

## Items / Items Current State

Heavy Equipment

Edit filters

Category summary



## Items / Monthly Activity

Heavy Equipment

Edit filters



Item Number Summary



 cheqroom

# Strength in numbers

Equipment management reporting,  
and why it matters

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# Taking a step back...

## to move forward

*Helping with equipment checkouts, scheduling audits and maintenance, making sure stuff works and kits are complete... Equipment management generally doesn't leave a lot of room for quiet contemplation... and WHO forgot to bring in that ridiculously expensive camera we need for tomorrow's shoot?! Was it you again, Marie-Helene?*

While it might feel like you're putting out little fires all day every day, you actually have another powerful trick up your sleeve to **make life easier for you and your colleagues**: reports! Reports can tell you when to plan maintenance and audits, whether you should purchase new gear, which users need some extra, erm, 'incentive' to bring back gear on time, and much more. If you handle it right.

Sure, you could do all this with a nifty Excel and impress your buddies. But before you waste any more time – and jeopardize your friendships – you should know that there's some great equipment management software available to **help you track changes automatically, analyze data** quickly and **create insightful reports** with a minimum of manual work.

Whether you're working in a content production company, school, or any other organization with lots of equipment to keep track of, **quality reporting and insights** are an indispensable asset. In this e-book, we'll explore why that is, and how reports can **help you and your colleagues make better decisions, provide better services**, and ultimately **create more value** for your crew.

So for once: sit back, take a breather, and enjoy, will ya?



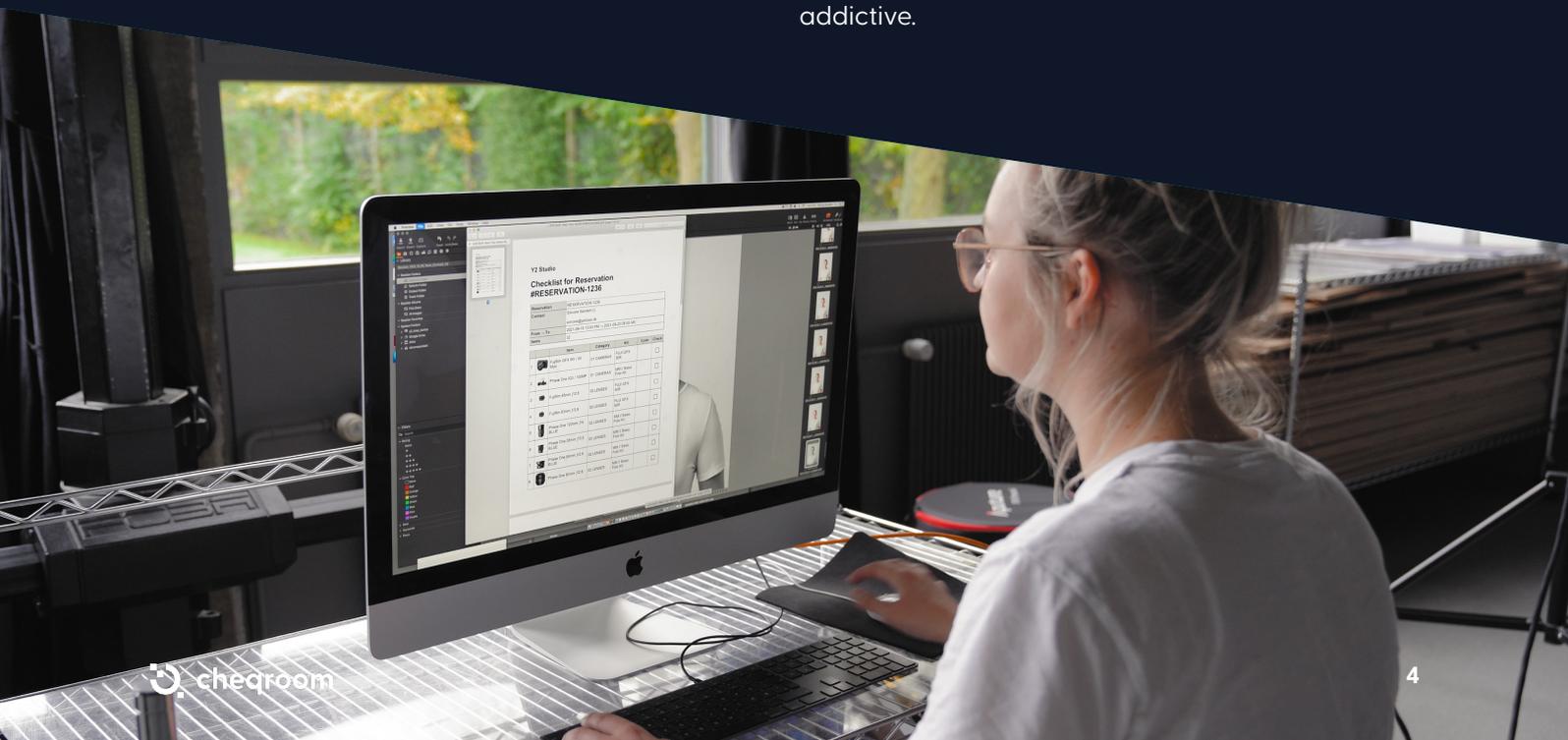
Types of reports and  
what they can tell us

