



RFID – Hype or Reality

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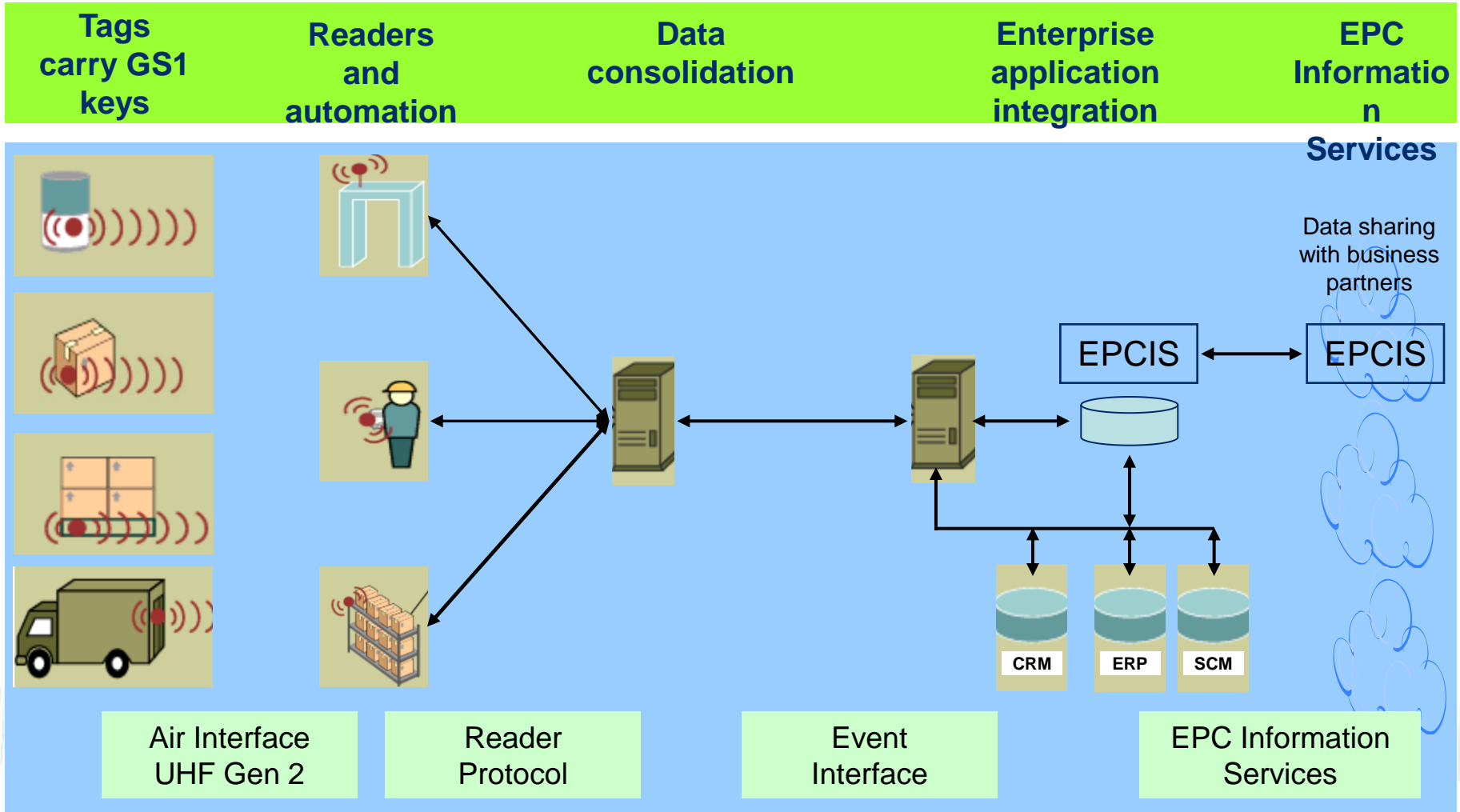


Agenda

- What is RFID ?
- Where is it being used ?
- Pointers for success ?
- Future
- Wrap up



What is RFID ?





What does it give us ?

