



# RFID Tag Selection & Placement

Maximizing performance through careful analysis, tag selection, and EPCglobal certified testing

Alien's RFID Tag Selection & Tag Placement service combines years of field expertise and industry-leading tag knowledge, to deliver recommendations that enable the successful encoding, reading, shipping and locating of tags.


Don't just hope that your RFID tagged products will meet performance requirements. Encode, read, ship, and locate with certainty! Common misunderstandings about the physics of RFID; interaction between package contents and RF; tag design; and processes used to apply, encode, and read tagged products often leads to less than optimal system performance. Rely on Alien's Professional Services team with its industry-leading tag and RF knowledge and be certain.

## Performance Is A Science

Tag-read performance is the foundation of a successful RFID implementation. The factual knowledge gained through RFID Tag Selection & Placement can be used to fine-tune configuration and placement in advance of 'go-live,' thus accelerating RFID implementation and avoiding surprises, delays, and lost opportunities going forward. Alien's Professional Services team, supported by its EPCglobal Accredited Test Center, will:

- ▶ Examine existing asset, item, case, or pallet packaging processes.
- ▶ Map critical read points and environmental factors impacting read performance.
- ▶ Determine ideal tag type options based on performance, cost, and business process.
- ▶ Prove optimal RFID tag location using EPCglobal's high standards of excellence, rigor, quality and audit for Accredited Test Center testing methods.
- ▶ Report the test environment, procedures, and results, including applied tag performance, engineering conclusions and recommendations.

Place your confidence in Alien's extensive field experience; RFID tag design and development leadership; EPCglobal Accredited Test Center; and its rigorously audited and verified test methods to achieve the greatest performance.



*"We used Alien's RFID Tag Selection & Performance service to validate that our difficult to tag assets would provide read rates necessary for producing an ROI. The right tag in the right location has made the difference."*



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### Certified. Confidence.

Engaging Alien's Professional Services team at program inception has allowed organizations of every size and across every market segment to define RFID strategies based on industry-certified experience and methods. Don't undertake a mission critical program with uncertainty. With Alien's Professional Services have confidence.

Alien's Professional Services team, staffed by experts with decades of combined experience designing and deploying successful RFID solutions, provides technical guidance and assistance in application areas such as manufacturing, warehouse, distribution, asset tracking, brand protection, cold chain management, and logistics, as well as integrating RFID applications and data into enterprise systems and business processes. Only this level of experience can produce the confidence you require.

By engaging Alien's Professional Services subject matter experts to conduct RFID Tag Selection & Placement you receive:

- ▶ A detailed report defining the use case, business process, product, and packaging factors impacted by RF.
- ▶ The suite of tags considered and the factors for determining an optimal RFID tag.
- ▶ An explanation of the EPC ratified testing procedures performed and the resulting ideal tag placement options.
- ▶ EPCglobal Dynamic Dock Door Portal and Dynamic Conveyor Portal test results.
- ▶ Tagged product sensitivity analysis conducted in the RFID Solution Center's anechoic chamber and shielded labs.
- ▶ Recommendations for scalability.

Take confidence in Alien's certified RFID Tag Selection & Placement services.

### Engage Alien Professional Services

Alien's Professional Services team will meet or exceed the success metrics defined for each engagement. For more information or to engage Alien's Professional Services, visit <http://www.alientechnology.com/services/>.

### Activities

- Capture use case requirements
- Study in detail the packaging process
- Identify packaging attributes and processes
- Validate packaging restrictions
- Map physical environment
- Determine factors impacting scalability
- Tag analysis and selection
- Tag placement, testing & optimum performance verification
- Develop test report

### Typical Locations

- Typical Locations
- Production Plant
- Manufacturing Plant
- Distribution center
- Retail facilities
- The RFID Solutions Center's EPCglobal Accredited Test Center

### Schedule

- In Brief
- Business case discovery
- Packaging process review
- Tag Selection
- Tag Location
- Tag Testing
- Verification
- Documentation Report

