RFiD JOURNAL LIVE!

SEPTEMBER 26 - 28, 2021

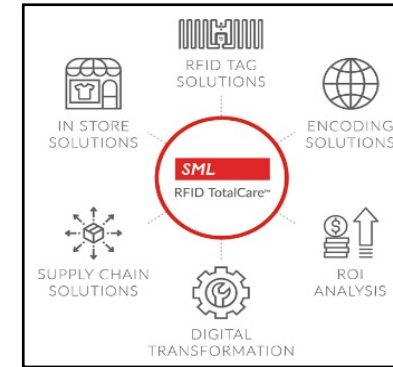PHOENIX CONVENTION CENTER | PHOENIX, AZ

Case Studies:
How Item-Level RFID is transforming Retailers in New Era of Retailing

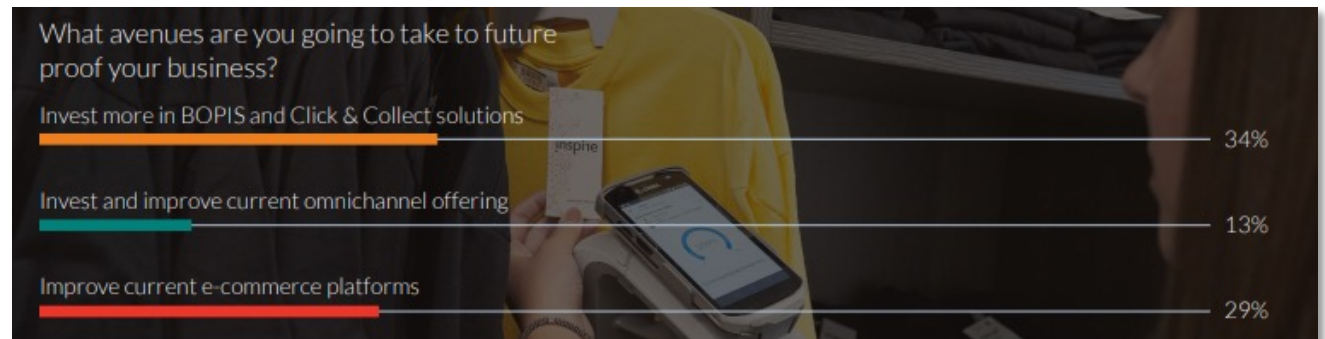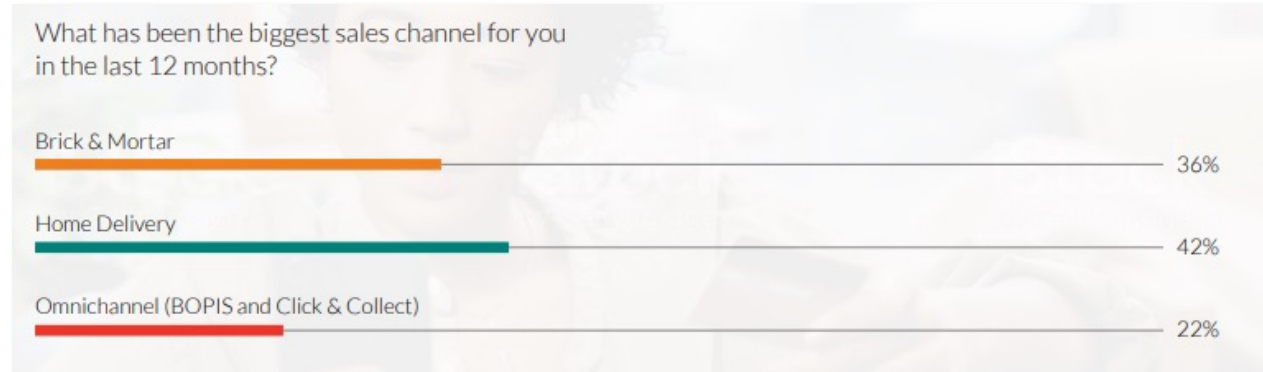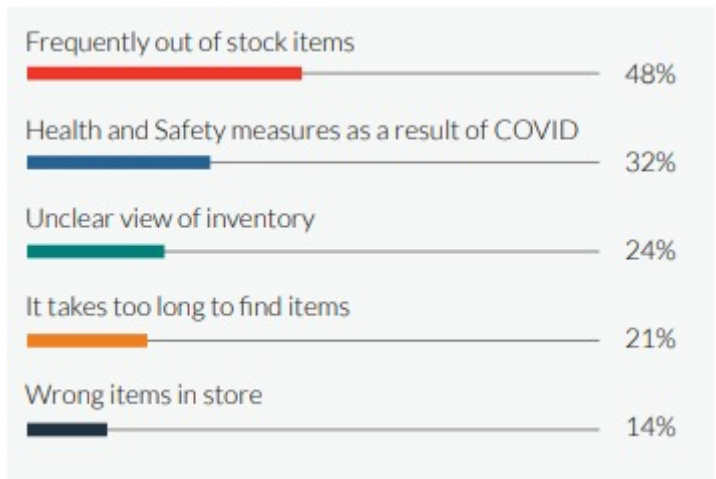Jason Plummer

