

The background features a dark blue field with a repeating pattern of yellow circuit board traces. At the bottom, a stylized globe is visible, overlaid with a network of blue lines and dots representing global connectivity.

RFID
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SEPTEMBER 30 - OCTOBER 1, 2020

Item-Level RFID ... Essential for “BOPIS 2.0”

SML

| RFID

Dean Frew

CTO/SVP RFID Solutions

SML Retail RFID Leadership

- SML RFID Tags... Inspire™:
 - >2billion encoded tags for retail in 2019
 - 24 service bureaus globally... “close to the needle”
 - Highest performing RFID Inlay portfolio in market
- SML RFID Enterprise Software... Clarity™:
 - >3,800 stores live, >40,000 users, >20billion transitions in 2019, Retail deployments in over 20 countries
 - Clarity customers have increased sales by over \$2billion ... have decreased inventory by over \$2billion



SKU Based BOPIS “1.0”



Item-Level RFID BOPIS “2.0”

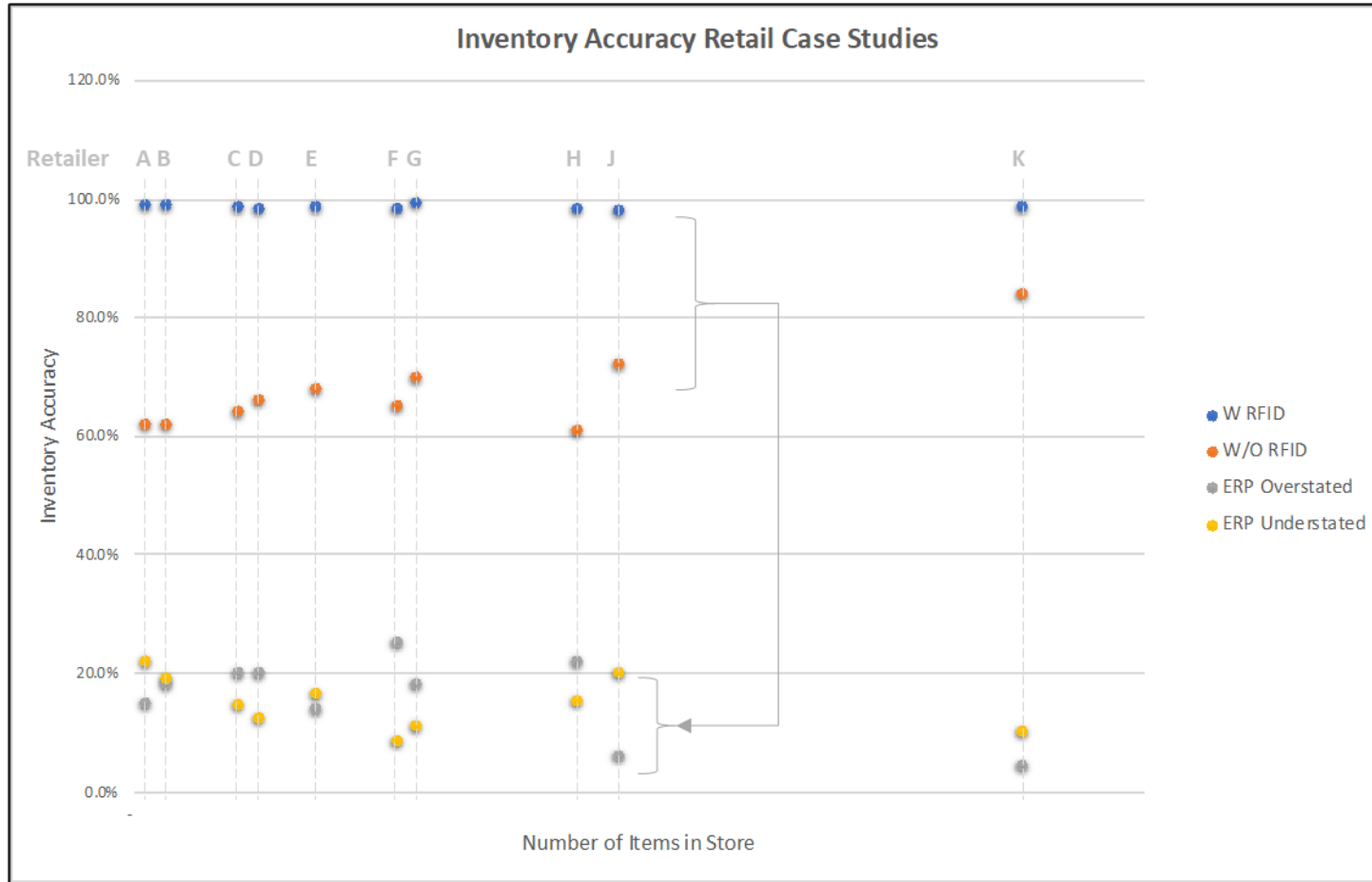


Market Observations ... for “BOPIS 2.0”

- Near complete inventory pipeline “restart” ...
~3billion items/month
- Retailers with Item-Level RFID responded quicker and more efficiently coming out of “Crisis”
- Retailers must use stores as order fulfillment sites
- ROIs for using Item-Level RFID solutions has improved dramatically with BOPIS realities
- Retailers are operating at <70% (SKU Level inventory accuracy) can’t effectively run BOPIS

