

## **Traak Systems achieves prestigious GS1 UK accreditation and certification for RFID solution**

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Traak Systems is delighted to announce that it has achieved GS1 UK accreditation and certification of its RFID solution. GS1 UK is part of the global GS1 organisation which is dedicated to the development and implementation of global data standards and solutions for the supply chain.

Traak is one of the first companies in the UK to gain the accreditation and certify an EPCglobal (RFID) Asset Management solution.

Traak's successful completion of the challenging company accreditation and certification process demonstrates its knowledge, understanding and capability of deploying EPC (Electronic Product Code) based Asset Management systems.

GS1 UK promotes the use of the EPCglobal standards for RFID (Radio Frequency Identification) solutions. RFID has been used in retail supply chain application for some years and is now finding traction in other industry sectors as it offers many benefits to leading organisations seeking a competitive edge in these challenging times.

Traak's Asset Management solution is a powerful and scalable Asset Management Solution which offers many features and benefits to demanding users across many industries. Traak's Asset Management Solution can be supplied as an appliance (traakR™ appliance) or as a managed service (ONtraak™ managed service). Traak's solution is EPCglobal compliant, with support for the EPCglobals standards ALE (Application Level Events) and LLRP (Low Level Reader Protocol), and offering straightforward integration into industry standard RFID infrastructures. A comprehensive dashboard is included which can be customised and includes security and role-based management features. The Complex Event Processing engine enables real-time sense and response to critical and demanding situations and environments. This can be extended to provide real-time predictive analytics based on real-time and historical data.

Hidden patterns of events can be uncovered and investigated. A powerful simulation engine enables scenarios and rules to be tested prior to roll out. Dynamic zone control allows zones to be easily created and positioned by the user. Zone based counting and charting gives a real-time view of assets which can be viewed on the floor plan. Powerful tag and group management features are provided. Alerts can be selected and displayed on the dashboard. Historical replay is included which allows for movements of assets and alerts to be analysed at a later date. Extensive search and filtering features are provided, together with event cloud and heat map visualisations.

Built-in PDF reports are complemented by the ability to export to Crystal Reports for even more detailed reports. RTLS systems are supported offering the integration of active tag based locationing to augment zone based locationing.

Commenting on this announcement, Colin Balfour, Managing Director of Traak Systems said "We're delighted to achieve this prestigious status. As members of GS1 UK, when we were recently approached we grasped this opportunity to reiterate our commitment to global standards. We firmly

believe in the benefits of the underlying technology and this new status gives customers the confidence that our solutions are not only compliant with the latest standards but are also future proof.”

Steve Watson, Solution Partner Programme Manager for GS1 UK said: “I’d like to congratulate Traak Systems for becoming an accredited Solution Partner as well as achieving certification for their asset management solution. The two qualifications will show our members that Traak has knowledge and understanding of GS1 standards and the ability to deploy them to deliver tangible business benefits. The accreditation and certification will help Traak to differentiate its solution in the marketplace and generate new business opportunities. I look forward to working more closely with them in the future.”

### **About Traak Systems**

Traak Systems provides real-time predictive analytics based on our award winning technology. We blend disparate live data streams from many sources including RFID and sensor networks into meaningful and actionable business information and dashboards in real-time. Our solutions enable a wide variety of applications where there is an urgent need to sense and respond in real-time to critical and dynamic situations and environments. We provide situation awareness and continuous intelligence to enable smart infrastructure. As the volume and velocity of raw data continues to increase, we help organisations “find the needle before it goes into the haystack”. As well as being a GS1 UK Solution Partner, Traak is also a partner of Motorola and Omni-ID and other leading companies such as IBM, Microsoft, Oracle and Ekahau. Traak’s solutions are fully standards compliant and have been designed around the EPCglobal standards from the start.

[www.traak.com](http://www.traak.com)

### **About GS1 UK**

GS1 UK has driven innovation in the supply chain for over thirty years. It is part of the global GS1 organisation, dedicated to the development and implementation of global data standards and solutions for the supply chain. The GS1 System is member owned and the most widely used supply chain standards system in the world. GS1 UK helps industry to implement these data standards through the use of bar codes, RFID, Global Data Synchronisation (GDS) and electronic business messaging.

[www.gs1uk.org](http://www.gs1uk.org)