



# **RFID**

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## JOURNAL

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## A Step-By-Step Approach to Creating a Strategic RFID Plan

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# What's Covered

1. Appoint a team leader
2. Create a broad-based RFID team
3. Educate your team about RFID
4. Examine existing standards and regulations
5. Set clear goals
6. Map your processes
7. Decide where to start
8. Choose your technology
9. Pilot the application
10. Create a company RFID policy
11. Begin the rollout
12. Expand the rollout

# Step 1: Appoint a Leader

- This is the most important thing you will do
- Leaders should be:
  - A senior executive
  - Answerable to the CEO
  - Passionate advocate for RFID





# Ideal Characteristics for Your RFID Leader

- Broad knowledge of the company's operations
- Politically astute
- Trusted by the CEO
- Not a technologist



## 2. Create a Broad-Based RFID Team

- It is important to include representatives from the following areas of a manufacturing business:
  - Manufacturing/Operations
  - Supply chain
  - Sales
  - Maintenance/MRO
  - Facilities management





# The RFID Team

- It is important to include representatives from the following areas of a retail business:
  - Store operations
  - Supply chain / logistics
  - Merchandising
  - Sales
  - Facilities management



# The RFID Team

- Additional members that should be included:
  - Finance
  - IT
  - Marketing
  - Security





# 3. Educate Your Team

- Members should understand RFID basics
  - What is the difference between active and passive
  - How are UHF and HF different
  - What are the strengths of different RFID systems
  - What are the weaknesses and limits

# 4. Examine Standards, Regulations

- There are a variety of RFID standards, including ISO, GS1 and IEEE
- Standards reduce costs and ensure interoperability with supply chain partners
- Governments regulate RF devices
- Make sure you understand what regulations will affect your RFID system in the countries in which you operate



# 5. Set Clear Goals

- RFID should support your company's corporate strategy
  - Be the lowest cost producer/seller
  - Deliver the best customer service
  - Produce the highest quality products
  - Deliver the best customer experience



# 6. Map Your Processes

- Map our entire processes from start to finish
  - Where are goods received?
  - How are they put away?
  - When are they picked?
  - How does work-in-process move through a facility?
  - Where are goods stored?
  - When are they shipped?





# Don't Assume

- You might be surprised to learn exactly how things happens
- Few people know exactly how things happen
- Interview front-line workers
- Draw a detail process map



# 7. Decide Where to Start

- What issues/problems are affecting your ability to execute today?
  - Poor inventory accuracy
  - High theft rates
  - Poor shipping accuracy
  - Lost or stolen equipment
  - Poor tracking of work-in-process





# Think Point Solutions

- Solving one business problem delivers immediate benefits and ROI
- A series of successful point solutions adds up to an RFID infrastructure that delivers strategic benefits





# Examples

- Retail:
  - Improving inventory accuracy leads to better customer service
  - Reducing supply chain errors and costs leads to lower prices
  - Tagging items leads to in-store features that improve customer experience



