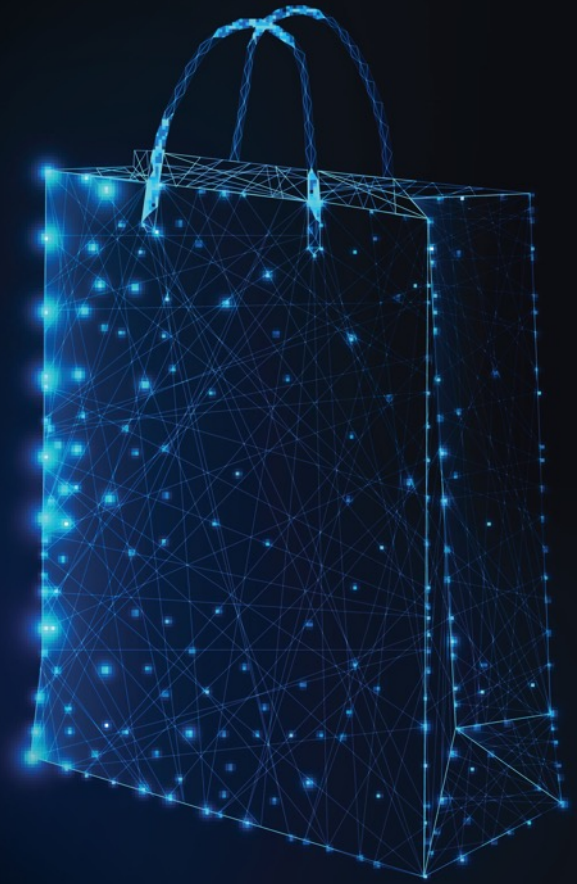
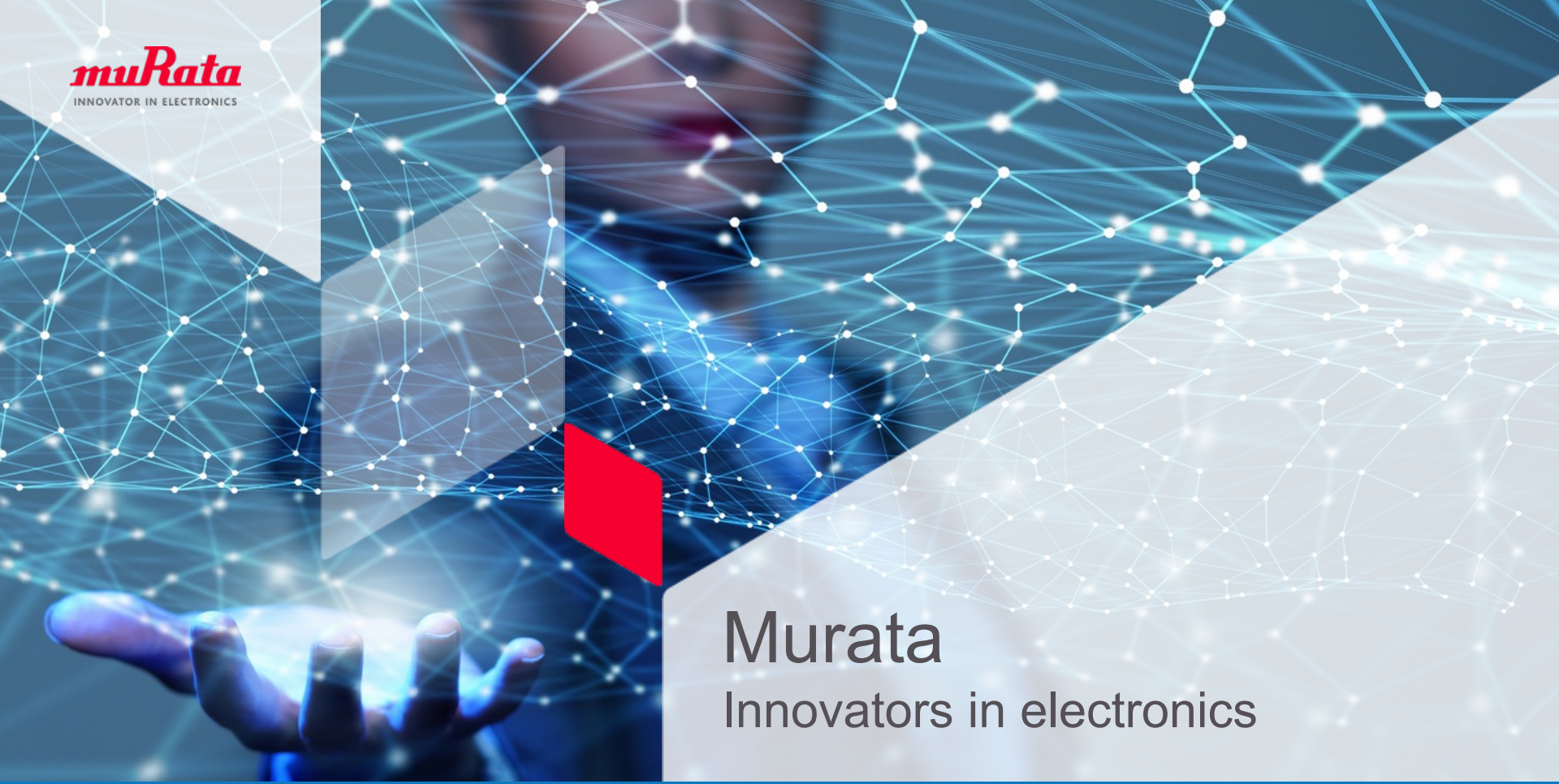
Unlock RFID's full potential in retail

from inventory accuracy to store visual merchandising, plus end-to-end supply chain visibility



