



WELCOME

WE OPTIMIZE THE PERFORMANCE OF PEOPLE, PLACES AND PROCESSES.

Wisconsin RFID Conference 2005



UW E-Business Institute
University of Wisconsin-Madison

Case Studies and Lessons Learned June 22, 2005



SUPPLY CHAIN
EXECUTION



TACTICAL
OPTIMIZATION

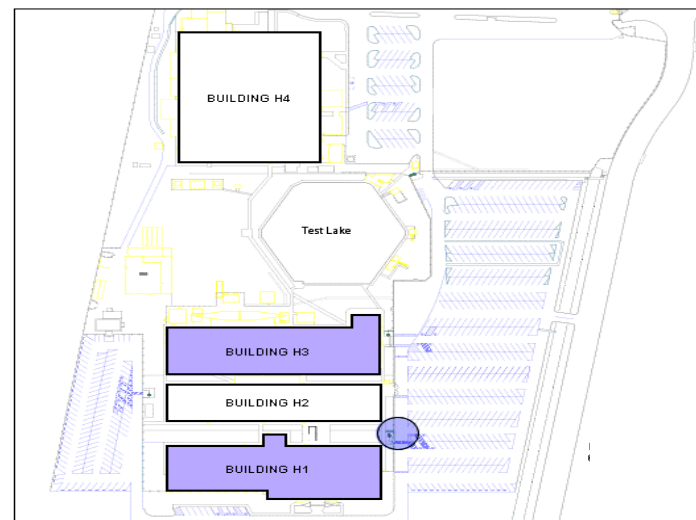
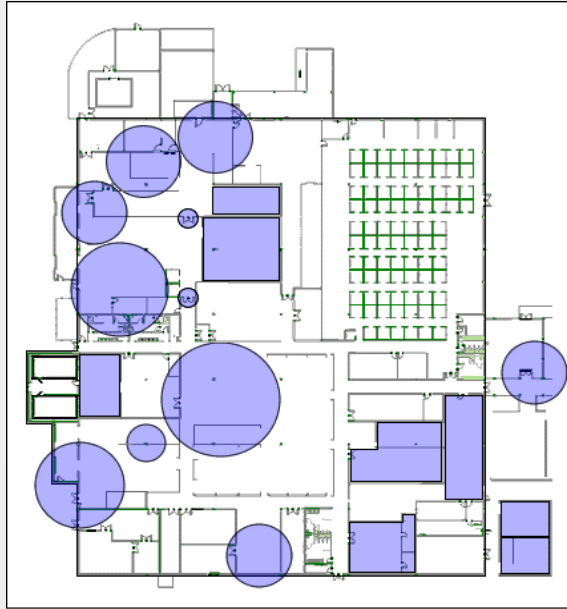