# Examples

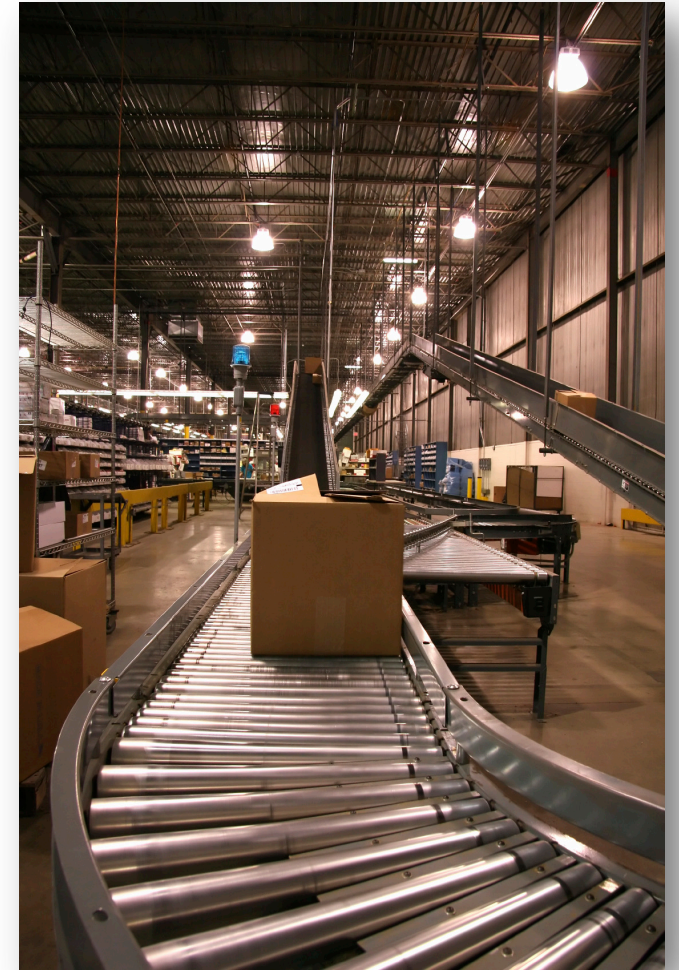
- Manufacturing:
  - Tracking work-in-process or finished inventory leads to better customer service (on-time delivery)
  - Reducing supply chain errors and costs leads to producing goods at lower prices
  - Tagging products can lead to better after- sales service, improving customer service





# Examples

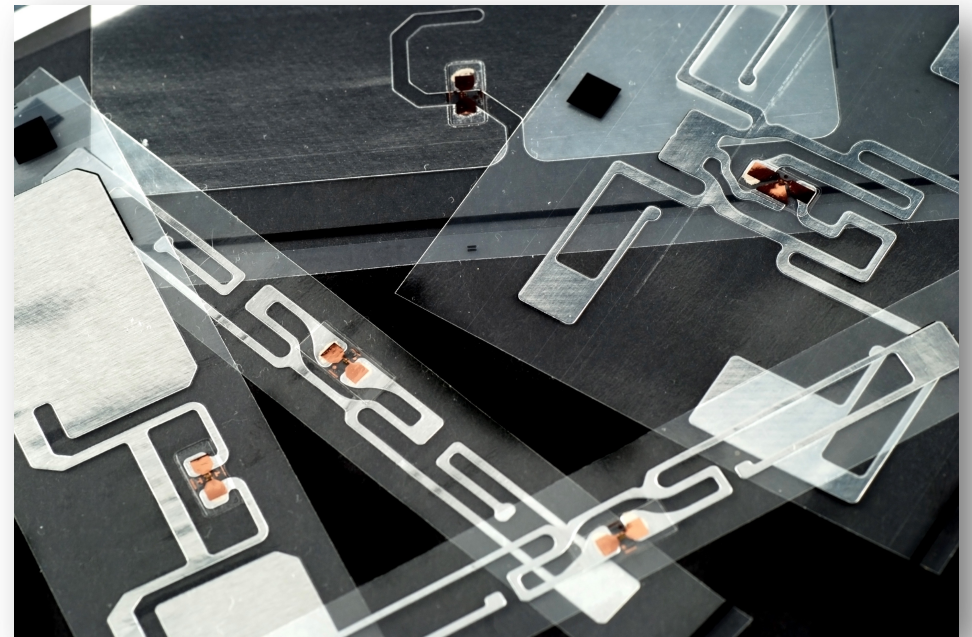
- Logistics provider:
  - Tracking customer goods leads to better customer service (on-time delivery)
  - Reducing supply chain errors and costs leads to better customer service
  - Tagging internal assets can lead to reduced costs for customers





# 8. Choose the Technology

- Active RFID for larger assets tracked over long distances
- Passive tags for smaller objects tracked over shorter distances

