-world view when the asset is nearby, drastically cutting search time.

The key results aim to not only ship these workflows but also drive strong **adoption**. 50%+ adoption of 3 workflows means at least half of our customers actively use these new features (indicating they find them useful). If, for example, most customers adopt digital maintenance and AR finding, it shows we've become part of their daily operations (versus a "nice-to-have"). The final KR – 90% ROI-positive in 12 months – underscores that these operational improvements translate to **tangible financial value**. We want nearly all customers to say the Asset Tag paid for itself (through theft prevented, labor saved, better utilization, etc.) within a year. This is plausible: many customers already report large savings, such as a national infrastructure company that saved **$11 million via equipment tracking and optimization**freightwaves.com. When asset tracking is tied into operations (maintenance, inventory, dispatch), it directly yields cost savings and efficiency gains. Meeting this objective means asset tracking is no longer a standalone tool, but an integral part of running an efficient operation.

Objective 3: Deliver intelligence that prevents problems before they happen

KRs:

- **KR1: Ship anomaly detection features by Year 2** – e.g. automatic alerts for off-hour movement (theft risk), unusual movement patterns, prolonged idling or inactivity anomalies.

- **KR2: Customers using these predictive features see 50% fewer theft/loss events** (on average, compared to those not using them).

- **KR3: Launch "underutilized asset" recommendations** (identifying assets that are rarely used or could be reallocated), and achieve 70% adoption of this feature among customers.

Context: We want to move from reactive tracking to **proactive intelligence**. Instead of just telling users where an asset is, Samsara should tell them when something *looks wrong* or could be optimized – essentially preventing issues like theft, loss, or waste before they occur. For example, anomaly detection can automatically flag if a tagged asset is moving at an odd hour (e.g. a loader moving at 2 AM on Sunday when it shouldn't) or if an asset that normally moves daily hasn't moved in weeks (potentially lost or forgotten). By using machine learning on the patterns of each asset's movements and usage, the system can generate

alerts for suspicious deviations. Some of this is covered by existing features like geofence alerts and motion alertssamsara.com, but we will enhance it with intelligence (combining multiple signals, times, etc.). The goal is to **intervene early** – catch theft in progress or notify if an asset is likely misplaced before it's needed urgently. The KRs quantify success: customers using these features should experience at least half the incidents of theft or loss compared to before (or versus those not using them). This is ambitious but aligns with industry findings that smart tracking systems can cut theft by ~50% by deterring and quickly reactinggpx.co. Additionally, providing **recommendations on underutilized assets** turns data into actionable insight: for example, the system might suggest "Asset #123 hasn't been used in 60 days at Location A, consider redeploying or disposing it." If 70% of customers adopt this, it indicates strong trust in Samsara's recommendations to optimize their fleet. Delivering these intelligent features will position Samsara not just as a tracking tool, but as an **AI-driven advisor for asset management** that helps prevent problems (theft, idle capital, unexpected downtime) before they happen.

Objective 4: Build an open ecosystem that compounds innovation

KRs:

- **KR1: Launch SDKs in 3 languages** (JavaScript/TypeScript, Python, and Java) to support rapid developer integration with Asset Tag data.
- **KR2: Launch a Marketplace with 20+ certified apps by Year 2** that extend Asset Tag capabilities (partner solutions for analytics, industry-specific tools, etc.).
- **KR3: Integrate with 10+ major ERP/CMMS systems** (e.g. SAP, ServiceNow, Procore, Oracle) to directly feed asset data into enterprise workflows.
- **KR4: Generate $XX million in ARR via partner-led deals or marketplace apps** (exact target confidential) by Year 2, demonstrating revenue impact from the ecosystem.