Today's presentation

- **Company introduction**
  Murata Group, Murata ID Solutions
- **RFID in Retail – IDS' Solutions**
  id-Bridge
- **Evidence from the field – manufacturing & distribution**
- **Evidence from the field – retail store**

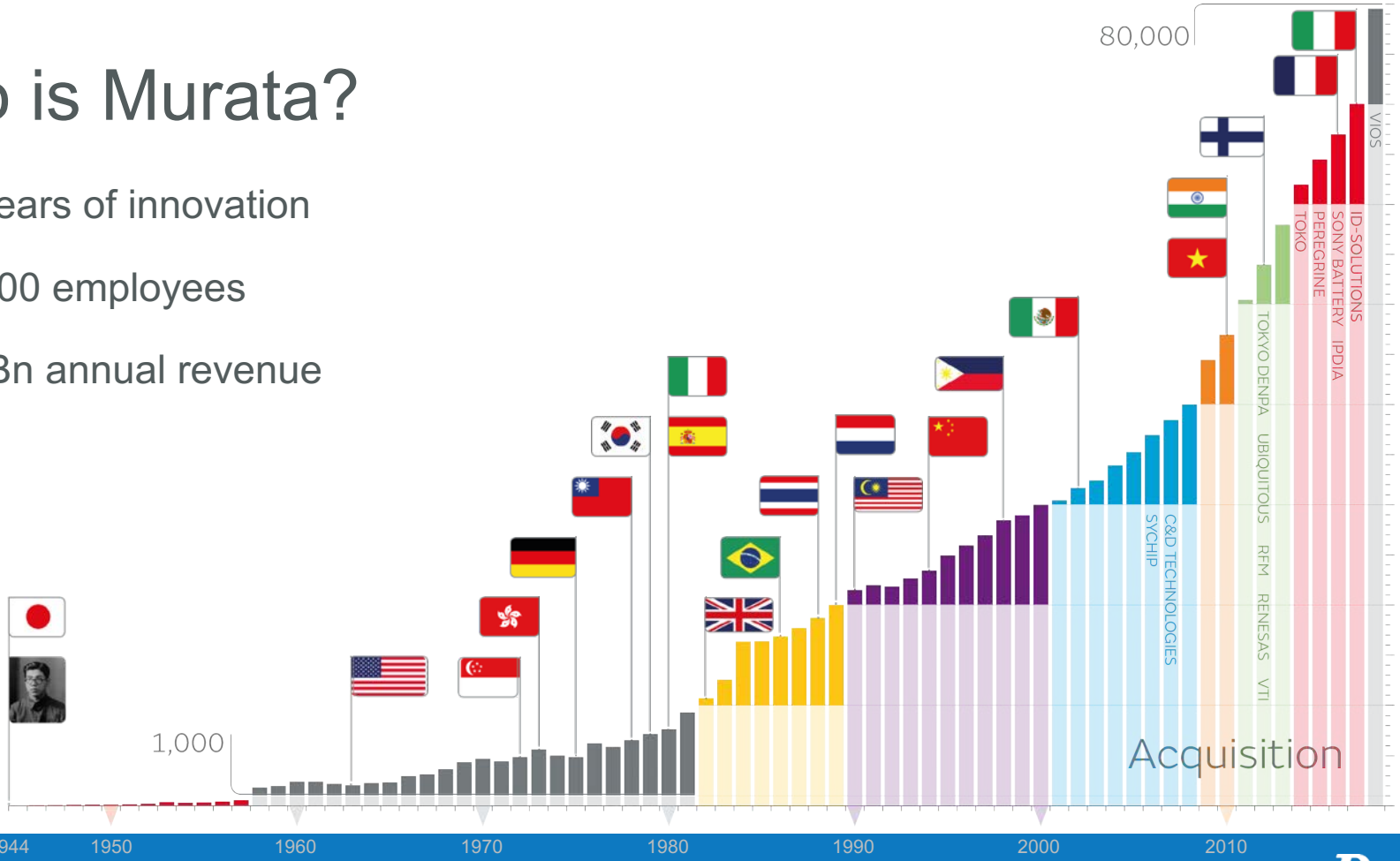


Murata

Innovators in electronics

Who is Murata?

- 76 years of innovation
- 78,000 employees
- $14Bn annual revenue



muRata
INNOVATOR IN ELECTRONICS

Where is Murata?