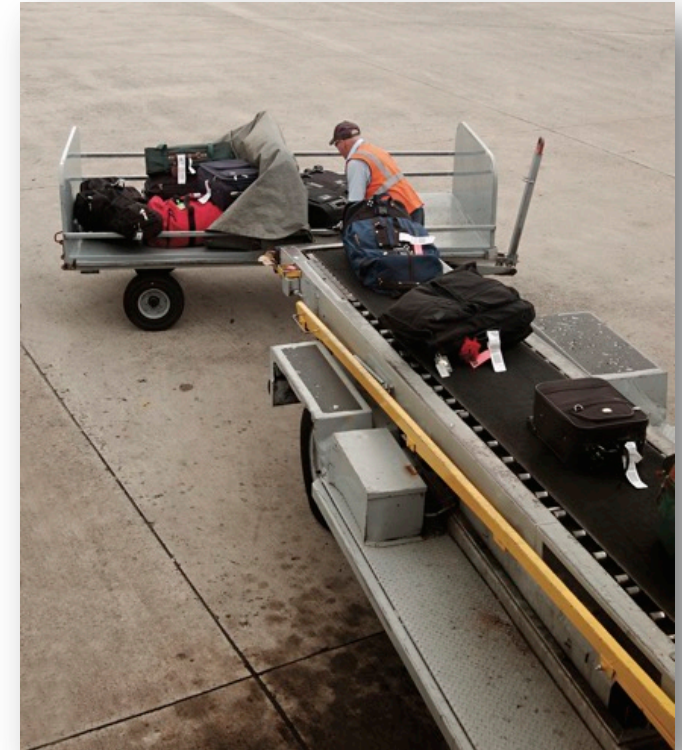


# Things to Consider

- Over what distance do I need to track an object?
- What location accuracy is required?
- What is the object made of?
- What other RF devices operate in the area?
- Does the RFID system need to be intrinsically safe?

# More Things to Consider

- Do I need to monitor the condition of the asset?
- Will the tag be subject to extreme temperatures or physical punishment?
- How important is the security of the data on the tag?





# Prioritize, Prioritize, Prioritize

- Which applications will deliver the most short-term value?
  - Greatest cost savings
  - Greatest contribution to company goals
  - Greatest contribution to worker safety



# 9. Pilot the Application

- Make sure the technology works in your environment
- Make sure the system delivers the expected ROI
- Work out any kinks





# Pilot the Application

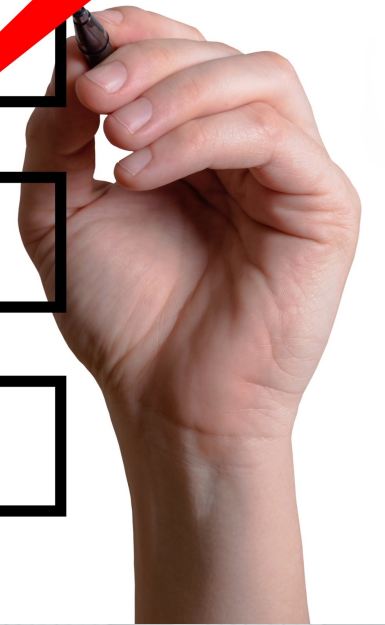
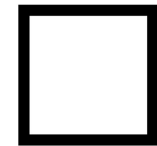
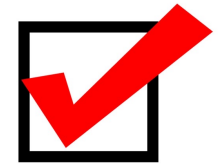
- Quantify the benefits in the pilot
- Factor out any extraneous issues
- Rerun the pilot to be sure





# 10. Create a Company RFID Policy

- Identify primary and secondary technology suppliers
- Create global deployment policies
  - What technology we will use?
  - How will we deploy?
  - What tests will be done?
  - What did we learn?
  - How do we replicate applications in other places?



# 11. Begin the Rollout

- Once the application is working perfectly, deploy it in a few facilities
- Work out any additional kinks and document how this was done
- Determine if the application is performing as expected
- Examine whether the expect ROI or other benefits are being achieved

# 12. Expand the Rollout

- Once the application is working well in the first few locations, expand it to all locations
- In the original facility, pilot new applications
- Roll out the second application to a few locations
- When it is proven, expand the application to other facilities



# Start Small and Expand

- Each new application should build on the existing infrastructure
- Each application should be another piece of the global infrastructure you are building
- The final product should be an enterprise-wide solution



# Questions

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