Context: This objective ensures we leverage the power of **partners and developers** to accelerate innovation and sales. By providing SDKs and APIs in popular languages, we make it easy for others to incorporate Samsara Asset Tag data into their own software or build new functionality. For instance, a Python SDK might allow a customer's data science team to pull asset location history into a custom optimization model, or a JS SDK could enable a third-party mobile app to include Samsara asset finding. The **App Marketplace** will showcase ready-made integrations – our aim is to have at least 20 certified apps in the first two years. These could range from simple connectors (e.g. an integration that syncs asset locations to SAP inventory module) to more specialized apps (e.g. a construction management app that uses tag data to alert when equipment arrives on site). Samsara's open approach has already resulted in 350+ integrations by 2025samsara.com; by curating a marketplace, we make discovery and installation easier for customers, which drives adoption. We also plan deep **ERP and CMMS integrations** (at least 10 of the big systems). This is crucial because many enterprises use systems like SAP, Oracle, or ServiceNow for asset registers, maintenance and financials – by plugging Samsara into those, Asset Tag

data automatically enriches those systems (for example, auto-generating work orders in a CMMS when a tag signals a fault). We've seen demand for this: e.g., Liberty Energy used a Samsara-Fiix integration to save 10,000 hours and $250k/year in admin costs by syncing diagnostics to their CMMSsamsara.com. Finally, the ultimate proof of ecosystem value is revenue – so we set a target for ARR influenced by partners (either deals brought in by partners or upsells of marketplace apps). Achieving $XXM via partners shows that a whole **partner economy** is forming around Samsara (similar to how Salesforce or ServiceNow have thriving partner ecosystems). By hitting these KRs, Samsara Asset Tag will not exist in a silo; it will be part of a larger, interconnected solutions network. This **compounds innovation** (because third parties add features and reach new markets) and creates a force multiplier on sales (partners bringing us into deals we wouldn't be in otherwise, and customers sticking with Samsara because it ties into everything). Overall, an open ecosystem makes our solution more flexible and powerful, ensuring that as customer needs evolve, the platform can evolve too – if we don't build a feature in-house, a partner might build it and everyone wins.

Objective 5: Delight frontline users with magical simplicity

KRs:

- **KR1: Achieve 80%+ positive rating on mobile asset-finding UX** (e.g. in-app survey of drivers/technicians using the feature).
- **KR2: Launch AR (Augmented Reality) precision-finding** feature and attain >40% adoption among customers by Year 2.
- **KR3: Reduce average time-to-locate an asset by 60%** for pilot customers (e.g. if it used to take 10 minutes to find a tool, now 4 minutes on average).

Context: While previous objectives cover performance and features, this one is about **user experience and satisfaction**, especially for the frontline workers who actually use the Asset Tags day-to-day (field technicians, drivers, yard managers, etc.). We want the experience of finding and managing assets to be so easy and effective that it feels almost "magical." For example, a driver who arrives at a large yard should be able to pull out their phone, open the Samsara app, and be guided directly to the needed piece of equipment with minimal effort – and we want at least 80% of users to rate that experience positively. We measure this via in-app feedback or surveys focusing on the UX of asset finding (speed, ease, reliability). A high satisfaction score means the product is intuitive and helpful. The introduction of **AR precision finding** is a key part of delivering that "wow" factor – using the phone's camera and sensors to literally point to a hidden asset. Consumer tech has proven this concept valuable; Apple's AirTag, for example, uses ultra-wideband and AR cues to lead users to lost items within a few centimeterswired.com. Bringing a similar capability to industrial settings (perhaps using phone AR or even wearables) can greatly enhance user delight and differentiate Samsara. A 40% adoption of AR finding would be significant, considering not every customer will initially have hardware that supports AR – this target pushes us to make it widely accessible (e.g. support on common smartphones) and truly useful. Lastly, reducing the time it takes to locate assets by 60% quantifies the efficiency gain. In operations, time

spent searching for misplaced tools is wasted time; early adopters of Asset Tags like those in our case studies reported drastic reductions in search timesamsara.comsamsara.com. If a mechanic can find a needed generator in 4 minutes instead of 10, that productivity adds up (and also contributes to the ROI objective). We'll benchmark current search times and aim to cut them by more than half through features like AR guidance, "find nearby" alerts when an asset is close, and an overall simpler mobile UI. Achieving these KRs means the people on the ground **love using Samsara Asset Tags** because it makes their jobs easier – an important factor in stickiness and word-of-mouth growth. It's not enough for the system to be powerful; it must also be *pleasant and simple*, turning skeptics into advocates. Comments from pilot users like *"none have matched the ease of use of Samsara"*samsara.com are what we strive for.