# How to play the numbers game

*What's the best part of being an equipment manager, apart from having access to the most coveted gear in your organization? Knowledge! So, if Hana wants to know who's currently using the podcast mic, she needs to ask you. Same goes for Maria who's been looking for a light kit for her product shoot next week. But if those examples make you drunk with power already, wait till you hear about reports.*

If you're the kind of equipment manager who keeps track of everything that happens with every single piece of gear – from camera cranes to lens caps – you'll be happy to learn that your efforts aren't in vain. After a while, all that data you've been meticulously collecting will result in stunning reports that can tell you many interesting things about your inventory, its users, and even how you can plan ahead, improve teamwork, and optimize processes.

Be warned though: once you get the hang of it, you may find that reporting can be highly addictive.



# The **Holy Trinity** of equipment management **reports**

Come on in, report lovers! We've got white reports, black reports, yellow reports, hot reports, cold reports ... Well, you get the picture. A more practical way to talk about different types of insights and reports, however, is looking at what they can tell you about specific items, actions, and users.

## Item insights

Equipment information is probably the most obvious category – you are, after all, an equipment manager. It tells you everything you've ever wanted to know about a **specific piece of gear**, including:

- what it is
- where it is (and who has it)
- when it's due back in
- its current value  
(taking into account depreciation)
- how often it's been reserved  
and/or checked-out
- the condition it is in
- how many times it's been flagged  
(for cleaning, repair, maintenance, etc.)
- warranty status

and a whole lot more\*.

As much as you like, in fact, if your equipment management solution allows for custom data fields.

## Item insights

Combining these pieces of information will result in a wealth of valuable insights.

### For example:

- Knowing which equipment is used the most and what its current condition is can tell you what new purchases to prioritize, and which can be put off for now.
- Keeping track of how often an item has been flagged or repaired, and whether it's still under warranty can help you decide whether to get in touch with the manufacturer and send something in for repair or maintenance, or rather invest in new equipment.
- Similarly, if you have a specific brand of equipment that keeps getting flagged or is in for repair all the time, you might consider avoiding that brand in the future.
- Insights into the frequency and time spent on repair or maintenance for an item also enable you to plan ahead and avoid unexpected downtime.

## Action insights

'Action insights' tell you all about **what's happening with your inventory**, like reservations and check-outs and check-ins. Based on this information, you can figure out::

- which equipment rooms (if there's more than one) have the most check-outs, and whether the current allocation of equipment across different rooms still makes sense;
- what the busiest months/weeks/days are in your equipment room. Based on this, you could decide to prepare in advance, implement booking restrictions during a certain time, or even hire temporary workers to help out with seasonal peaks.

