

Where Do You Stand On RFID?

Help us benchmark best practices and adoption trends, and learn how your company rates compared to others in your industry.

By Mark Roberti

June 9, 2008—It's clear that radio frequency identification has matured to the point that a sizeable number of companies are presently adopting the technology in one form or another. And many firms wonder where they stand, vis-à-vis their competitors and others in the industry. RFID Journal would like to help you find out.

We're currently conducting two surveys designed to help us understand trends in adoption and best practices among early adopters. The first of these is our [Midsize Businesses and RFID Survey](#), which will enable us comprehend adoption rates and the issues affecting RFID adoption among midsize businesses. If your company's revenue is between \$100 million and \$1 billion, please fill out our online survey, which takes only five minutes to complete. The results will be published in our July/August [print issue](#), and will help companies better understand where they stand in comparison to other midsize enterprises. (To take the survey, [click here](#).)

In addition, we are working with the [Aberdeen Group](#) on an [RFID and Infrastructure Management](#) benchmark study. This survey is more in-depth—it takes about 15 minutes to complete—but it will help Aberdeen and RFID Journal understand adoption trends and best practices.

Anyone who fills out the online survey will receive a free copy of Aberdeen's benchmark report (a \$399 value), enabling your organization to benchmark its RFID implementation strategy against peers and best-in-class companies. The report is expected to be available on July 1, 2008. (To take the RFID and Infrastructure Management survey, [click here](#).)

RELATED_ARTICLES What's more, every RFID Journal reader who completes one or both surveys will be entered into a random drawing to win a conference pass to [RFID Journal LIVE! 2009](#), being held April 27-29 in Orlando, Fla., or one of five free [Premium Memberships](#) to RFID Journal (a \$189 value each).

I believe that having good information on the state of adoption is an important element to factor into a company's decisions on whether to deploy RFID. Completing one or both surveys (if you are a midsize business, you can do both) can better ensure that you don't fall too far behind your competition.

Mark Roberti is the founder and editor of RFID Journal. If you would like to comment on this article, click on the link below. To read more of Mark's opinions, visit the [RFID Journal Blog](#) or click [here](#).

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