4. Guiding Policies (for Difficult Trade-offs)

In executing this strategy, we will face choices that pit desirable outcomes against each other (e.g. expanding features vs. perfecting old ones). The following **guiding policies** will help navigate those trade-offs in line with our overall vision:

- **Breadth vs. Depth:** *Prioritize depth (adoption of existing workflows) over breadth (new features) when resources are limited.* In practice, this means we should focus on improving and driving usage of the workflows we launch (making them really successful) **before** adding a bunch of new ones. If, for example, maintenance and compliance features are launched but have low adoption, we will invest in refining them (or training users on them) rather than immediately moving on to a new workflow like job costing. The reasoning is that fully utilized features deliver more value (and retention) than a wide array of shallowly used features. A smaller set of excellent, habit-forming workflows beats a broad set of bells and whistles with low engagement.

- **Delight vs. Reliability:** *When forced to choose, emphasize reliability and robustness of the Asset Tag system over cutting-edge "delight" features – unless a delight feature is proven critical to frontline adoption.* This means our default stance is to **"make it work flawlessly"** before we "make it flashy." For example, an AR finding feature that wows users is great, but if it drains battery or fails occasionally, that trade-off might hurt trust. We will only prioritize a delight feature (like a cool AR interface or fancy UI overhaul) over reliability if we have evidence that it's truly a game-changer for adoption by frontline workers. In general, a driver or technician values a system that *always works* over one that occasionally wows but sometimes frustrates. However, once core reliability is rock-solid (and it must be, per Objective 1), we will incorporate delightful experiences that can drive engagement (guided by user feedback).

- **First-Party vs. Ecosystem:** *Build first-party only what is core to asset operations; for everything else, empower partners or customers to build via the ecosystem.* This policy acknowledges that we can't (and shouldn't) do everything ourselves. We will focus our development effort on features that are **central to our value prop** and broadly needed by asset-centric operations – for example, core tracking functionality,

maintenance and compliance workflows (which we've identified as core), security and network features. If a feature or integration is more niche or adjacent, we'll encourage using our APIs/SDKs or partner marketplace. For instance, if a specific customer segment wants a specialized tool tracking report or integration with a very industry-specific system, that might be better delivered by a partner or custom solution rather than us diverting roadmap capacity. By adhering to this, we ensure we don't spread ourselves too thin and we leverage the ecosystem (Objective 4) for non-core innovations. A good litmus test: if removing a feature would significantly diminish the fundamental *asset visibility and operations* value we promise, then it's core (build it). If not, consider external development.

- **Enterprise vs. SMB:** *Calibrate priorities based on the customer segment driver – prioritize Enterprise features when ARR growth is the goal, and prioritize SMB-friendly features when network density (device volume) is the goal.* Samsara serves both large enterprises and smaller fleets; each can drive different benefits. Enterprises bring big contracts (ARR) and often need complex integrations, compliance features, scalability – e.g. integration with SAP or multi-org support might cater to enterprises. SMBs (e.g. a local construction firm) might drive our network density if many small businesses adopt tags broadly. When we face a trade-off (say, working on an SAP integration vs. simplifying self-serve onboarding), we'll consider the current strategic goal. Early on, if proving growth and revenue is key, we might lean toward enterprise needs (since one enterprise deal could equal dozens of SMBs in ARR). On the other hand, achieving massive **network density** (Objective 2, pillar 1) might require capturing the long tail of SMBs, which means focusing on ease-of-use, low-cost, out-of-the-box features. This policy ensures we remain intentional about which segment to favor in key decisions, rather than trying to equally serve both with the same approach. Ultimately, success will involve both—enterprise investments that drive revenue and SMB adoption that expands our network and data moat.