On an item level, you could even see when an item is used the most throughout the year, and schedule regular maintenance accordingly. Maybe you could even make the business case for leasing one or more extra units during the busiest season or renting out equipment that's not in use.

**In the past year, Cheqroom users have performed a total of 375,403 check-outs.**



## User insights

Getting your crew to bring gear back on time and in mint condition and have them flag items with (potential) issues can feel a lot like herding cats. Having some catnip, err, data insights on hand can be helpful.

### For example:

- Who generally brings back equipment on time (and who doesn't)?
- Who is the most diligent about flagging faulty equipment (and who isn't)?
- Who often makes reservations without picking up the equipment?
- When an item is flagged: who was the last user, and has this happened before?

More than a tool for penalizing specific members, these insights can help you **decide whether more equipment training is needed**, or whether you should start thinking about ways to **promote timely equipment returns**. If things get really messy, you could even prioritize reservations or bookings for specific users.

# Decisions, decisions ... and optimization opportunities

By now, you've probably noticed that item, action, and user insights can be extremely helpful with decision-making and spotting opportunities for improvement. Let's take a closer look.

## Improve operational efficiency

Don't you love it when a plan comes together? Well, reports can certainly help with that. Knowing which equipment rooms have the most traffic when, can help you **distribute equipment more efficiently** and improve accessibility. It also enables you to **plan ahead**, contact employment agencies for a couple of extra (temporary) hands, and schedule maintenance when it's least inconvenient.

## Keep your budget in Cheq

Deciding what gear to invest in can be challenging. Do we REALLY need to have the latest mirrorless camera? Well, if the last one you bought barely leaves the equipment room, you might want to look into that first. But if it's booked all the time: go knock yourself out.

And how about gear that's regularly flagged as broken? Depending on how often it's used, and the time and cost spent on repairs, you might consider buying a new unit. Maybe your organization has expensive gear lying around that's only used during certain periods – or not at all. Why not make an extra buck by selling it, or renting it out to someone else?



