

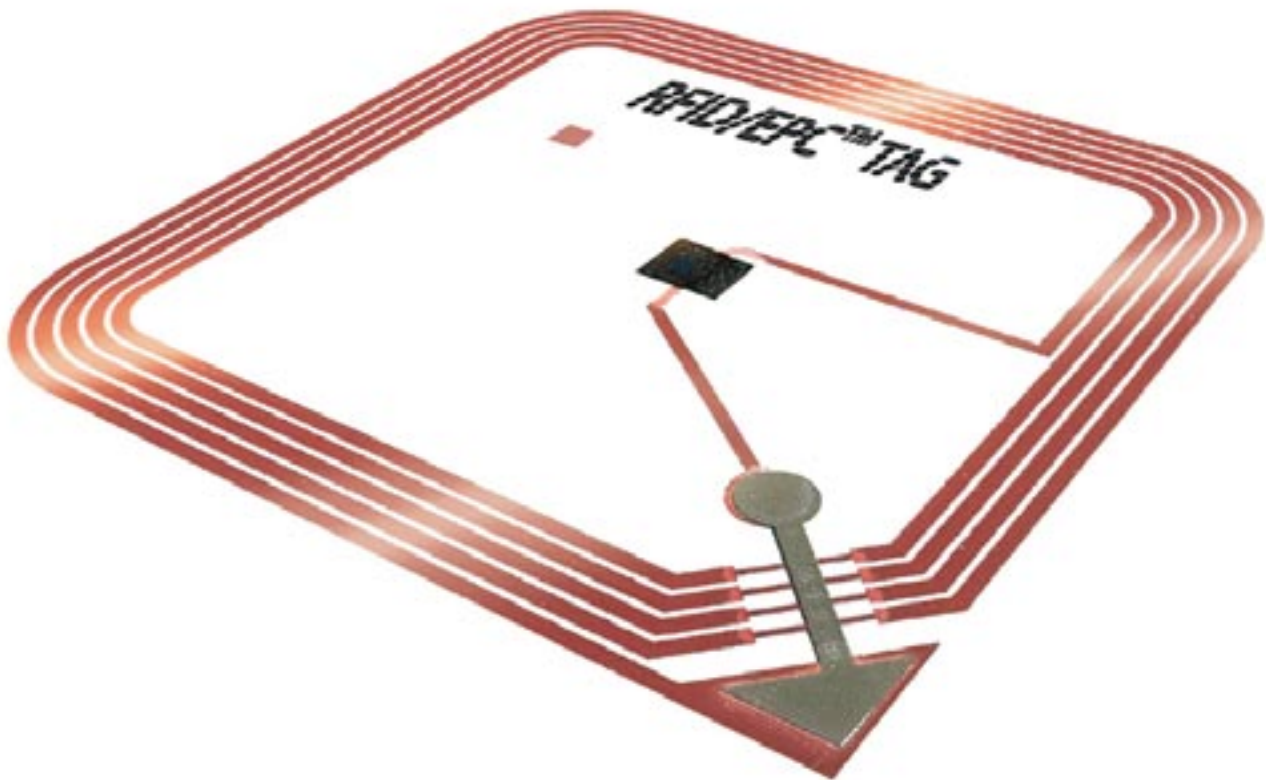
MIELOO & ALEXANDER

B u s i n e s s I n t e g r a t o r s

think
big —
start
small

RFID Value Assessment Workshop

'...a first step in obtaining a clear understanding, whether this new technology can provide real business benefits to your company.'



This RFID-tag (Radio Frequency Identification) and the EPC™ concept (Electronic Product Code) represent a powerful new technology, that in combination with business process innovation, has the potential to transform supply chain operations and add significant value to your business.

The RFID Value Assessment Workshop:

- Review and demonstrate the current state of the art RFID technologies and keep you up to date in terms of solutions, international standards, techniques and tools;
- Focus on the potential application area's in your company and successfully determine a business case and ROI;
- Integrate the gained knowledge and experiences in your own business processes;
- Demystify this new technology and reveal its full potential to enhance your supply chain.