PROCESS
MANAGEMENT

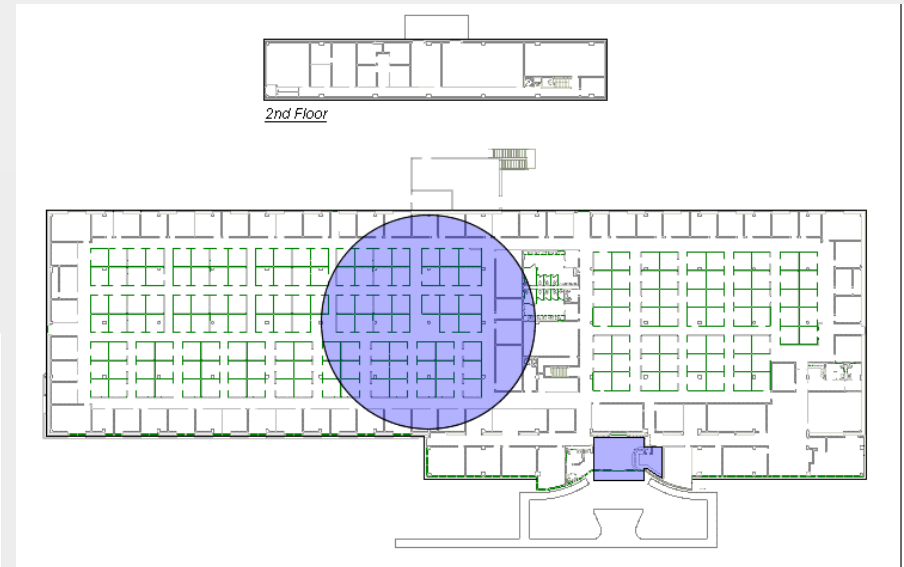


INTEGRATION &
WORKFLOW

Active RFID Reader Coverage



RFID at Entrance/Exit



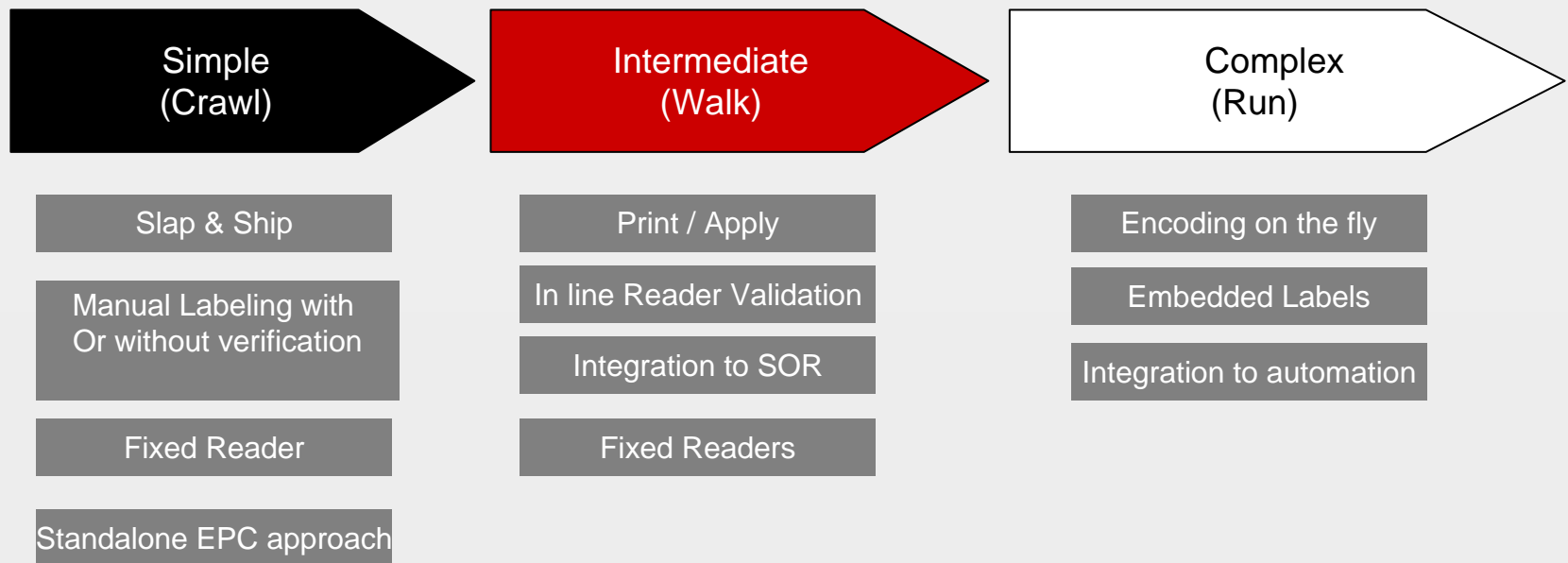
RFID Coverage

RFID Case Study 1 (Asset Tracking)

- ✓ Client : Top electronics/defense firm
- ✓ Sites : 1 development site,
- ✓ Business Process : Tag assets for campus use
- ✓ Tagging Approach : 100 Active tags, 4 Readers
- ✓ Business Requirement : Loss prevention, tracking, calibration maintenance

Tested Industry early

Packaged approach for compliance



Stepping Stones to full automation addressing costs, performance and tagging accuracy

RFID Case Study 2 (Crawl)

- ✓ Client : One of first Wal-Mart 8
- ✓ Sites : 2 live sites Both distribution centers
- ✓ Business Process : Tag To Order
- ✓ Tagging Approach : Passive /Slap and Ship and Production support
- ✓ Business Requirement : Wal-Mart & Target mandate
- ✓ Third site moving RFID application to production lines

Adaptable RFID Solution

RFID Case Study 3 (Walk)

- ✓ Client : One of Wal*Mart top 100
- ✓ Sites : 2 initial sites
- ✓ Business Process : Automated tag to stock
- ✓ Tagging Approach : Passive / Slap & Ship to Print and Apply
- ✓ Business Requirement : Wal-Mart mandate

Tightly integrated to warehouse management processes

RFID Case Study 4 (Run)

- ✓ Client : One of top 100 Wal*Mart Suppliers
- ✓ Sites : 1 development site, 2 production sites
- ✓ Business Process : Tag from production line (7)
- ✓ Tagging Approach : Passive / Encode & Apply with Print & Apply Case and pallet tag automation
- ✓ Business Requirement : Wal-Mart mandate with Target in July

Tested Industry early

Deployment and Lessons Learned

Our Observations

- ✓ Deployments can be too **narrow minded**
 - Understand short, medium and long term goals
 - **Hardware and tags do not grow on trees overnight**

- ✓ Compliance relies on **operations** as well as technology
 - Too tag and hardware focused
 - Not understanding operational flows
 - Additional “touches”
 - Must **interleave** current processes with compliance processes

- ✓ Is the solution **scalable**?
 - Technically? (GEN2, platform)
 - Operationally?
 - Product flow?
 - Hardware?

- ✓ Internal **communication** and **education**
 - Make sure EVERYONE understands short to long term deliverables

- ✓ Customers should work with the retailers to understand the mandate
 - What is required from the supplier
 - What can be expected from the retailer. The main output from the retailer is analysis data.

- ✓ Customers need to commit to the solution and take ownership of the solution to enable growth and understanding of the technology.

- ✓ **Do not give up, search for internal ROI!!!!!!**

From our customers:

- Read and understand everything you can about RFID technology and it's potential uses.
- Get into a partnership with someone who can help you install your RFID solution, but trust yourself to lead the implementation because nobody knows your business as well as you do.
- When dealing with technology vendors, ask to see what they have installed in a production environment, not what they *think* they can deliver.
- The technology will change drastically in a year.
- All tags are not created equal.
- As with any new process, expect resistance to change. Make sure that any new processes introduced into your workflow are at a bare minimum!
- Just because your friend at a paper company can achieve 100% case reads doesn't mean that you will be anywhere close. Expect to have wide variations of read rates based on each of your products.
- Setup a lab that replicates your production environment as closely as possible. Any variations will make your production installation encounter surprises not seen in the lab testing.