RFID in Retail

Return on Investment (ROI) Using RFID to Improve Customer Satisfaction, Inventory Control, Promotional Execution and Brand Authentication

The RFID ecosystem has come of age. Solutions providers have honed application expertise while software vendors now provide field-proven, retail-specific applications. Encouraged by the development of industry standards, major technology companies such as Microsoft, Intel, Oracle and IBM have made significant investments, which puts standard, interoperable RFID within the grasp of many more users. Tags now come in a wide variety of shapes and sizes, enabling tagging of any product, size or application — at very low cost and high return on investment.

Significant performance improvement in RFID hardware has led to a leap in capability. Drastically improved read rates have made previously untouchable applications effective and economically attractive to users. There has been a flowering of new applications based on the higher utility of Gen 2 RFID.

RFID is ready to provide value to retailers and their suppliers today.

Gen 2 RFID provides many opportunities to reduce cost, raise revenue and boost customer satisfaction in the retail sector. Access to more accurate and frequent inventory data for both retailers and vendors improves product availability and reduces inventory costs. Brand authentication technology enables an elegant and highly-effective method for ensuring that a high-value product is the real thing and not a cheap knock-off – protecting both brand and customer satisfaction. Promotional display deployment tracking ensures high-impact marketing and high ROI on marketing dollars. Asset tracking applications ensure efficient capital usage and accurate billing for pooled assets like pallets. In the end, RFID is leading to higher revenue and profits for retailer and vendor alike.

The following retail applications can provide ROI using Gen 2 RFID today:

› Promotional Tracking
› In-Store Inventory Management – Items
› In-Store Inventory Management – Pallets
› Brand Authentication
› Inventory Visibility in the Supply Chain
› Asset Tracking


**The Application:**

In-store deployment of displays to ensure timely deployment of time-sensitive promotional displays synchronized with advertising and other marketing efforts.

**Value to Retailers:**

- **Promotional Tracking:** In-store inventory management of promotional displays synchronized with advertising and other marketing efforts.
- **Improved revenue and customer satisfaction:**
- **Reducing cost of searching for misplaced pallets of product:**

**Applicable RFID Products:**

- **Tag/Pallets and Pallet-Rack Slots:** Gen 2 tags such as the Squiggle and M-Tag.
- **Readers:** The ALN-9900 Enterprise reader, which provides high-performance hands-free reading.

**In-Store Inventory Management — Pallets**

- **The Application:**
  - Enhance customer satisfaction by ensuring high-value cosmetics, electronics, apparel and pharmaceuticals are always in stock.
  - Protect brand integrity by eliminating knock-offs.

- **Value to Retailers:**
  - Reduce cost of searching for misplaced pallets of product.
  - Enhance customer experience by ensuring quality products are available when needed.

- **Applicable RFID Products:**
  - **Tag/Pallets:** Alien H2-based tags such as the Squiggle and M-Tag.
  - **Readers:** The ALR-9650 Smart Antenna reader.

**Brand Authentication**

- **The Application:**
  - The TID cannot be changed by a would-be counterfeiter, so an item with the correct pair of numbers is authentic. A quick check against a database using a handheld or desktop reader can verify authenticity by confirming properly paired numbers.

- **Value to Retailers:**
  - Eliminate counterfeiting of high-value cosmetics, electronics, apparel and pharmaceuticals.
  - Protect brand integrity by eliminating knock-offs.

- **Applicable RFID Products:**
  - **Tag/Product:** Alien H2-based tags such as the Squiggle and M-Tag.
  - **Readers:** For desktop reading, use the ALR-9800 Enterprise reader. For conveyors, use the ALR-9650 Smart Antenna reader.

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**Promotional Trading**

- **The Application:**
  - Boost marketing impact by ensuring timely deployment of promotional displays synchronized with advertising and other marketing efforts.

- **Value to Retailers:**
  - Significantly reduce cost and time required for physical inventory. The time it takes to do physical inventory is reduced by 75% from several man-days to a fraction of a day – in one multi-store pilot, inventory was reduced by 90% from several man-days to one hour for one person. This not only enabled lower costs, but it enabled more frequent counts. The resulting RFID-enabled managed inventory was more accurate.

- **Applicable RFID Products:**
  - **Tag/Pallets and Pallet-Rack Slots:** Gen 2 tags such as the Squiggle and M-Tag.
  - **Readers:** For desktop reading, use the ALR-9800 Enterprise reader. For conveyors, use the ALR-9650 Smart Antenna reader.
Inventory Visibility in the Supply Chain

**Value to Retailers:**
- Boost revenue and customer satisfaction by reducing stock outs
- Provide vendors with real-time visibility of inventory in the supply chain, improving forecast accuracy and damping the inventory whipsaw effect
- Reduce inventory exposure, ageing and working capital requirements

**The Application:**
- Track packaged goods from factory to retail floor, and produce from farm to grocery cooler
- Product is automatically registered as it passes through RFID-equipped dock doors and thruways, providing location information
- Empty case boxes and RPCs are captured as they leave the store floor, indicating usage

**Applicable RFID products:**
- Tags: Alien high performance tags such as the Squiggle or M-Tag
- Readers: Alien Enterprise Readers such as the ALR-9800 and ALR-9900. Alien Smart Antenna readers such as the ALR-9650

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Asset Tracking

**Value to Retailers:**
- Find lost assets and boost capital efficiency by reducing the number of assets required to support the business process
- Ensure accurate billing for pooled assets like pallets

**The Application:**
- Track reusable plastic containers (RPCs), pallets, roll cages and other assets as they move through the supply chain or within a closed loop material handling process
- Assets are automatically registered as they pass through RFID-equipped dock doors and thruways, providing location information

**Applicable RFID products:**
- Tags: Alien high performance tags such as the Squiggle and M-Tag
- Readers: Alien Enterprise Readers such as the ALR-9800 and ALR-9900. Alien Smart Antenna readers such as the ALR-9650

Contact us today at www.alientechnology.com for more information.