- New types of information - EPC/RFID event related, sensor data
- More detailed location information - locations within companies
- More items tracked - not just pallets
- More frequent information collection - many times per day
- Information shared with multiple partners - logistics, distributors, suppliers
- New access methods - on demand by exception





It is just a technology

- RFID by itself does not:
 - Improve shelf availability
 - Improve out of stocks
 - Reduce inventory
 - Reduce shrinkage
 - Reduce labour
- RFID can deliver improved business processes where:
 - The operator and the process is controlled by the system
 - Information is trusted, true and accurate
 - Errors or deviations from the process can be immediately highlighted, against pre-set parameters

Focus on the process:
RFID is the enabler not the solution



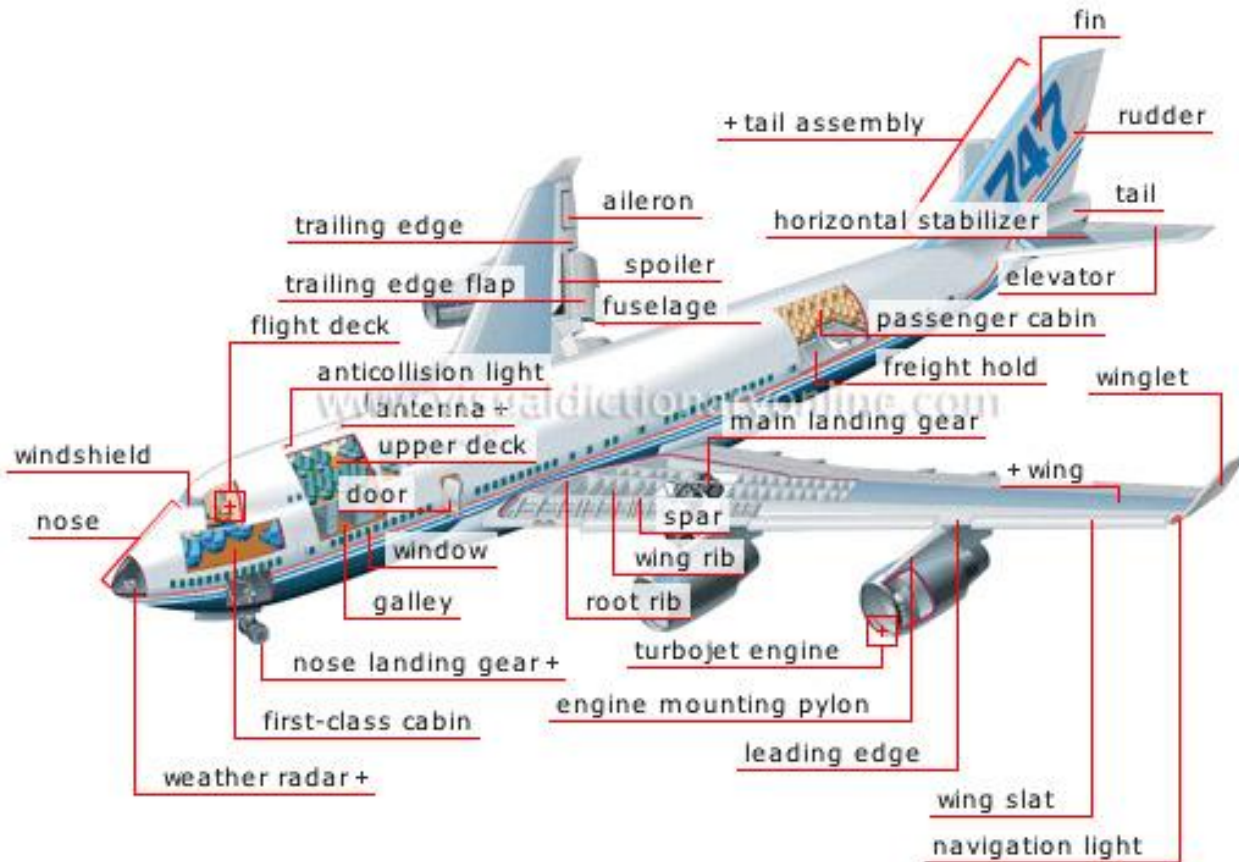
Applications





Applications







Applications





Applications





Pointers for success

- What are you trying to solve ?
- RFID is not foolproof – know its limitations and work with them.
- Be educated but not expert.
- Have a vision but start at a manageable level.
- Consider scalability and future proofing.
- Change management – staff and customers.
- Have a strategy – which could be doing nothing.





Future

- Increasing prevalence in certain applications.
- Likely to be steady growth rather than hockey stick.
- Technology continuously developing – memory, sensors, sensitivity – pick when to join.
- Will not replace the barcode but compliment it.
- More commercialisation of solutions.
- Less and less talk about RFID and more and more about solving business issues.





Wrap up

- RFID is penetrating across range of industries and applications.
- Shift from the technology lead to what business issues am I solving lead.
- It was over hyped but despite this has found a foothold and will grow.
- Always remember it is only a technology.





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