Phase One 100 MP



GRIP Case



From insights to action

# 5 must-have reports and their impact

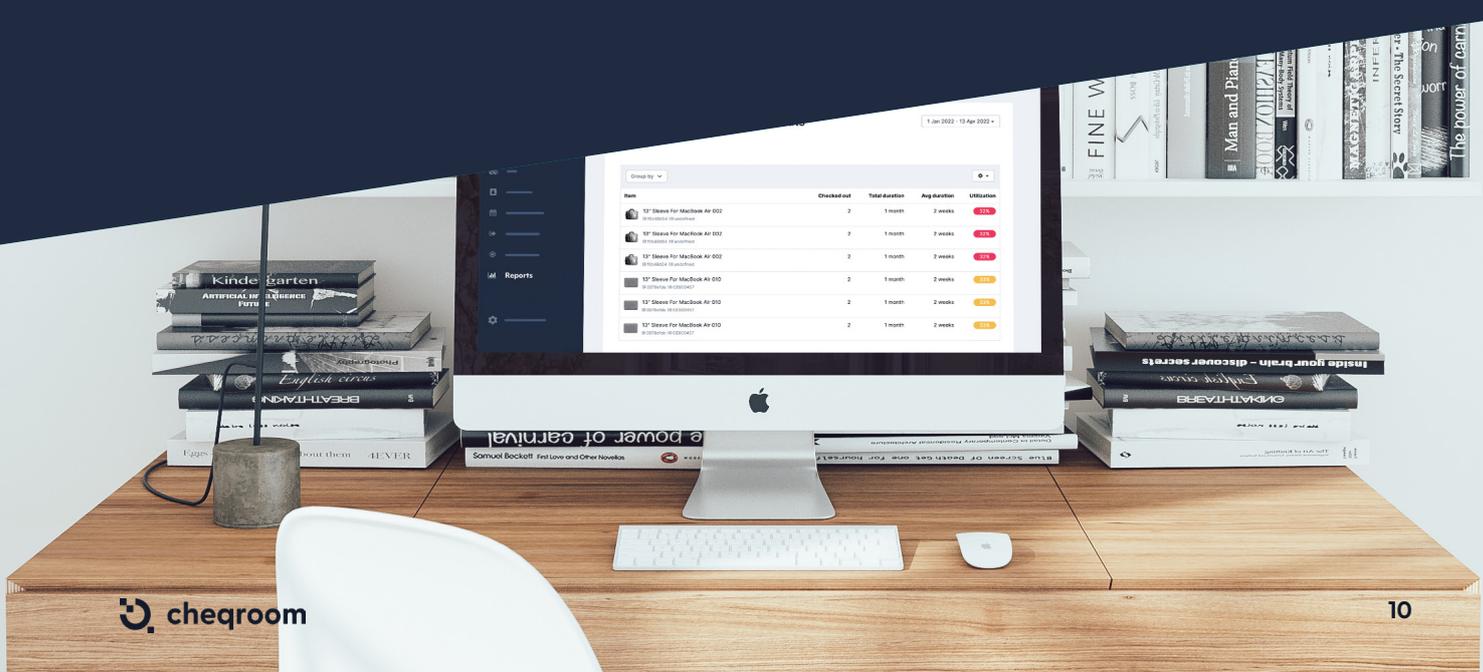
Report	Insight	Impact
Check-outs and check-ins per contact	Who brings back equipment on time?	Incentivize and reward punctuality.
Check-out times	When are the busiest times in the equipment room?	Plan maintenance during calmer periods, and hire temporary workers.
Flagged items	Which items are currently flagged, and what is their history?	Plan maintenance, and identify quality trends with specific items, item categories, or brands.
Item location overview	Which equipment room holds the most valuable gear?	Increase insurance plan for specific locations.
Check-outs per category	What category of gear is used the most?	Focus your investments on gear that is used most often.

Reporting for duty

# The perks of advanced equipment management software

*If you've been glancing at your master inventory spreadsheet for the last few pages and wondering 'how the h\*\*\* do they get those insights from THIS', we've got some great news for you. In the past few years, human civilization – and equipment management – has advanced further, resulting in something called 'equipment management software'. And trust us, it will make your life a whole lot easier.*

Thanks to advanced asset management solutions, keeping up with your inventory doesn't involve 30 spreadsheets and multiple headaches per day anymore. Here's what makes these tools so great.



## Save time on data collection and reporting

The thing with spreadsheets is... you have to be obsessive about filling in the data if you want them to be even remotely useful. And in the daily chaos that is equipment management, filling in numbers and changing statuses and columns is often the first thing to go.

### Equipment management software

**automatically keeps track** of all these things for you – in one place. So no more playing catch-up after a busy day or week, and no multiple versions of the same spreadsheet going around. And because every data point is meticulously recorded, you open the door to all those nice, crispy, accurate, and relevant reports you didn't know you were craving.

