

The poster features a dark blue background with a subtle, repeating pattern of circuit board traces. A large, solid red rectangle is positioned at the top center. The main title 'RFID JOURNAL LIVE!' is centered in a bold, yellow, sans-serif font. 'RFID' is the largest, followed by 'JOURNAL' which is smaller and has thin horizontal lines above and below it, and 'LIVE!' is also large. To the right of the text, there is a faint, dark silhouette of a person's head and shoulders. At the bottom, another solid red rectangle contains the event dates and location in yellow text.

# RFID JOURNAL LIVE!

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## Taking a Strategic Approach to RFID

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# What's Covered

- RFID as a point solution
- RFID as Infrastructure
- Taking a strategic approach to RFID
- Setting clear goals
- What can you tag vs. what should you tag
- The value of a strategic approach



# RFID as a Point Solution

- Solves a specific business problem
  - Improves worker safety
  - Manages access to secure sites
  - Locates assets in real time
  - Condition monitoring
  - Error prevention





# RFID as Infrastructure

- Acts as a platform for many applications all at once
  - Think of the Internet
    - Email
    - Document sharing
    - Marketing
    - Order taking
    - Research



# A Strategic Approach to RFID

- Creating an infrastructure enables the entire enterprise to leverage RFID
  - Receiving/material handling
  - Raw inventory management
  - Production
  - Inspections and maintenance
  - Finished goods inventory management
  - Product delivery
  - Sales





# Setting Goals

- RFID is not a strategy
- RFID needs to support the company's overall strategy and business goals
  - Walmart vs Prada



# Setting Goals

- What should your goal be?
  - What is your company's strategic advantage and can RFID enhance it?
    - Best customer service
    - Best quality manufactured products
    - Most reliable on-time delivery
    - Best customer experience





# What Can You Tag?

- There are many possibilities for manufacturers:
  - Raw materials, parts or subassemblies
  - Work-in-process
  - Tools and equipment
  - Vehicles
  - People
  - Finished inventory



# What Can You Tag?

- There are many possibilities for logistics providers:
  - Cargo containers, pallets, returnable transport items
  - Chassis
  - Vehicles
  - People
  - Customer's goods





# What Can You Tag?

- There are many possibilities for retailers:
  - Individual items
  - Cartons and containers
  - Fixtures and racks
  - Staff



# What *Should* You Tag?

- What objects will help you achieve your strategic goals?
  - Work-in-process if you are a manufacturer whose goal is to always deliver on time
  - In-store inventory if you are a retailer who wants to improve customer experience
  - Containers if you are a logistics provider that wants to always deliver on time
  - Individual drugs if you are a pharma company that wants to ensure the integrity of its product





# Questions

- Any questions about what your company's strategy might be?
- Any questions about what your company might want to tag?

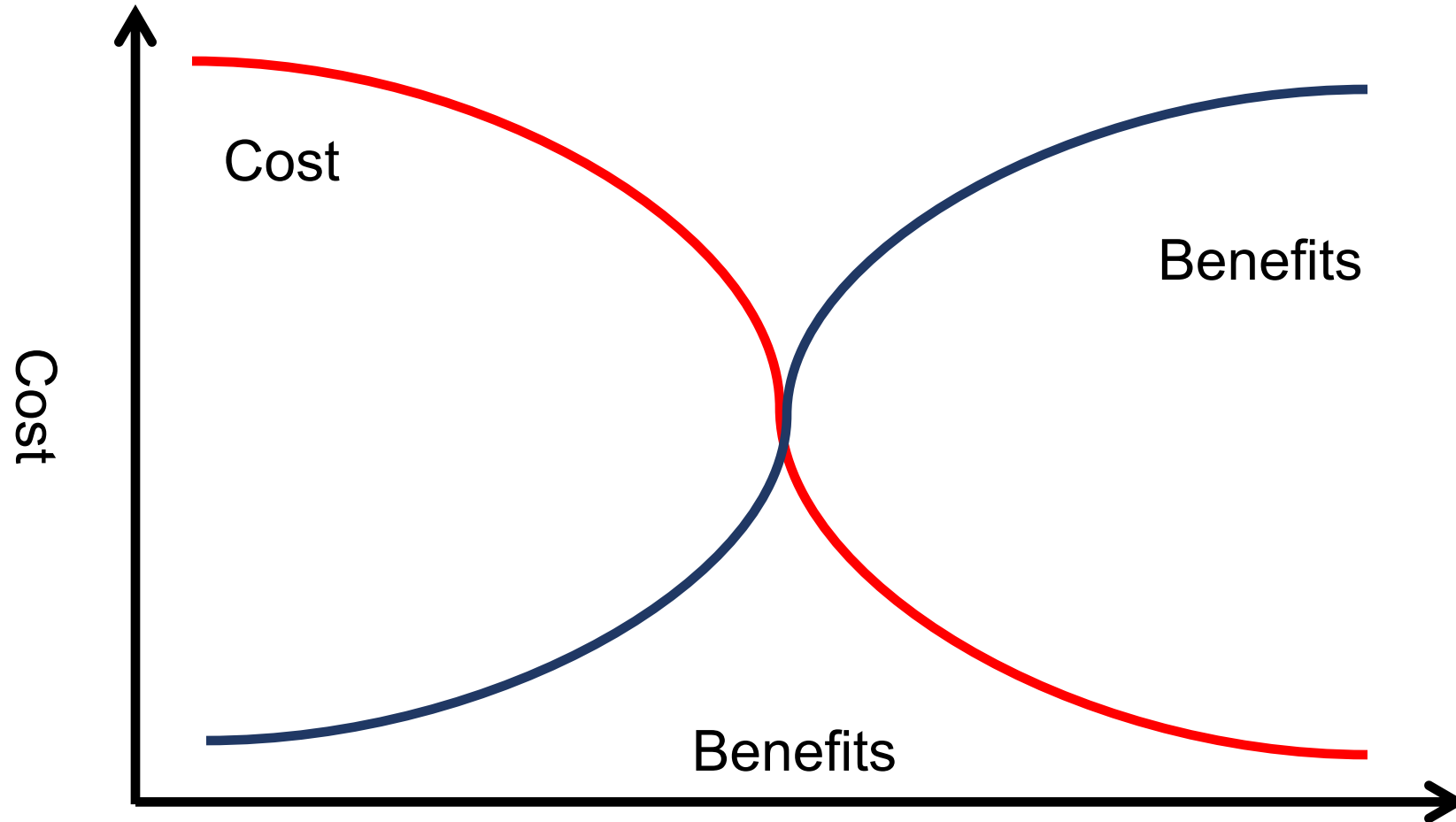
# The Value of a Strategic Approach

- Technology is not a strategic advantage
- But . . .
  - A smart, strategic approach to the deployment of technology can increase your company's strategic advantage
  - And continuous innovation helps you maintain that advantage or increase it





# Infrastructure Investments



# RFID Infrastructure Does It All

- Creating an infrastructure enables the entire enterprise to leverage RFID
  - Receiving/material handling
  - Raw inventory management
  - Production
  - Inspections and maintenance
  - Finished goods inventory management
  - Product delivery
  - Sales





# Strategic Benefits

- A strategic approach to RFID enhance your existing competitive edge
- RFID can deliver cost savings in almost every area of your business
- RFID can be a platform for additional innovation



# Questions?

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THANK YOU

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