

Making RFID a Success:

LESSONS ON IMPLEMENTATION

Since the late 1990s, retailers have been predicting a substantial impact from RFID utilization in retailing. However, due to the complexity to introduce, integrate, manage, and benefit from RFIDs, the technology has gained modest traction, even though it is highly significant in operational practices.

- Role of Senior Management in both the initiation and delivery of a RFID project is paramount – without their active support and recognition of the financial imperative, few projects will succeed.



Choosing a Business Leader



Engaging the Business



Understanding Your Business Context



Challenges of Integration



Loss Prevention and RFID



Seeking External Help



Choosing RFID Technologies



Tag Reliability



Choice of Readers



Avoid Tagging in Store



Standards Matter



Undertaking Trials



Measuring Impact



Rolling Out RFID

RFID systems are not a plug and forget type of technology. They require ongoing commitment to remain fit for the purpose and deliver the necessary KPIs. Keep it simple and highly focused.