…our innovation is all around you

muRata
INNOVATOR IN ELECTRONICS

You are using Murata products every day…

…in your smartphone

…in your laptop

…in your car

…in your home

…and in EPOS systems worldwide

muRata
INNOVATOR IN ELECTRONICS

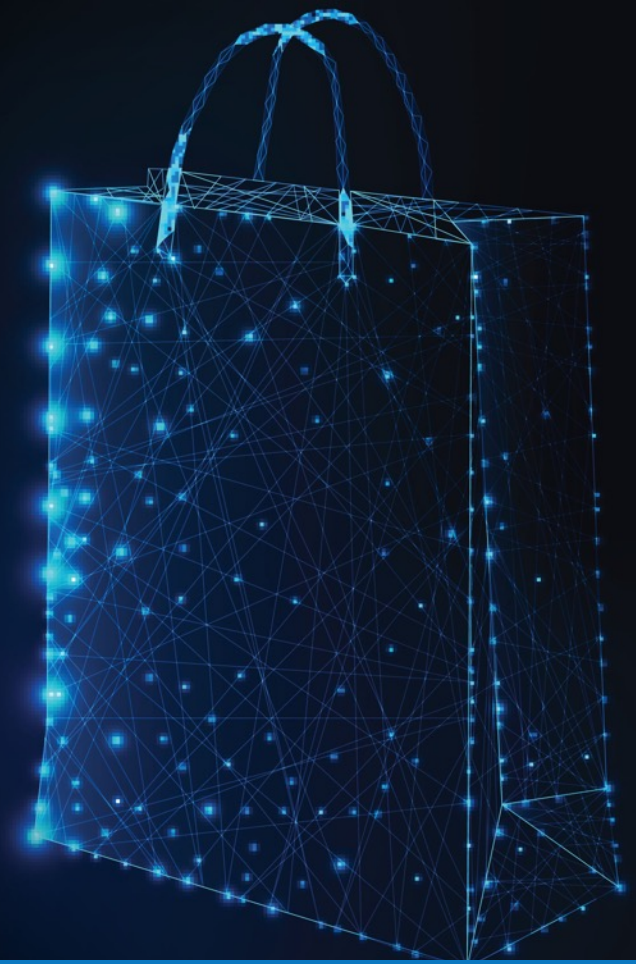
Wireless communication modules

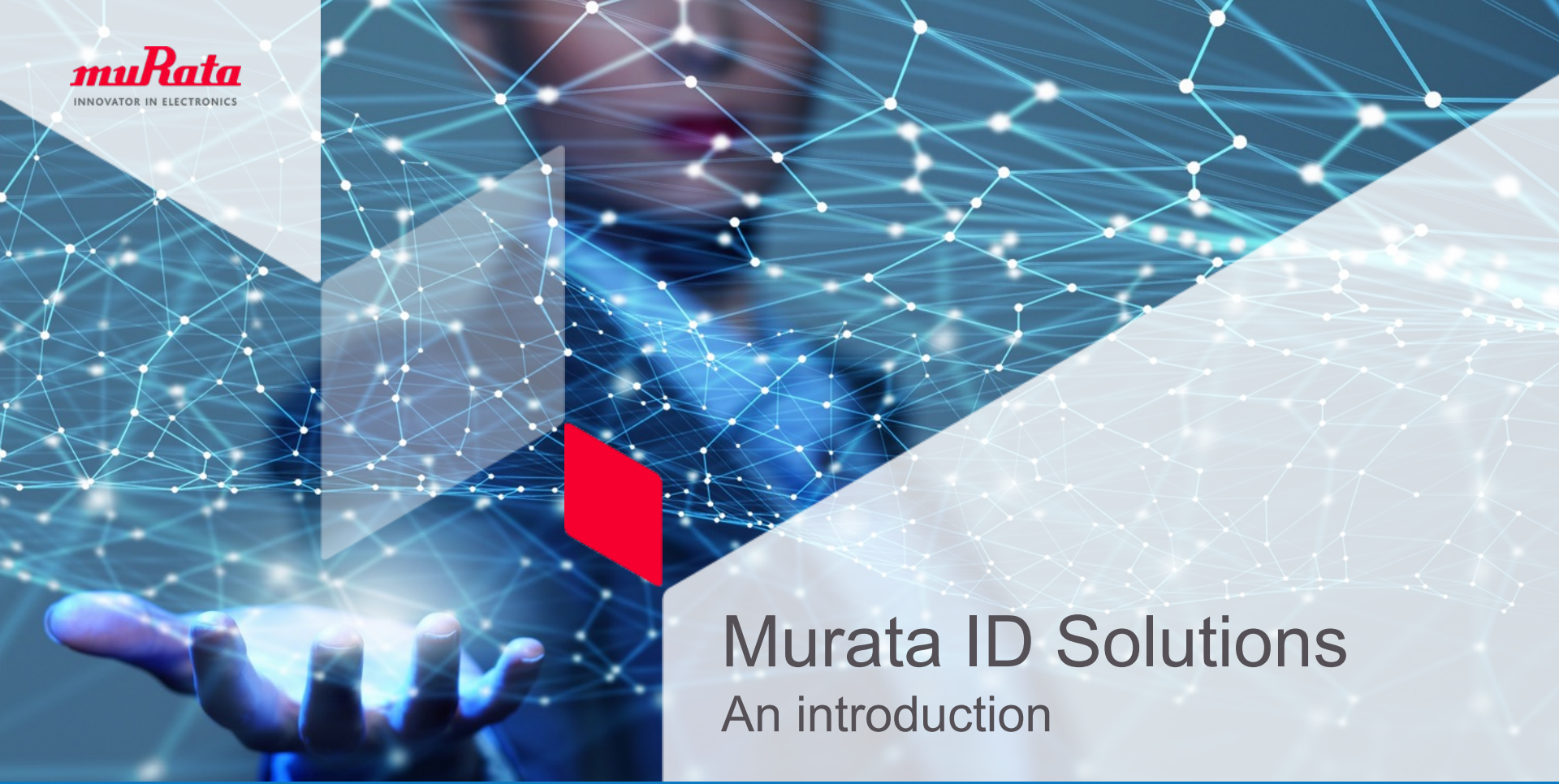
World's No.1 manufacturer

Retail
relies on technology...

...technology relies on

muRata
INNOVATOR IN ELECTRONICS





Murata ID Solutions

An introduction

RFIDJOURNAL WEBINARS

Murata ID Solutions

2005

Spin off Company of **University of Parma** - Department of Industrial Engineering & Supply Chain Management

