

**RFID**  
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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 *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



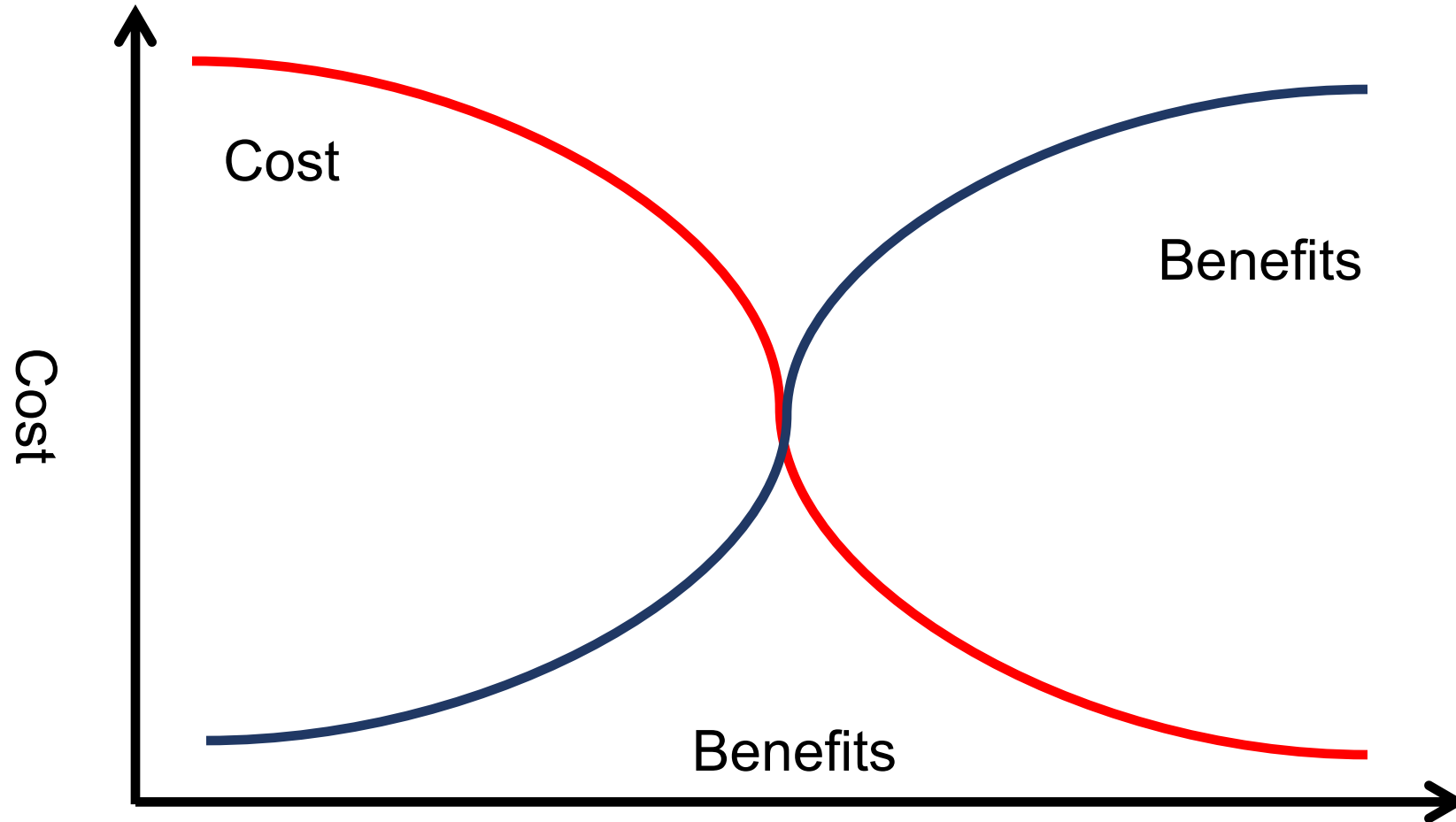
# The Value of a Strategic Approach

- 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
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# 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



# Map the Process

- What happens to parts from the moment they are acquired until the moment it is put in a product and shipped?
- Answering this will help determine what type of tag to use and what kind of *useful* data can be collected on the object.



# Choose the Technology

- Active RFID for larger assets tracked over long distances
  - Jigs
  - Subassemblies
  - Vehicles
  - Large tools

# Choose the Technology

- Passive tags for smaller objects tracked over shorter distances
  - Smaller tools
  - Parts
  - Shipments
  - Pallets and RTIs





# 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? (humidity affects avionics)
- 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

# Start Small and Expand

- Start with an application that will give you a return on investment
- Have a clear idea of what the overall infrastructure will look like
- Each new application should build on the existing infrastructure
- The final product should be an enterprise-wide solution



# 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

- Identify primary and secondary technology suppliers
- Role out the application
- Expand the rollout



# Change Management

- People will be suspicious that they are being tracked or will be fired
- Explain what data is collected and why
- Explain how RFID will improve operations
- Make sure system complies with union rules
- Train people on the basics of maintenance

# Keys to Ensuring Success

- Make sure one senior executive “owns” RFID and is a champion for it
- Have a clear set of goals and a phased implementation for achieving them
- Educate those who will be affected by RFID and get them to buy into it



# Questions?

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# THANK YOU