- **Innovation vs. Parity:** *When roadmap capacity is constrained, address critical competitive parity gaps if they are actively blocking deals, but otherwise invest in innovative features that create defensible differentiation.* In other words, don't chase every minor feature a competitor has, but do close the gap on must-haves; devote most resources to leapfrog with new ideas. For example, if a competitor's asset tracking offers a report or minor feature that we lack, we evaluate: Is this absence causing us to lose sales now? If yes (i.e. a parity issue is a sales blocker for multiple deals), we temporarily prioritize closing that gap. If not, we focus on **innovations that competitors don't have** – e.g. our anomaly detection or AR finding could be unique selling points. This policy prevents us from getting into a reactive feature race at the expense of our vision. It encourages a forward-looking approach – leveraging our unique network and platform to deliver features others cannot (like the Samsara Network crowd-sourced tracking, or deep integrations) – thus building a more defensible position. Balancing parity and innovation ensures we cover the basics that every customer expects, while still allocating ample resources to things that truly set Samsara apart in the market.

These guiding policies will help the team navigate tough decisions by providing a consistent framework aligned with our long-term differentiation and customer value. When in doubt, we refer back to these principles to choose the path that supports sustainable success for the Asset Tag product.

5. Stakeholders & Responsibilities

Successfully executing this strategy requires understanding and serving the needs of various **stakeholders in our customer organizations**, as well as internal stakeholders who will build and support the product. Below we outline the key stakeholder personas and their primary needs or responsibilities related to the Asset Tag solution:

- **Fleet/Operations Manager:** This is often the primary buyer/user of Samsara's asset tracking in a company. They are responsible for knowing *where all assets are* and how they are being used. Their needs include **inventory visibility** (a live map or list of all equipment, showing location and status at a glance) and utilization metrics to make decisions. They also need to demonstrate ROI – e.g. reporting on utilization improvement or theft reduction – to justify the investment. A fleet or ops manager will use Samsara to set up geofence alerts (to catch unauthorized asset moves) and run **ROI reports** (like how asset downtime has dropped). Our mission directly appeals to them: a single system of record for all assets' whereabouts and usage. We must enable them to cut theft/loss and improve utilization (as in our mission) and provide clear dashboards for those outcomes.

- **Field Technician / Driver:** These are the folks on the ground who physically handle assets – drivers who haul equipment, technicians who need tools at job sites, etc. Their focus is on **finding and verifying assets quickly and easily**. They need fast locating tools – e.g. a mobile app feature to ping or locate a tag when they're within range (think "find nearby" or an audible beeper). The AR finding functionality is largely aimed at them, to make locating a specific tool in a large yard much faster. They also care about **load-out verification**: before leaving a site, a driver might want to ensure all required tagged items are on the truck. For example, if 5 tagged tools are supposed to be loaded, the app could confirm all 5 are detected aboard (vehicle-asset pairing helps here). This prevents leaving something behind. Essentially, we must delight these users with simplicity – if scanning an asset tag is easier than calling around or manually searching, they will embrace it. An 80% positive mobile UX rating (Objective 5 KR1) indicates we are meeting their needs.