Solution Consultant

SML RFID Context

- **+5,000 stores live** with Clarity® in +20 countries, +40% growth in 2022

- **250 Million items** are counted on Clarity® every week (Stores, Distribution Centers, Factories)

- **+2 Billion** encoded Inspire® RFID tags produced in 2020 (Labels, Hang Tickets, Sew-Ins)

- **+$1 Billion in profit** has been added to our retail customers through documented increase in sales

- **+$1 Billion in costs** has been removed from our retail customers through lean inventory management

- Achieve Sustainability Goals, one retailer **eliminated over 400 shipping containers** worth of goods per year

Sample Highlights of SML RFID Market Survey

- +500 Retailers

- US and UK

- Spring 2021

What has been the biggest sales channel for you in the last 12 months?

Brick & Mortar — 36%

Home Delivery — 42%

Omnichannel (BOPIS and Click & Collect) — 22%

Frequently out of stock items — 48%

Health and Safety measures as a result of COVID — 32%

Unclear view of inventory — 24%

It takes too long to find items — 21%

Wrong items in store — 14%

What avenues are you going to take to future proof your business?

Invest more in BOPIS and Click & Collect solutions — 34%

Invest and improve current omnichannel offering — 13%

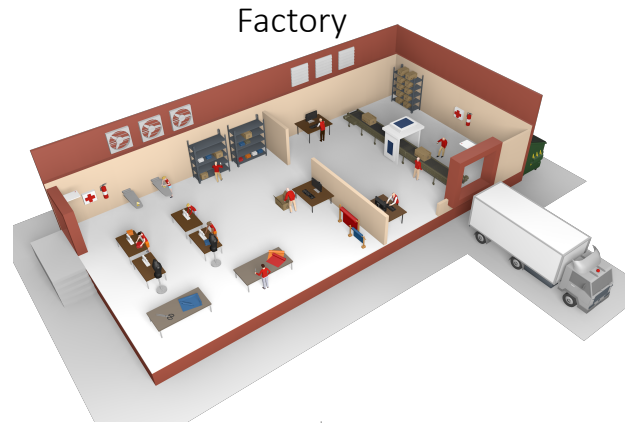Improve current e-commerce platforms — 29%

New Era Of Retailing Being Defined

- 98% "Item-Level" inventory accuracy

- Stores are both in-person shopping and fulfillment centers

- More efficient in-store labor models

- Circularity – Sustainability, Returns, Resell & Recycle

Post Pandemic Item-Level RFID Adoption

Factory

Distribution Centers

Retail Stores

- Apparel, Footwear, Fragrance/Cosmetics, Home Goods, Electronics

- Retailers & Brands realizing of advantages of technology across item life cycle

- Item-Level systems running store operations and DCs, complimenting existing SKU level systems

- Annual Physical Counts only 92% accurate

- Errors in Inventory Transitions costing Retailers & Brands $ Millions every year

Clarity® Factory Use Cases

clarity®

Labels in factory diagram:
- Stock Explorer
- Box Packing
- Shipment Receipt
- Box Packing Validation
- Stock Count
- Tag Validation

Retailer & Brand Case Studies:

- RFID Tag Encoding quality monitoring
- Eliminate Mis-Shipments by **100%**
- Provide **98% Accurate** inventory visibility to finished goods to down stream supply chain partners

What Item-Level use cases are emerging?

- Raw material receiving
- Grey market monitoring
- WIP monitoring

Clarity® Distribution Center Use Cases

Retailer & Brand Case Studies:

- RFID Tag Encoding quality monitoring
- Receiving against ASN, **99% Accuracy**
- Picking Auditing, **99% Accuracy**
- Packing and Pack Audit, **99% Accuracy**
- Shipping Verification, **99% Accuracy**
- Click & Collect, **99% Accuracy**

What Item-Level use cases are emerging?

