



RFID
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SEPTEMBER 30 - OCTOBER 1, 2020

RFID – Tommy Hilfiger

Agenda

- Deployment Overview
- Store Analytics
- EPC as EAS
- RFID Room
- Transition Doors
- Hybrid Replenishment
- Customer Service and Operational Wins



Tommy Hilfiger RFID

USA

180+ Stores

CANADA

40+ Stores

Cycle Counts

- 2x per week
- Goal = 97%+

Product Replenishment

- Daily NOF Fills
- Goal = 5% or less



Store Analytics

Cycle Count History Report:

- Measures the time and accuracy of counts by zone and total store
- Measures RFID usage and compliance
- Used as a gauge for hardware performance



Store Analytics

Not on Floor Report:

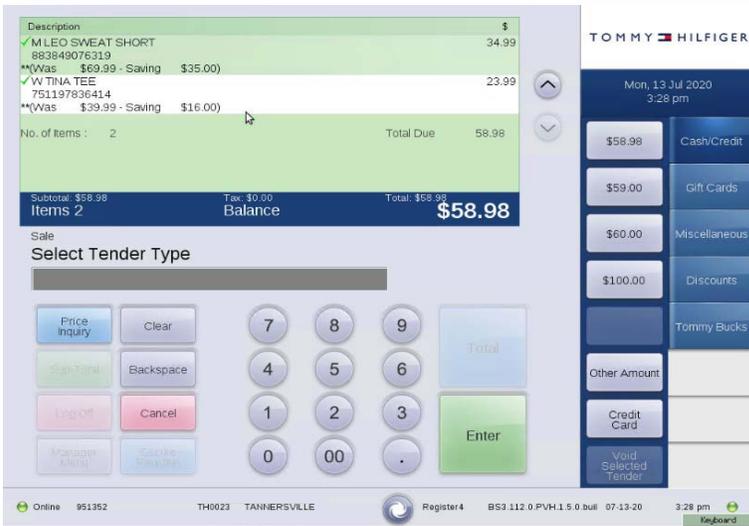
- Displays a specific stores not on floor percentage through various attributes
- Used to monitor and drive replenishment compliance
- Used to reduce margin liability



EPC as EAS

Three primary components of EPC as EAS solution:

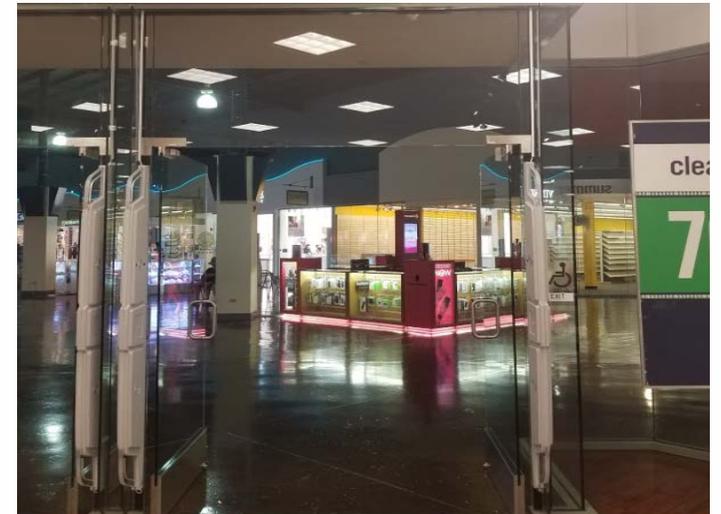
POS System



RFID Reader / Antenna



RFID Harmony Pedestal



EPC as EAS

How it works		Logic
Structure	Alarming	<ul style="list-style-type: none"> Stolen items will trigger the audible alarm Logic to only alarm on Tommy Hilfiger product Traffic counters to detect inbound vs outbound for decision logic 
	Marked Safe	<ul style="list-style-type: none"> POS Transaction activates the Keonn reader to turn on As each UPC is scanned, a correlating EPC is identified Upon transaction completion, the Safe EPC list is sent to the Harmony towers Inbound RFID Tags through the pedestals are marked safe for 24 hours 
	Reporting	<ul style="list-style-type: none"> Loss Reporting showing UPC level data to measure impact of a theft event Exit and Sold Reporting to manage system performance Shrink dashboard that aggregates Loss data for high level analysis / trends 
	Successes	<ul style="list-style-type: none"> Provide stores with images of known shoplifters when reviewing IP camera feeds against RFID Loss Reporting Provide evidence to the authorities of value of theft over consecutive events to initiate prosecution Gain item level visibility to stolen product