2017

ID-Solutions joins **Murata Manufacturing Corporation Ltd**

Our expertise

- Feasibility studies
- KPIs
- PJM

- Middleware
- UI & integration
- BI dashboards
- Mobile apps

- Disposable tags
- Embedded tags
- Durable hard tags

- Encoding
- Fixed gateways
- Mobile gateways

- After-sales services
- Customisations
- Service bureau

One global partner

RFID in retail

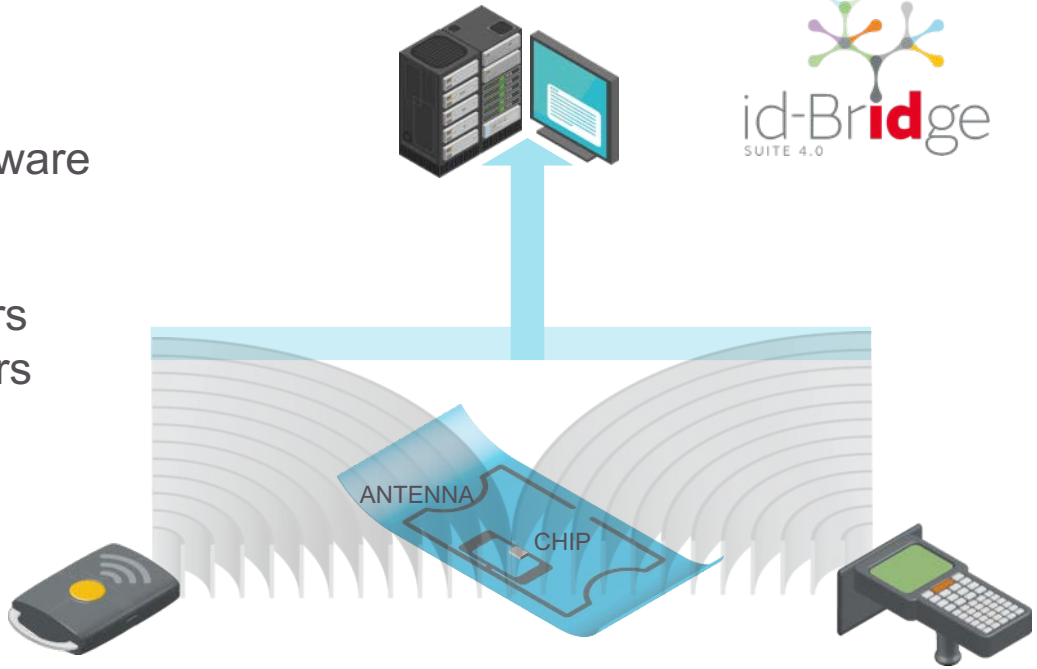
technology and use cases

RFIDJOURNAL WEBINARS

muRata
INNOVATOR IN ELECTRONICS

RFID technology basics

- Middleware
- Readers & writers
- Tags

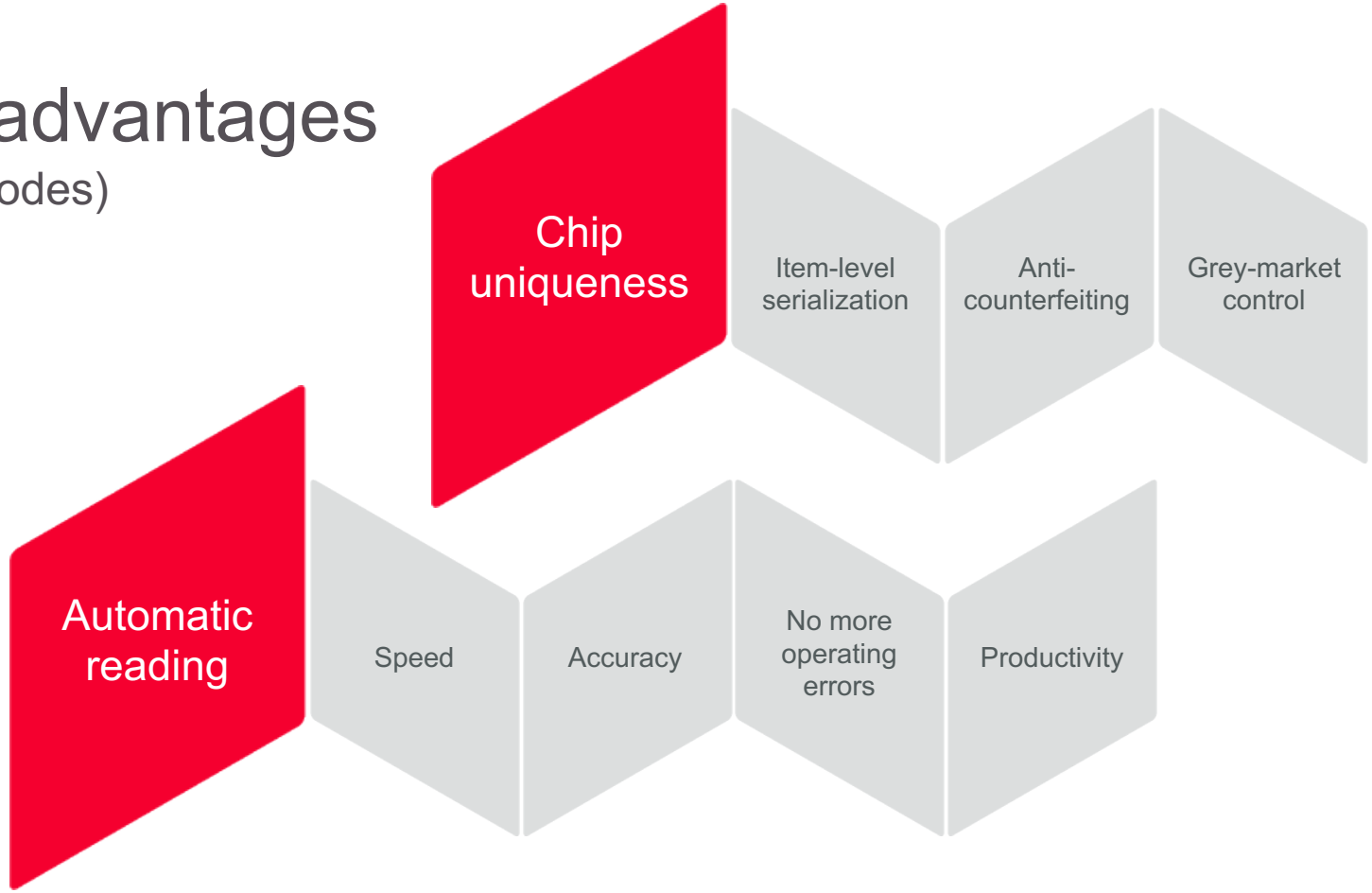


id-Bridge SUITE 4.0

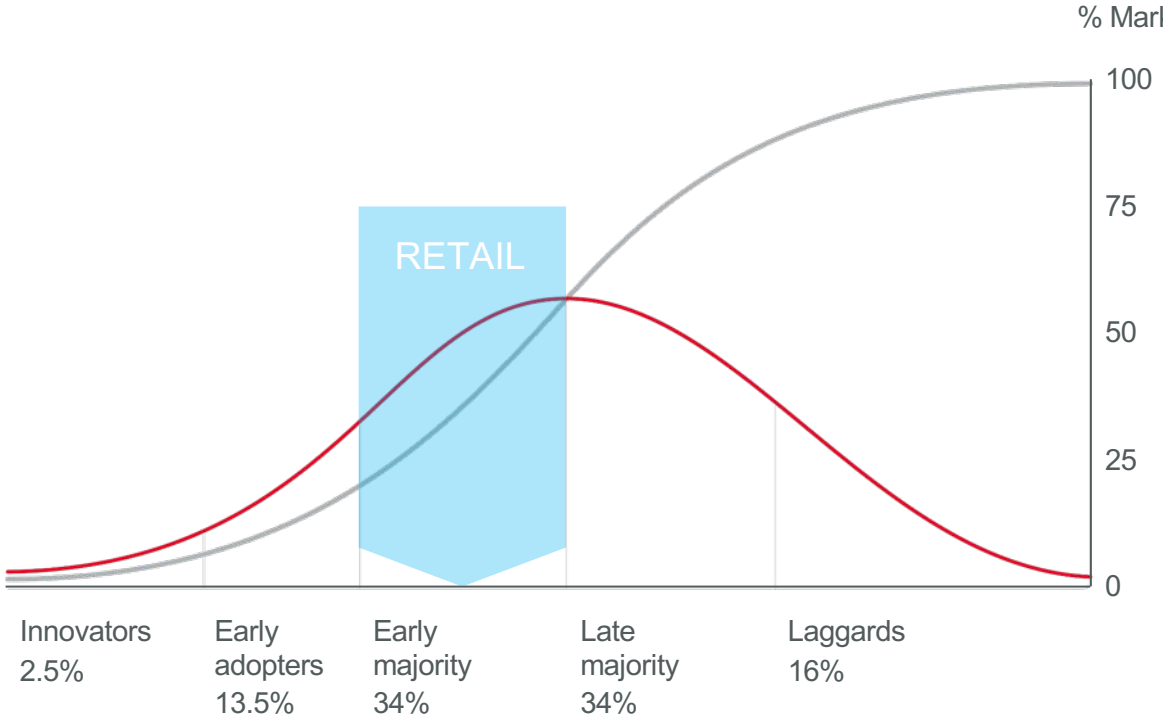
- Small
- Low cost
- Unique per item
- Fast
- Long range
- No batteries
- Lasts forever