- Stock Count of Bulk Racked Inventory
- Circularity: Returns & Resell Inventory Management

Clarity® In-Store Use Cases
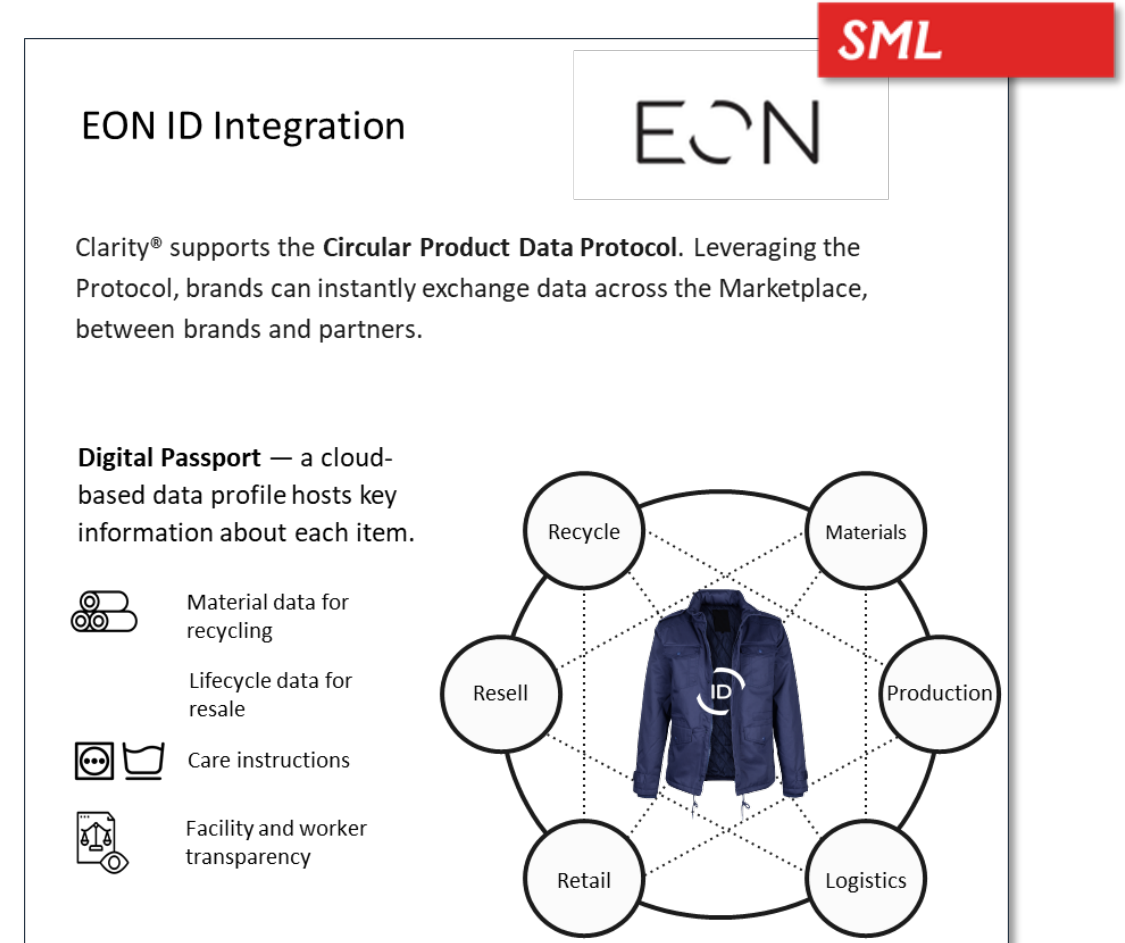

Retailer & Brand Case Studies:

- Daily, Weekly or Monthly stock counts, **98% Accuracy**
- RFID Tag Encoding quality monitoring
- Tag encoding
- Receiving against ASN, **99% Accuracy**
- Sales Floor Out of Stocks reduction, **95%**
- BOPIS Picking, **99% Accuracy**
- **95% reduction** in canceled BOPIS orders
- Packing and Pack Audit, **99% Accuracy**
- Markdown Picking, **95% Accuracy**

What Item-Level use cases are emerging?

- In-Store Returns and Returns Fraud
- Self Checkout and Scan & Go
- RFID enabled Loss Prevention
- Kiosks & Dressing Rooms

Circularity Movement

- Item-Level technology is fundamental, data carriers & systems

- Brand extending relationship with consumers

- Supply Chain for "Nth Life" of each item emerging

- Support Sustainability Goals

EON ID Integration

Clarity® supports the **Circular Product Data Protocol**. Leveraging the Protocol, brands can instantly exchange data across the Marketplace, between brands and partners.

Digital Passport — a cloud-based data profile hosts key information about each item.

Material data for recycling

Lifecycle data for resale

Care instructions

Facility and worker transparency

Recycle · Materials · Resell · Production · Retail · Logistics