## Get the info you – and only you – need

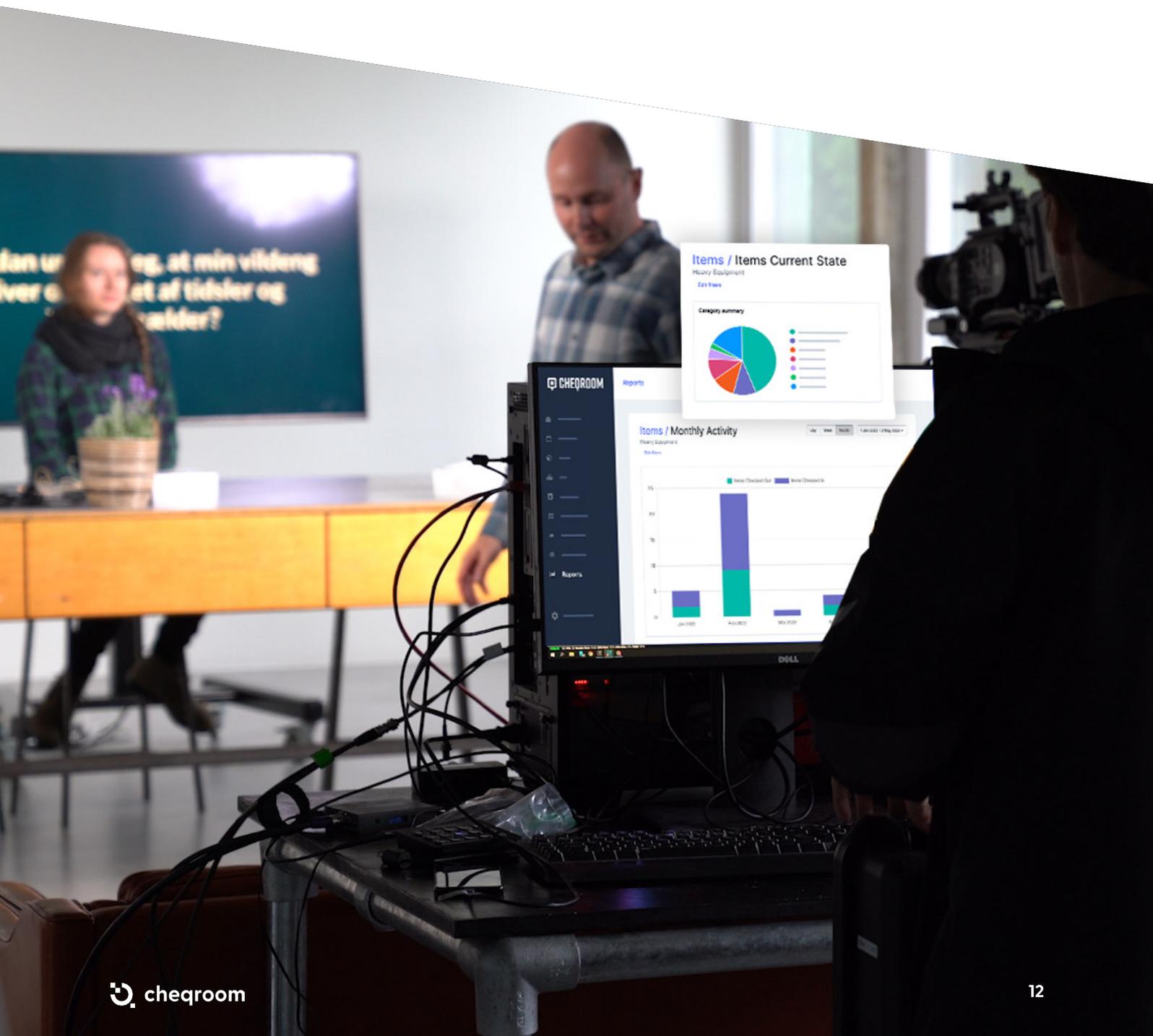
Sometimes, you just need to know... if your mics get damaged more easily in Missouri, or whether you're imagining things. Whatever it is you'd like to know, the best modern equipment management solutions make it possible to create custom data fields to keep track of just about everything – no questions asked. It's a great way to make sure your reporting process aligns with how your business operates as well.



## Visualize insights and communicate better

What's the use of being the smartest guy in the equipment room, if you can't boast about it to your colleagues? **Data visualization enables you to communicate your insights** in a way that is instantly comprehensible and can even be adapted to the specific stakeholder(s) you're addressing.

For example, your CFO probably doesn't need to know how often a certain gear category is in for repair – only what it costs the company over time. But your colleague in procurement is probably very interested in specific brand and type. Depending on who you're talking to, visualization features allow you to modify how you present your insights, and the level of detail you're giving.



Trivia time:

# Test your knowledge

*No e-book about reporting would be complete without a little evaluation. Unleash your inner data nerd and test your knowledge.*

## How can reports help you answer these questions?

### Question

“There seem to be no cameras available for check-out. How do I know what’s going on?”

