

Case Study: Transforming Event Logistics & Rental Asset Management

Client: Lian Hup Seng Construction (Singapore)

Provider: Seek & Find Co., Ltd. (神識物聯) — seeknfind.com.tw

Solution: AIoT Passive RFID Asset Tracking & Centimeter-Level Precision Positioning

Executive Summary

Lian Hup Seng Construction, a major player in Singapore's event setup and tentage industry, faced significant operational bottlenecks due to manual tracking of rental equipment across multiple locations. By partnering with **Seek & Find**, the company replaced fragmented processes (WhatsApp, Excel, phone calls) with a patented, battery-free AIoT passive RFID tracking solution.

The Proof of Concept (PoC) yielded immediate dividends: manual equipment tracking effort dropped by **40–60%**, deployment and reconciliation timelines accelerated by **30%**, and asset loss was drastically lowered. Moving forward, both teams are focused on mitigating human scanning error by optimizing RFID read angles and introducing automated scanning gateways.

I. The Challenge: Chaos in High-Volume Event Logistics

As Lian Hup Seng Construction scaled its operations across Singapore, managing the rapid, simultaneous movement of rental inventory between its central warehouse, transport vehicles, and various dynamic event sites became highly complex.

Daily Pain Points & Operational Drag

The operations and logistics teams relied on manual coordination methods—handwritten ledgers, text chains, and static spreadsheet logs. This caused several severe everyday challenges:

- **Invisibility of Assets:** Significant lag time spent locating specific inventory pieces on tight setup schedules.
- **Communication Bottlenecks:** Frantic phone calls and WhatsApp messages required just to verify if gear had actually returned to the warehouse.
- **Friction Points:** Disconnects and miscommunication between the sales desk, warehouse crews, transit drivers, and site supervisors.**
- **Post-Event Strain:** Exhausting and time-consuming stock reconciliation loops following major events.
- **Financial Risk:** Occasional overbooking or severe asset under-utilization driven by unreliable data, compounded by an inability to assign accountability for missing or damaged equipment.

Strategic Consequences

Sticking to the old manual workflow posed existential threats to the business. Manpower costs ballooned from duplicate checking, revenue leaked due to unaccounted assets, and customer satisfaction was threatened by setup delays. Ultimately, the lack of asset visibility restricted the firm's ability to comfortably scale its project volume.

II. The Solution: Implementing Seek & Find's Smart Tracking

Lian Hup Seng Construction set out to evaluate providers based on three vital criteria: rapid implementation without disrupting field operations, true real-time asset visibility, and a highly intuitive interface for ground crews with mixed technical skills.

Why Seek & Find (神識物聯)?

Seek & Find's technology perfectly addressed these needs. By leveraging patented AIoT architecture and ultra-reliable passive RFID tags, the solution eliminates the need for expensive, heavy batteries on tags (aligning with eco-friendly ESG metrics) while introducing unprecedented centimeter-level positioning precision within a 10-to-20-meter range.

PoC Onboarding & Execution

The PoC bypassed theoretical sandbox environments, deploying directly into actual, live workflows. Seek & Find's team worked side-by-side with warehouse teams to learn their traffic flow and event timelines.

- **Key System Elements:** Heavy-duty passive RFID tags attached securely to equipment, paired with high-performance Bluetooth-enabled mobile readers and the Seek & Find mobile application.
- **Digital Workflows:** The system instantly shifted the environment from a manual scramble to a streamlined digital logging method for all check-in/check-out activities.

Overcoming the Hurdle: The biggest obstacle was convincing a fast-moving, traditionally manual field crew to pause for digital workflows. By demonstrating that the system accelerated their exit out of the loading dock, the collaborative team ensured swift internal adoption.

III. The Results: Quantifiable ROI and "Aha!" Moments

The defining "Aha!" moment occurred when warehouse operators realized they could instantly determine the exact status and location of a rental batch via their smartphones, eliminating dozens of cross-checking phone calls.

KPI Improvements

The data gathered during the PoC phase proved the system's immediate financial and operational value:

- **40% to 60% Reduction in total manual equipment tracking effort.**
- **30% Faster end-to-end event deployment and warehouse reconciliation timelines.**
- **Drastic Drop in misplaced inventory or asset write-offs.**
- **Enhanced Utilization Rates: Higher asset transparency allowed the sales team to book equipment closer to real capacity without fear of overbooking.**

Unexpected Wins

Beyond core metrics, the transparency of cloud data built instant cultural trust. Inter-departmental disputes between the warehouse team, transport drivers, and onsite project supervisors vanished because the digital records provided a single, objective source of truth.

IV. The Impact & Future: Scalability and Continuous Optimization

The implementation shifted management's view of asset tracking from a burdensome administrative cost center to a core strategic capability vital for modern enterprise growth.

Resolving Edge-Case Field Challenges

While feedback from ground users has been resoundingly positive, real-world deployment on complex event structures highlighted an engineering edge case: multi-angle RFID readability on metallic assets.

Because some site supervisors were new to the hardware, scanning errors occurred if equipment was passed by at sub-optimal angles. To maximize system resilience in high-velocity field environments, Seek & Find and Lian Hup Seng Construction are actively designing improvements to scan tolerance, ensuring reliable tag detection even during rushed, multi-angle sweeps of metal frames and tent poles.

The Next Horizon

Lian Hup Seng Construction plans to expand Seek & Find's tracking ecosystem to cover 100% of its active inventory. The roadmap focuses heavily on automation: moving away from manual handheld scanning by embedding automated, fixed RFID scanning gateways directly at warehouse loading bays and transport vehicle doors. This will take human error entirely out of the tracking loop.

Client Testimony

"The engagement with Seek & Find was highly collaborative, deeply practical, and focused on solving real operational friction points rather than trying to hand us a rigid, off-the-shelf system. The PoC proved measurable efficiency gains and highlighted an impressive avenue for long-term scalability across the event logistics and rental ecosystem."