

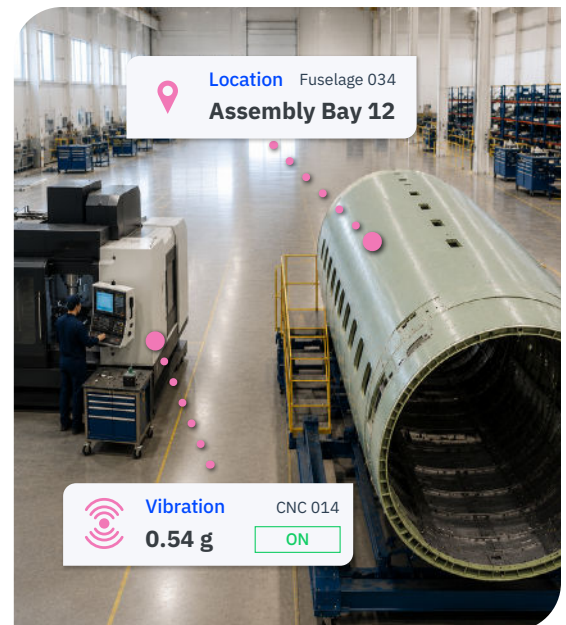
Operational Intelligence: Close the Gap Between Data and Action

A Practical Guide for Industrial Operations

| Executive Summary

Most industrial operations are flying blind. Equipment runs without sensors, materials move without tracking, and teams make decisions based on data that's hours — sometimes days — old. **Operational intelligence** is the practice of closing that gap: converting near-real-time data from your physical assets into decisions you can act on immediately.

By deploying IoT asset tracking software like Thinaer's Sonar platform, organizations replace manual audits and fragmented spreadsheets with a live, continuously updated picture of every asset — where it is, what condition it's in, and whether it needs attention. The result isn't just better data. It's faster decisions, fewer surprises, and a measurable reduction in the cost of keeping operations running.



| The Challenge

Why Manual Operations Can't Keep Up

For decades, operations teams have managed assets the same way: manual audits, spreadsheets, and periodic snapshots. These methods were built for a slower world. In facilities where assets move constantly and conditions change by the hour, they create three compounding problems.



Scattered Data, Slow Decisions

Fragmented, out-of-date information forces slow, high-cost decisions. By the time a report reaches a manager, the floor has already changed.



Hours Lost to the Hunt

Valuable equipment sits idle or goes missing because location and status aren't continuously monitored. Recovery takes hours. Replacement costs add up.