“I want to incentivize people to bring gear back on time, but who should I target?”

“I want to predict when I need to hire more student staff to help me out in the equipment room.”

### Answer

Consult the ‘Items current state’ report to find out where all your equipment is, and why it’s currently not available.

You can get a list of users and their history of checking items back in on time (or not) in the ‘Contact activity’ report.

Take a look at the ‘Item check-outs over time’ report and look for the busiest months over the year. Apply the location filter to get insights per equipment room.

“I charge customers for renting equipment. To do so, I have to keep track of the number of billable days for each check-out. How do I get an overview per item?”

You can create a custom item report based on the check-out field ‘billable days’.

“To calculate the internal cost of a project, I would like to know how many items were reserved for that project, and how long they were reserved for. What should I do?”

Keep track of the project code on your reservations, create a custom report of the type item, and group it by the ‘Project’ reservation field.

“I want to evaluate whether I made the right buying decisions in the past and know which equipment has a good ROI and which hasn’t.”

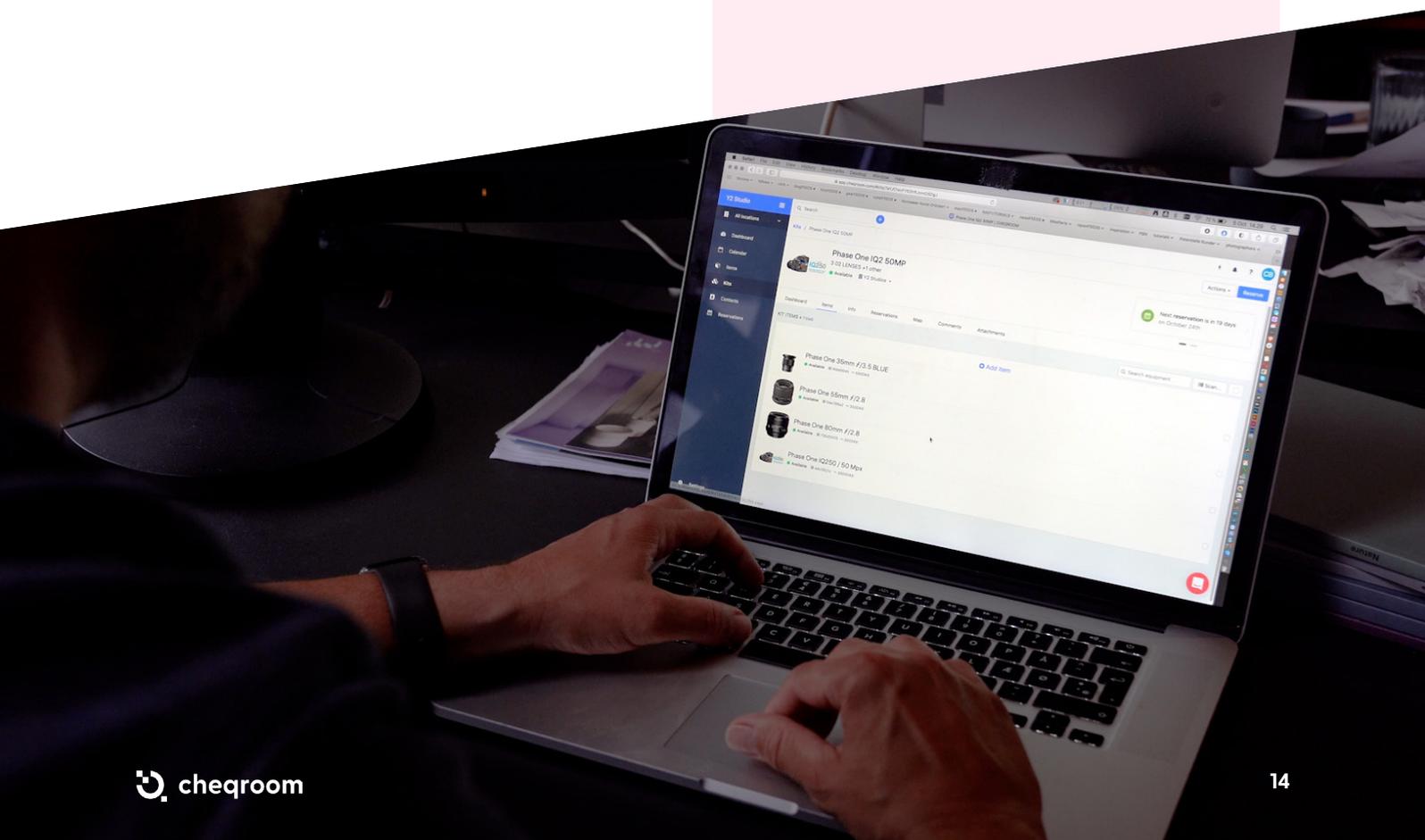
The ‘utilization’ column in the ‘Item utilization in check-outs’ report will show you how often an item was booked over a certain period.