RFID advantages

(over barcodes)



Adoption & market share



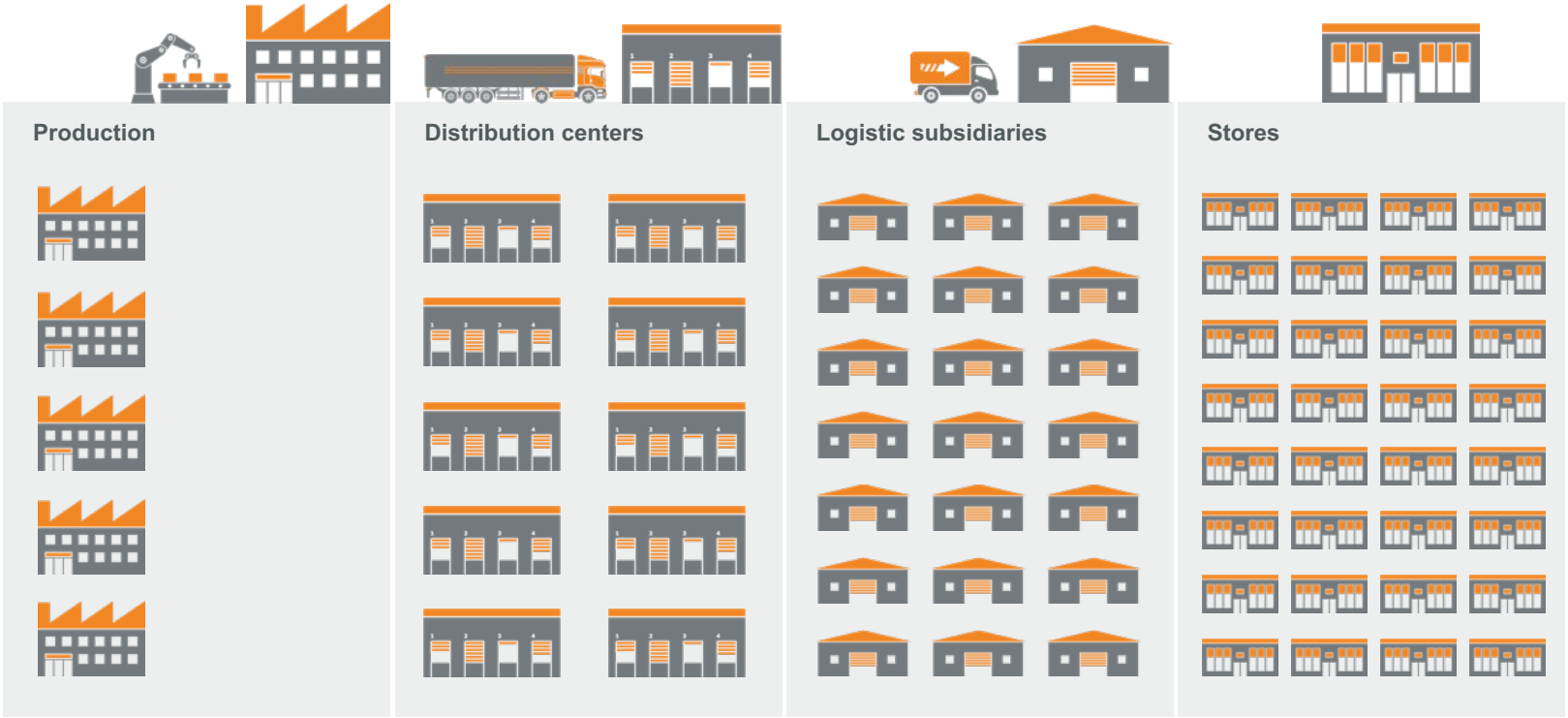
Retail apparel is entering the ‘early majority’ phase (12B vs a potential market of 80B tags/year)

THE TIME IS NOW

RFID in retail

…get the most out of your RFID investment

The value you can unlock with RFID



The value you can unlock with RFID

Production

Distribution centers

Few sites

High volumes/ flow per site

Logistic subsidiaries

Stores

Many sites

Low volumes/ flow per site

The value you can unlock with RFID

Production	Distribution centers	Logistic subsidiaries	Stores
Huge & complex facilities Every development engineered to specific needs		Many standardized facilities Standard system implemented and scaled	

The value you can unlock with RFID

Production

- Parts/components flow control
- Production visibility and optimization
- Whenever tag is embedded: anticounterfeiting