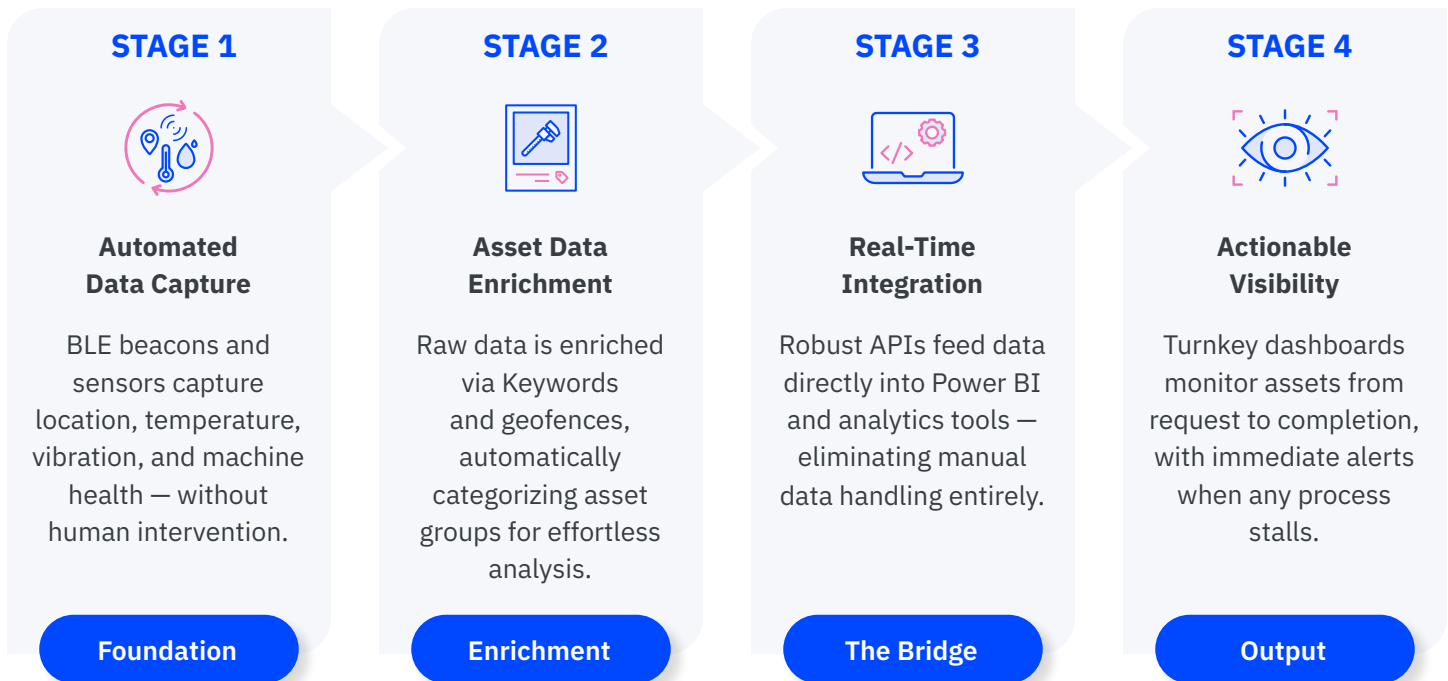
You Find Out After It Breaks

Without live sensor data, maintenance runs on a fixed calendar. The result is either unnecessary downtime or unexpected failures.

| The Physical AI Capture Layer

From the Physical Tag to the Executive Dashboard

Thinaer is the Physical AI capture layer. We turn raw signals from the physical world into structured, AI-ready data your team can act on today, holding data integrity every step from the floor to the dashboard.



| Industry-Wide Benefits

The transition from raw data to operational intelligence delivers measurable advantages across manufacturing, aerospace, defense, and healthcare.

Elimination of Manual Effort

Automated tracking and reporting remove the burden of locating lost items or running manual inventories, freeing staff for high-value tasks.

Enhanced Productivity

Real-time visibility identifies bottlenecks in production or the supply chain, enabling managers to reallocate resources dynamically — not at end of shift.

Proactive Maintenance

Monitoring vibration and temperature shifts operations to a predictive model, extending the life of high-value assets and reducing emergency repair costs.

Strategic Compliance

Automated digital twins provide a verifiable history for compliance and auditing, ensuring environmental and operational standards are consistently met.

| Manual Operations vs. Sonar

	Manual / Spreadsheet	Thinaer Sonar Platform
Asset Visibility	Periodic snapshots, hours or days old	Continuous, near-real-time location and status
Maintenance Trigger	Fixed calendar, irrespective of condition	Condition-based alerts from live sensor data
Data Accuracy	Manual entry errors, version conflicts	Automated capture — no human input required
Compliance Record	Spreadsheets assembled retroactively	Verifiable digital twin history, always current
Decision Speed	Report cycle; situation changes before action	Immediate alert-to-action workflow

| Conclusion

Operational intelligence is no longer a luxury reserved for large enterprises with custom-built data infrastructure. For any organization running physical assets at scale — manufacturing, aerospace, defense, healthcare — the tools to connect, track, and act on real-time data are available now, and the cost of not using them is measurable.

By moving from manual tracking to IoT asset tracking software, Thinaer's Sonar platform turns raw sensor data into a single, live view of operations.

Not a periodic report. Not a spreadsheet updated at the end of the shift. A continuous, accurate picture that lets your team see more, respond faster, and spend less time managing the infrastructure that keeps everything running.

About Thinaer

Thinaer is the Physical AI capture layer, the data foundation that makes AI work in the physical world. We generate structured data from unstructured environments (factories, hangars, shipyards, classified bays), because AI relies on structure to function. Trusted by leading aerospace, defense, and manufacturing organizations, Thinaer captures the operational data these environments have never given up, visualized through Sonar and ready for any model. The result is higher yield, profitability, and compliance, with less waste, maintenance, and energy use. We don't make AI. We make AI work.