- **Maintenance / Compliance Officer:** Many operations have roles focused on keeping equipment in service and within regulatory compliance. For them, asset tracking intersects with **maintenance workflows** (when was this equipment last serviced? Is it due for inspection or calibration?) and **compliance records** (certain assets might need periodic safety checks, e.g. lifting slings or forklifts require OSHA inspections). This stakeholder needs the asset system to integrate with or provide maintenance scheduling, inspection forms, and reminders. For example, if an Asset Tag on a safety harness can show its last inspection date and alert when the next one is due, that's invaluable to a compliance officer. They also benefit from

automated logs – proof that an asset was at a certain location or used in a certain way, in case of audits or incident investigations. Our strategy to include maintenance and compliance workflows (Objective 2) speaks to this stakeholder. We should ensure that the Asset Tag platform can either feed data into their existing CMMS/Compliance systems (hence our ERP/CMMS integrations in Objective 4) or provide basic tools out-of-the-box for them.

- **Finance / Project Manager:** This persona is concerned with the financial and project execution side of assets. A finance manager cares about **asset ROI and cost allocation** – are we getting our money's worth from these $50k generators? How do we reduce insurance costs? A project manager might care about **job costing** – charging equipment use to the right project or avoiding rental costs by reallocating idle assets. Their needs include reports on utilization (to know if they can avoid purchasing new equipment by using idle ones) and possibly **insurance-ready reports** (documentation of asset security, which might reduce insurance premiums or help in claims if theft occurs). They also want to see the dollars: e.g. "These Asset Tags saved us $X by preventing loss or enabling us to sell 3 underused machines." For them, the system of record aspect means they trust the data to make budgeting decisions. We aim to satisfy them by providing clear **ROI dashboards** and utilization/dormancy reportssamsara.com that highlight opportunities to save money (like underutilized asset recommendations in Objective 3 KR3). Integration with ERP (Objective 4) also helps finance by automatically linking asset data to accounting/project systems.

- **Engineering / Platform Team (Internal):** Finally, within Samsara, the engineering and platform teams are key stakeholders responsible for *building and maintaining* the Asset Tag solution. Their "needs" translate to technical requirements: ensuring **scalability and reliability** (Objective 1's 99.9% uptime, low latency), providing robust APIs/SDKs (Objective 4), and maintaining security (zero security incidents). They are also the custodians of the core **Connected Operations platform** that Asset Tags plug into, so they must ensure that adding potentially millions of low-power BLE devices doesn't strain the system – requiring efficient data handling, maybe edge processing on gateways, etc. Moreover, they handle **integration frameworks** (so that adding new partners or APIs is efficient) and support **global scale** as the network grows. We include them here to acknowledge that part of our strategy (especially Objectives 1 and 4) heavily relies on engineering excellence and platform investment. Their responsibility is to deliver the underlying tech (e.g. the BLE scanning algorithms, the network infrastructure, the battery analytics for KR2 of Obj1, the anomaly detection algorithms for Obj3). We empower them with clear priorities (reliability first, innovation where it counts) via our guiding policies. In essence, this team must balance building new features with keeping the lights on at scale – a challenge addressed by our Breadth vs. Depth and Delight vs. Reliability policies.

Each of these stakeholders will measure our success slightly differently – whether it's reduced search time for a driver, fewer thefts for an ops manager, or seamless API integration for a developer. Our strategy and objectives have been crafted to deliver value across all of these dimensions, making Samsara Asset Tag a win-win for every role involved

in managing physical assets. By keeping these stakeholders' needs in focus, we will ensure our solution remains **user-centric and effective**, driving adoption and advocacy from the ground up to the executive level.

6. Feature Requirements

We'll organize by **workflow stage and stakeholder**, aligning each feature to Objectives (O1–O5) and relevant KRs.

