

Master License and Sub-Licenses, Version 4.1

Container TRACKER® software was originally released in 1998 to address the need to manage cyclic assets (assets that are regularly used by someone other than the owner) in a variety of situations.

Container TRACKER® has undergone continuous improvement since that time adding features and methods to provide a full-featured, flexible, powerful tool that is easy to use and maintain. The release of Version 4.1 allows the customer to select only the feature(s) they need for a cost-effective, configurable solution. The Master License allows you to provide **Container TRACKER®** software to customers or partners in an extremely cost-effective manner.

Container TRACKER® License Types

There are three types of software licenses available Standard License, Master License and Sub-License. The Standard License allows the owner to configure the licensed system and provides the most flexibility but it cannot provide Sub-Licenses. A Master License allows an organization to profitably and economically use and/or supply a sophisticated, full-featured cyclic asset management solution throughout their system. It allows you to Sub-License **Container TRACKER®** software for your partners and/or customers. The Sub-License is extremely economical but is restricted to managing items supplied by the Master License provider. Any Sub-License can be upgraded to a Standard License or Master License.

How Master Licenses' Work

The owner of the Master License purchases some quantity of Sub-Licenses (the Master License purchase provides three) and distributes these to their partners or customers. When the partner/customer activates their software, International ISO Group, Inc. (IIG) records and initializes their Sub-License. The Sub-License now has a fully functional copy of **Container TRACKER®** with all the features included in the Master License. IIG provides initial and continuing technical support for your partners and/or customers.

Sub-Licenses are identical to standard licenses with these three exceptions; 1) The Sub-License may not add features without upgrading to a standard license, 2) the Sub-License is restricted to tracking item types allowed by the Master License, and, 3) Sub-Licenses require a maintenance agreement.

The Purpose of the Master License

The Master License has several purposes that depend on the circumstances of the Master License owner. The primary purposes are:

1. It allows organizations that sell reusable assets to economically and profitably provide a means of controlling these cyclic asset inventories. System performance impacts the economic justification of systems. A Master License allows you to provide the tools your customers/partners need to get the performance required for economic justification.
2. It allows organizations that own cyclic assets to ensure their partners use the assets properly and manage them appropriately.
3. It allows organizations that provide logistic services to efficiently manage their customer's assets throughout local and remote facilities.

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The Nature of the Problem

The nature of reusable containers prevents the direct control of these assets that is available for the non-cyclic assets. Like politics, all container (or cyclic asset) management is local. There is nothing you can say to get a partner that has lost or misallocated your assets to get them to put them on the truck. This lack of control leads to losses, real and administrative, and to poor performance within the system.

For years **ContainerTRACKER®** focused on providing accurate information about the movements and inventories within the larger system. At first thought, it would seem if you had this information control would be increased. Actually this information only increases awareness of the need for control. Asset management and actual control (see the note on control) depends on the performance of your partner when the asset is in their control. If your partners do not control the asset when they can, system performance degrades and assets can be misallocated or lost.

ContainerTRACKER® increases your ability to communicate asset management information throughout your network of facilities and partners. When automated management is used, you can define the exact information you want to see from all points in the network. You can define the type of exceptions that initiate automatic communication by email. In the end, if your partners do not manage your assets locally the system will perform poorly. **ContainerTRACKER®** allows you to completely document the poor performance automatically.

You cannot control the reusable item flow because you can't put the items on a truck remotely. The partner must do that; if they don't no one will. Your partner cannot perform if they don't locally manage your assets. Actual system control is not possible unless all partners perform to the agreement; that is control the asset while they have it. Now you can dynamically identify poor performance and accurately assign a cost to it. You can use the performance and cost information to initiate rental agreements with your partners or adjust the cost of your goods and services to compensate for poor performance. Renting assets does not fix the problem; it compensates the owner for the cost of their partners' poor performance. It also encourages improved performance by transferring the cost to the responsible party.

When you ask for compensation for poor performance, your partner will demand accuracy of information. By establishing Sub-Licenses your partner has the tools to evaluate their performance, communicate that performance to you in a shared format, and quickly act to control their poor performance. **ContainerTRACKER®** allows you to create performance based rental plans. If your partners perform according to agreement, there is never any cost to them. They only pay rental when their performance fails to meet the defined agreement.

Sub-Licenses are affordable so you can easily provide them to or require them of your partners. They are easy to install and run on any recent Windows-based operating system. They are secure, provide real-time communication in a common format and only require working email for local and system-wide communication. There are none of the security concerns, burdens or complexities of shared data. Each organization owns and controls their local performance data. Network performance is available in each system for the shared assets. Information that does not concern the local system is not available. The asset owner gets the appropriate information in a timely fashion so they can control their assets. The partners have the tools to monitor and improve their performance.

Note on Control – Control requires three things; 1) a Plan, 2) a way to determine how you are performing on the plan, and, 3) the will and ability to reduce the difference between the plan and actual performance.