Distribution centers

- Gray market control
- Real-time end-to-end visibility
- Inbound/outbound flow optimization
- Reduce shipping errors
- Inventory counts
- Logistic accuracy and productivity

Logistic subsidiaries

Stores

- Inventory accuracy / Out of Stock
- Replenishment from backroom
- Visual merchandising
- POS faster checkout
- EAS loss prevention
- Omnichanneling

The value you can unlock with RFID

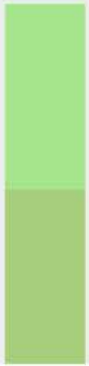
RFID tagging

Production

Return (value)
Process visibility
Returnable assets
Industry 4.0
Production visibility

Investment
RFID hardware
RFID system

Distribution centers



Return (value)
Gray market control
End-to-end visibility
Inbound/outbound flow
Inventory accuracy
Logistic accuracy

Investment
RFID hardware
RFID system

Logistic subsidiaries

Return (value)
End-to-end visibility
Inbound/outbound flow
Logistic accuracy

Investment
RFID hardware
RFID system

Stores

Return (value)
Inventory Accuracy
Replenishment
POS, EAS
Visual merchandising

Investment
RFID hardware
RFID system

Our RFID solutions

one RFID platform

id-Bridge Retail Suite – scalable system

Turnkey packaged solution for RFID Retail:

- Suitable for small and huge deployments
- Plug and play – scalable and replicable
- Flexible and customisable
- Delivers actionable insights via focused and added-value shortcuts and KPIs
- Fully integrates with legacy systems (WMS, Retail, CRM, etc.)

Evidence from the field

Production and logistics

Evidence from the field

Deployment: Fashion group operating worldwide

Goals

Critical components tracking in production

Grey market control

Logistics accuracy

Solution

RFID empowered automatic production

35 million items tracked per year

150+ RFID Smart tables

40+ Rfid stations (tunnels, gates and cages)

Benefits

Improvement of production and logistic processes

Reduction of operational errors

Improvement of logistics accuracy

Operational time and costs savings

Real-time item level traceability

Evidence from the field

Retail store

Evidence from the field

Deployment: Fashion group operating worldwide

Goals

Inventory accuracy

Replenishment from backroom

Visual Merchandising

Solution

4 million tags tracked per year

50+ stores retail and outlet – 500 full deployment

Rfid Retail solution

KPI mobile apps

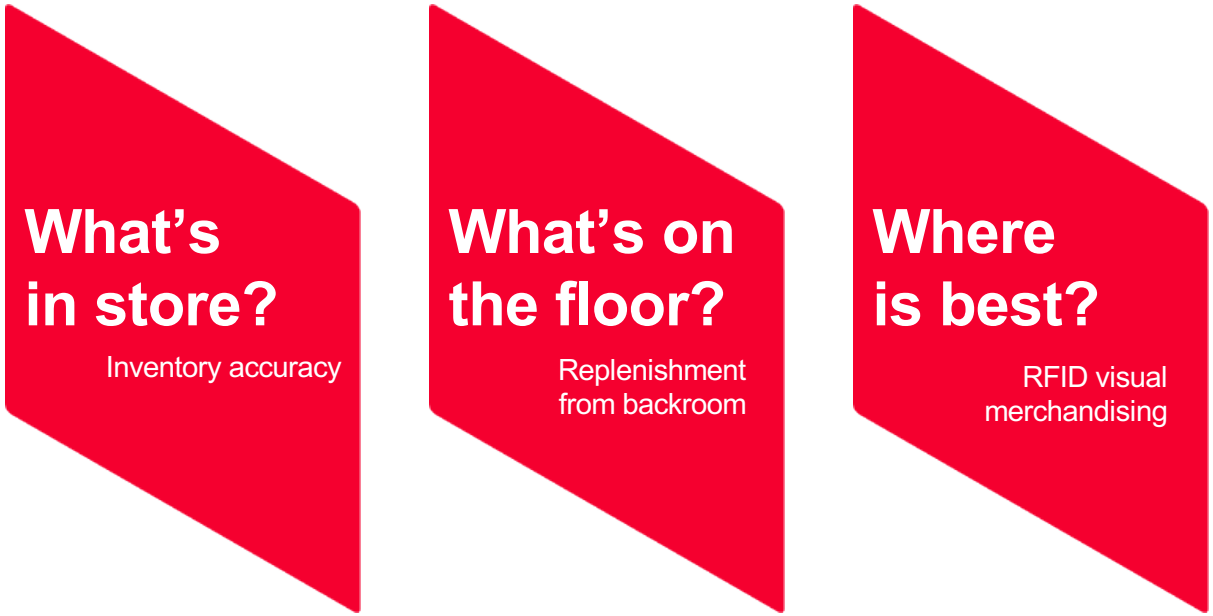
Benefits

Store turnover increase: up to 10% outlet (replenishment from backroom) – up to 3% store (visual merchandising)

Prevent missing sales opportunities

Customer services (RTLS & picking app)