“I want to know when my entry-level cameras are most heavily booked, so I could potentially rent extra cameras during that time next year.”

Check the ‘Item Check-Outs Over Time’ report, and look for the busiest months. Filter the report by ‘entry-level cameras’ to get an insight into that specific category.

“I want to know the ideal time to plan inventory audits.”

Check the busiest and calmest times throughout the year in the ‘Item check-outs over time’ report.

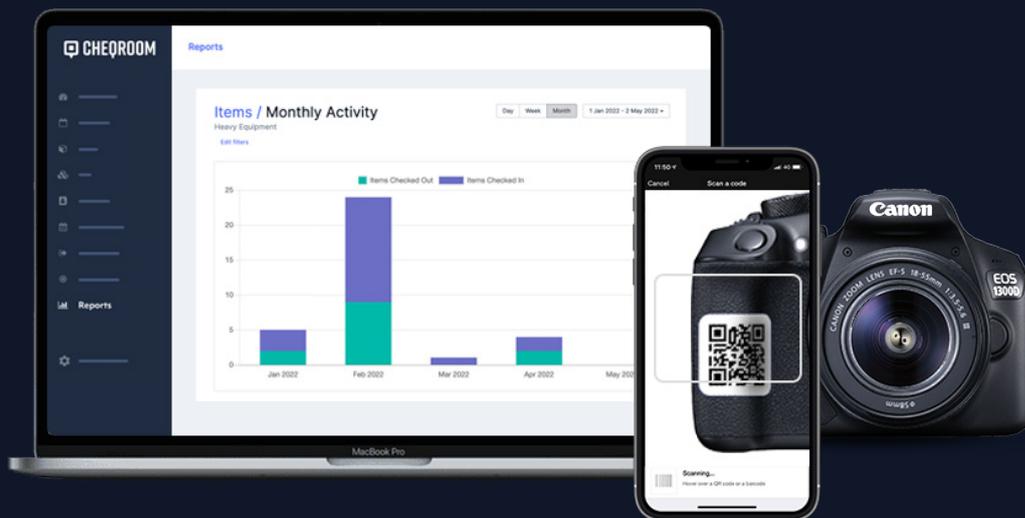


Future-proof your equipment management:

# Check in with CHEQROOM

Do you know what Google, Fox Sports, ESPN, Vice, Kent State University and drone manufacturer DJI have in common? Besides being awesome organizations, they also don't lose their stuff. You know why? Because they put their trust in CHEQROOM.

With CHEQROOM's mobile equipment management solutions, teams can manage and track valuable equipment from anywhere and enjoy sophisticated inventory control without a spreadsheet in sight.



## Check out these benefits:

-  Quick & easy equipment checkout
-  Reduce loss & damage control
-  Automated notifications and reminders
-  Flagging damaged equipment via the mobile app
-  Depreciation, analytics & reporting
-  Track item history
-  Keep your users accountable
-  Allow team members & freelancers to make their own equipment bookings

Try CHEQROOM for free for 15 days