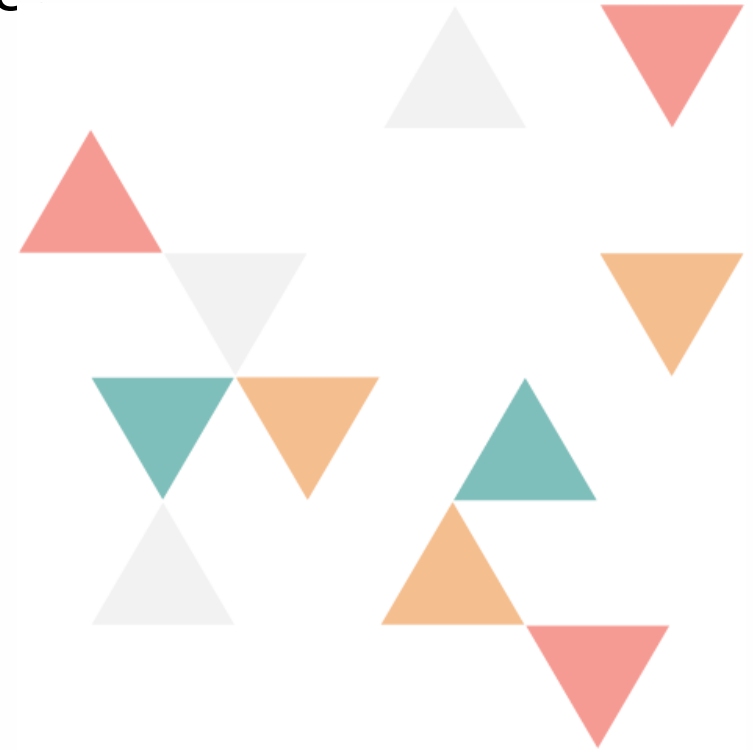


Why “BOPIS 1.0” is not going to be competitive?



Retailer examples using Item-Level RFID during Crisis & for “BOPIS 2.0”

- Counting inventory in/at DCs ... Storage? Store? On-line?
- Counting inventory in Stores... Filling sales floors. Transfer to DC? Markdown? Expose to on-line orders?
- Classify items that are “Click & Collect” items ... not confusing inventory for in-store purchases
- Using increased inventory accuracy ... to expose more inventory to on-line orders, increasing sales
- Using the RFID “search and find” ... to efficiently pick BOPIS orders



What is on the Horizon for “BOPIS 2.0”?

- AI based inventory replenishment adjustments
- Combined RFID+EAS tags, new faster reading tags & readers
- 100% RFID tagged On-Line & Store inventory pools
- In-Store labor efficiency will be growing priority
- Complete RFID “enhanced” BOPIS and BOSFS workflows RFID enabled BOPIS cabinets, Curbside pick-up order status monitoring



Stop “by” and see why leading retailers of all sizes are selecting SML as their RFID & “BOPIS 2.0” partner?

- Visit us at <https://smlrfid.rfidvirtual.com/>
- Remote demo from Clarity™ our Plano, TX Retail Ideation Space (RIS)



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THANK YOU

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