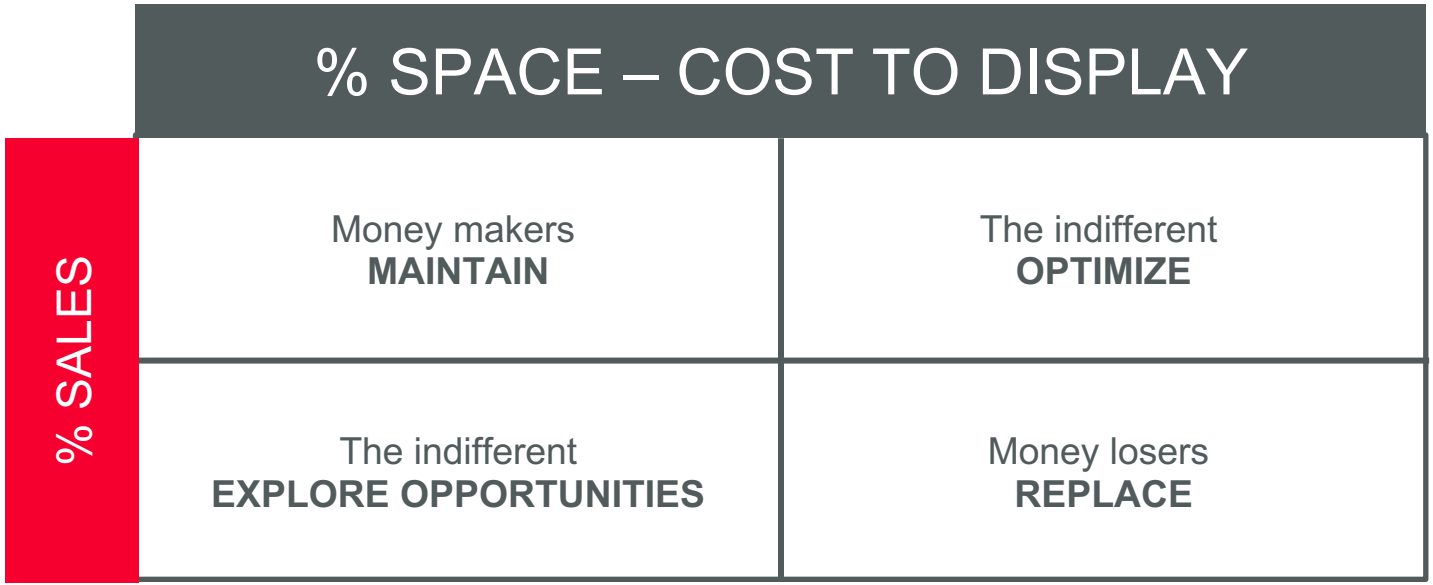
3 visibility levels



Visual merchandising – issues at stake

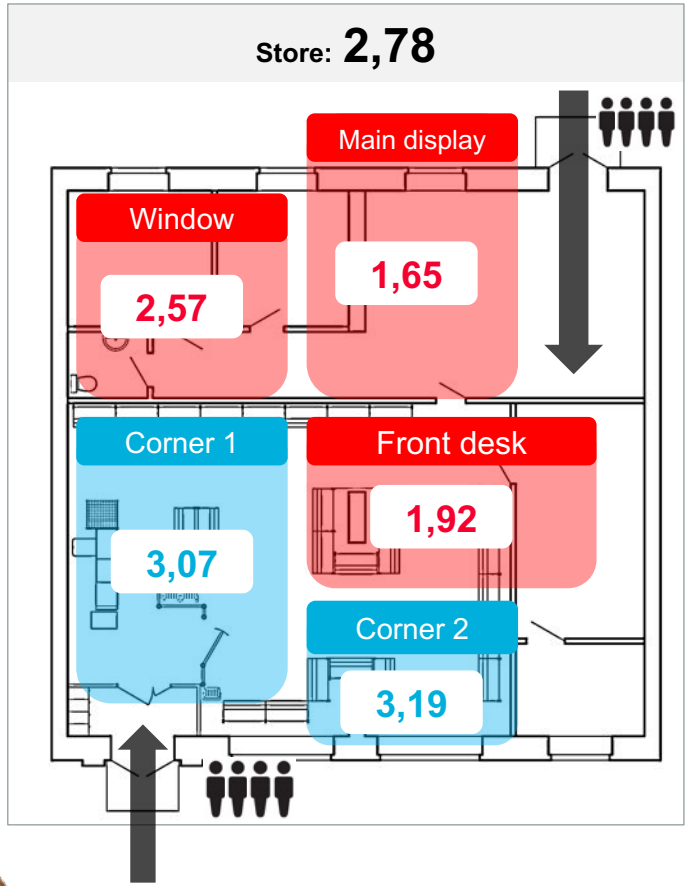
- **Only SKUs that positively generate margins are worth displaying**
- **Not all store areas are equal**

Visual merchandising – issues at stake



Evidence from the field

- Performance of store areas
  - Sales vs cost to display with RFID
- Performance of single SKUs (money maker, money loser, indifferent) with store apps
- Decide what is worth keeping, moving replacing
- 500+ actions



Evidence from the field

Monitor outcome in terms of sales increase

Conclusions

End-to-end visibility

Unlock End-to-End Value

Murata ID Solutions

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