A. Onboarding & Identity Management

Stakeholders: Ops Manager, Engineering, Finance

Feature	Status	Priority	OKR Alignment
Tag assignment to owner/group/project	✅ Existing	P0	O1-KR1, O2-KR1
Asset type classification (tools, trailers, heavy equipment)	✅ Existing	P0	O1-KR1
Barcode/RFID dual-tag support for bulk onboarding	❌ Competitor-only	P1	O2-KR1
ERP-driven auto-onboarding (sync with CMMS/ERP master data)	🚀 Innovation	P1	O4-KR3
Role-based permissions & notifications	⚠️ Partial	P0	O1-KR3

B. Execution & Daily Operations

Stakeholders: Field Technicians, Drivers, Ops Managers

Feature	Status	Priority	OKR Alignment
Find Nearby (BLE signal strength)	✅ Existing	P0	O5-KR1
AR Precision Finding	❌ Competitor, 🚀 Innovation for industrial	P1	O5-KR2
Vehicle–Asset automatic pairing (trailers, tools to vehicles)	❌ Competitor (Motive, Tenna)	P1	O2-KR1
Technician load-out verification	🚀 Innovation	P2	O5-KR3
Asset check-in / check-out workflow	❌ Competitor	P2	O2-KR1
Lost item recovery mode	⚠️ Partial → 🚀 Enhanced “Lost Mode”	P1	O3-KR2
Audible/visual beaconing of tags (indoor/yard finding)	❌ Competitor	P2	O5-KR3

C. Insights & Reporting

Stakeholders: Ops Manager, Finance, Compliance

Feature	Status	Priority	OKR Alignment

Inventory audit report	✅ Existing	P0	O2-KR2
Asset utilization reporting	✅ Existing	P0	O3-KR3
Underutilized asset recommendations (ML-driven)	🚀 Innovation	P1	O3-KR3
Job costing & project allocation	❌ Competitor (Tenna)	P2	O2-KR1, O2-KR3
Insurance-ready theft/loss reports	⚠️ Partial	P1	O3-KR2
ROI Dashboard (time, cost, theft savings)	🚀 Innovation	P1	O2-KR3
Faceted search & saved views (owner, group, region, geofence, state)	🚀 Innovation	P1	O5-KR1
Root-cause analysis (RCA) for theft/loss events	🚀 Innovation	P2	O3-KR2

D. Automation & Intelligence (Action Platform)

Stakeholders: Ops Manager, Maintenance, Compliance

Feature	Status	Priority	OKR Alignment
Automated anomaly detection (off-hour use, unusual routes)	🚀 Innovation	P1	O3-KR1

Predictive maintenance triggers (based on usage patterns)	⚠️ Partial (Connected Maintenance exists)	P0	O2-KR1
Geofence-based auto alerts (entry/exit)	✅ Existing	P0	O3-KR1
Auto-reassign idle assets	❌ Competitor	P2	O2-KR1, O3-KR3
Transfer recommendations (vehicles/assets for hand-offs)	🚀 Innovation	P2	O3-KR3
Job-aware asset scheduling	🚀 Innovation	P2	O2-KR1
Smart staging/drop suggestions	🚀 Innovation	P2	O2-KR1
AI/LLM-based “Asset Assistant” (natural language query + actions)	🚀 Innovation	P2	O2-KR1, O3-KR3

E. Integration & Ecosystem

Stakeholders: Engineering, Finance, Partners

Feature	Status	Priority	OKR Alignment
Open APIs (REST/GraphQL)	✅ Existing	P0	O4-KR1
SDKs (JS/TS, Python, Java)	⚠️ Partial	P1	O4-KR1

Partner Marketplace	❌ Competitor (Geotab)	P1	O4-KR2
ERP/CMMS integrations (SAP, ServiceNow, Procore)	❌ Competitor	P1	O4-KR3
Event hooks & webhooks (geofence, custody, low battery, lost-mode)	🚀 Innovation	P1	O4-KR2
Support for 3rd-party BLE gateways (Geotab, Zebra, etc.)	🚀 Innovation	P2	O4-KR3

Prioritization Summary

- **P0 (must-haves now):** Core reliability, maintenance triggers, utilization reports, Find Nearby, APIs.
- **P1 (strategic differentiators):** AR finding, anomaly detection, SDKs, marketplace, ERP integrations, ROI dashboards, faceted search.
- **P2 (expansion / future bets):** Job costing, load-out verification, RCA, LLM assistant, partner gateways, smart staging.