RFID Room

Custom Designed and Built



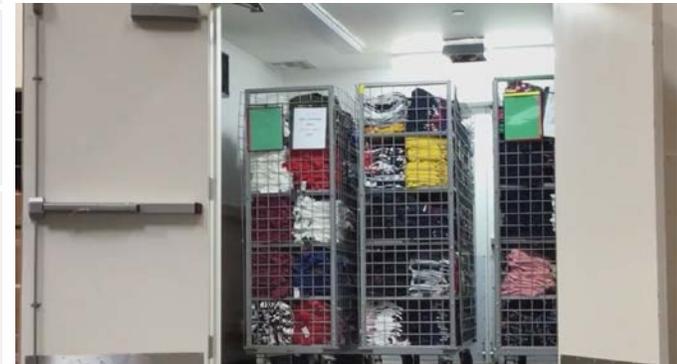
Proto Type



Final Design

RFID Room Infrastructure

How it works		Singular Offsites can manage Inventory and Replenishment for several stores without the need for physical shielding
Structure	Antennas	<ul style="list-style-type: none"> • NeWave – Wave Antenna • 10 antennas (2 per wall X 4, plus 2 overheads) • Mounted in alternating up / down patterns to offset read radius
	Readers	<ul style="list-style-type: none"> • IDX 4000 • 3 Readers powering the room over POE • Each reader supports 4 antennas, with the exception of the 3rd reader supporting 2 antennas • Consistent read rates at 99%+ accuracy
	Android TC51	<ul style="list-style-type: none"> • Room is activated by a Managed Portal App on the TC 51 Android device • An associate can activate the room in 3 touch points • Average time to encode 4 palettes is 90 seconds (4,000+ units) • Loading / Unloading the room takes approximately 3 minutes for each pass
	Logic	<ul style="list-style-type: none"> • Each EPC is assigned a “Site” attribute • The site assignment is leveraged for Cycle Counting where only the desired site is registered, and other EPC’s are ignored • If an item is missing an assignment, it is placed into a bucket, then identified and assigned at a later date



Transition Door Read Points

Antenna: Keonn P11

Reader: IDX 4000

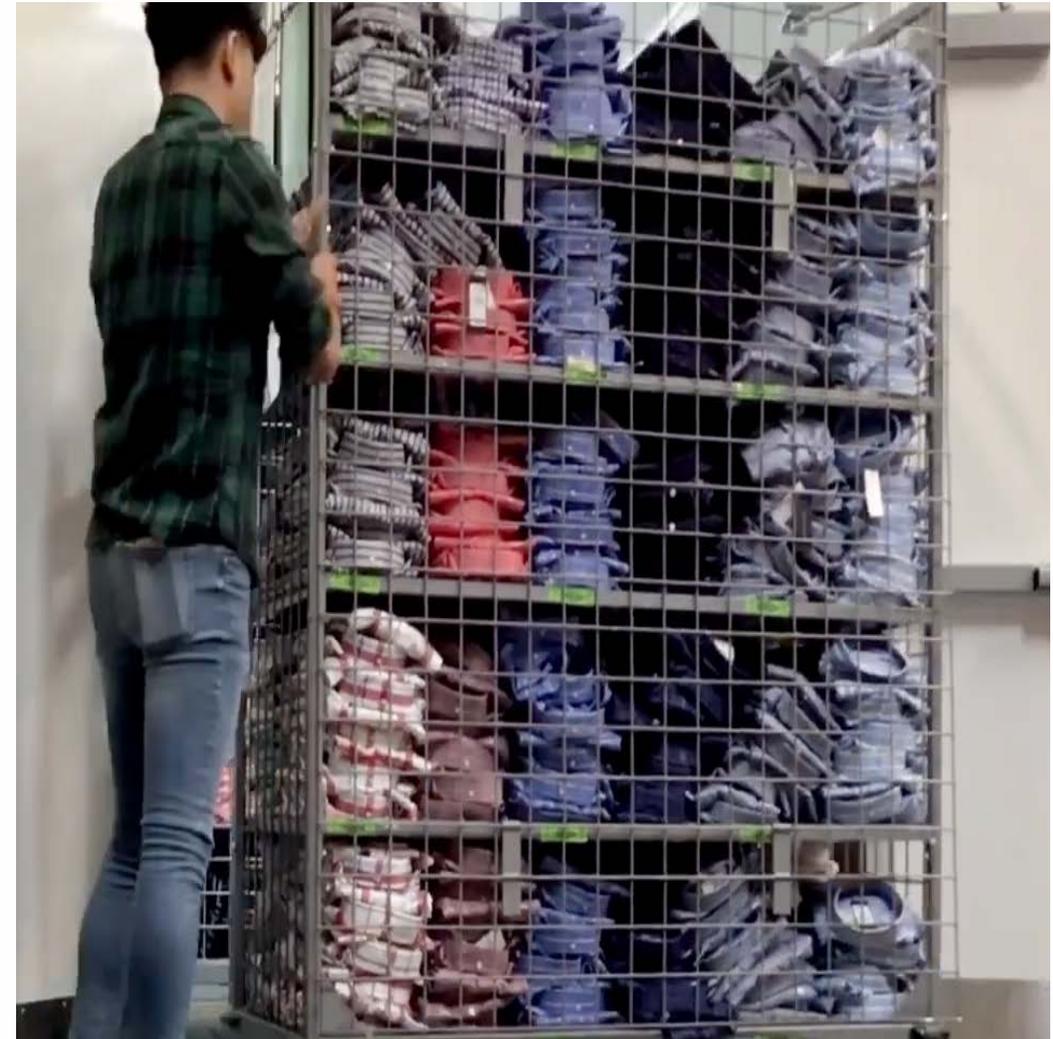


Automated Item Movement:

1. Designed to manage the automation of product movement between the sales floor and stockroom
2. Functions as store receiving for deliveries from an offsite (2-3 times per day)
3. High density product reads in seconds through metal

Performance:

1. Standard wall mounted solution yields 98%-99% accuracy
2. Overhead solution yields 96%-98% accuracy
3. Hand carry and units on a table under 75 pieces read instantaneously
4. Metal carts with 1,000+ units require a 15 second pause



Hybrid Replenishment

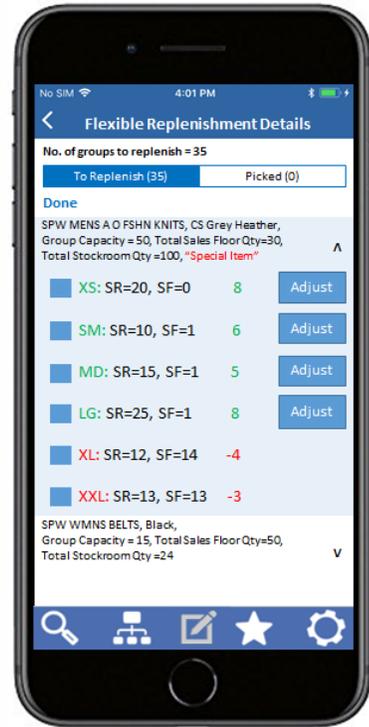
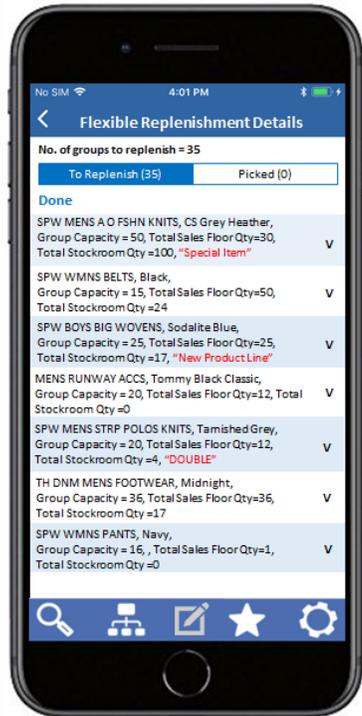
Associate Sets Planogram

Unique to store/style/color

Sizes that require an action

Green = Replenishment

Red = Remove from floor



Base Planogram:

Set by the Corporate Office

Store Planogram:

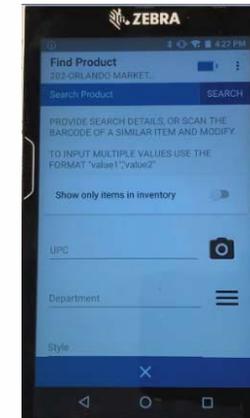
Adjusted at store level based on fixture representation on an Android Device.

Replenishment:

1. Managed at the Style / Color Level
2. Substitutes next best size to maintain fixture fill
3. Recommends sizes to remove in excess

Customer Service: Size Checks

Objective	Improve the Customer Experience
Initiatives Usage	<ul style="list-style-type: none">• UPC's can be scanned with the Android as a stand alone device to identify customer size requests
Benefits	<ul style="list-style-type: none">• Minimizes false stock checks• Improves customer engagement



All Sizes on Floor

"RFID is the key to efficiency! You don't even have to think about what sizes to fill to the floor it tells you. There is zero margin of error."
Store Manager

"I think having RFID is probably the best tool any retail manager could ever ask for, no more guessing, searching, or leg work. I love it."
Store Manager

"You can't run, you can't hide, I'm going to find you, and sell you quickly"
Store Manager

Customer Service

Offsite Efficiency

Labor Reduction

Reporting Tool

Automated Pick Lists

Liquidation Strategy

Inventory Visibility

"Think back to when you would grab a bunch of random sizes, come out to the floor and half of them were not needed that you had to bring them back to the stockroom! Yes, I would not want to go back to that either."
District Manager

"RFID has increased transparency between stores and offsites and torn down walls and virtually combined our inventory."
Offsite Manager

THANK YOU

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