RFID/EPC™ should be approached as an enabling technology for fundamental change and business process improvement. The ultimate value of RFID/EPC™ is determined by the business benefits it will bring. For companies to be successful, business process change will be absolutely essential.

What is RFID?

RFID (Radio Frequency Identification) is a technology that enables the electronic labelling and wireless identification of objects using radio frequency communication. Radio frequency-enabled chips, or tags, communicate with readers via wireless spectrum. RFID is a technology which has been around for years – it was actually used in World War II to identify "friendly" aircraft. Recently, we've seen a major upturn in the use and recognition of RFID as a potentially mainstream technology – providing real-time information across the supply chain, track and trace capabilities (identifying the exact location of products), authenticating counterfeit products and dramatically increasing efficiency of supply chain operations.

Business Benefits Across The Supply Chain

Companies will achieve different benefits with RFID/EPC™ adoption. Many of these business benefits will vary by product category, position in the supply chain, supply chain processing (full vs. case or item level), and the willingness and ability to change existing business processes.

'The only certainty in our modern world is change. The ability to survive and flourish depends on our flexibility and the willingness to constantly adapt to a changing world.'

The EPC™ Concept

Besides the EPC™ (Electronic Product Code) or next generation 'bar code', the EPC™ concept will have far reaching consequences on the way we do business.

Imagine a world in which every object can be sensed as it moves and can generate a response that can be interpreted and acted on at great speed and without human intervention.

Now apply this concept to the real world and think about the potential if every object in the supply chain could be tracked through this read-and-react mechanism.

Some of the possibilities:

- Imagine a warehouse where perishables do not perish, where shrink is fully detectable, where physical and administrative inventory match and where interactions with business partners are automated and precise
- Think of full supply chain visibility, real-time demand information and the impact this will have on your asset management and working capital
- What about a store where products are on the shelves every time consumers reach for them, where shelf-replenishment is initiated automatically
- Consider a perfect demand driven economy, synchronising activities across the supply chain from point of sales all the way back through raw material procurement. Better still, where you could sell one and then make one

Business Benefits Across The Supply Chain:



Manufacturing	Finished Goods Warehouse	Distribution Centre	In-Store Operations	On Shelf Availability
<ul style="list-style-type: none"> - Accurate Finished Goods Inventory - Automatically Verified Shipment Data Integrated with ERP Systems 	<ul style="list-style-type: none"> - Reduced Labour Costs (Receiving, Put-away, Picking and Shipping) - Proof of Ownership in Transit - Reduction in Reverse Logistics - Improved Goods Transfer and Payment Process - Improved Service Levels (Reduced Out of Stock) 	<ul style="list-style-type: none"> - Improved Efficiency in Receiving and Payment Processes - Reduction of Labour Costs - Reduction in Reverse Logistics - Inventory Reduction - Reduction in Obsolescence 	<ul style="list-style-type: none"> - Inventory Reduction - Better Visibility of Back Room and On-Shelf Visibility - Decrease of Shrinkage - Increased On-Shelf Availability (Reduced Out of Stock) - Store Labour Productivity Improvement (focus on customer) 	

Taking a Firm Stand

At Mieloo & Alexander, we believe our clients should take a sensible and pragmatic approach to evaluating and adopting RFID/EPC™ solutions. Many companies are just beginning to take their first steps with RFID/EPC™ solutions. Some have completed pilots and are rolling out point solutions throughout their operation. For others, adoption is years away. In whatever stage your business may be, Mieloo & Alexander can provide leadership, expertise, guidance and support.

RFID Value Assessment Workshop

To support our clients in assessing and measuring the impact of RFID/EPC™ solutions, Mieloo & Alexander have developed a Return on Investment (ROI) and RFID Value Analysis approach. We utilize best practice information, deep business process and industry knowledge, and a realistic understanding of what RFID/EPC™ solutions can really accomplish.

RFID/EPC™ Solution Roadmap

Our RFID/EPC™ solution roadmap is based on four phases. These four phases are explore, target the value, launch & learn and deploy & scale.

Today, most companies moving along the RFID/EPC™ solution roadmap, are in the initial phases of explore and target the value. Some companies are already launching & learning about RFID/EPC™ solutions in their business. Few companies have full-scale solutions deployed throughout their business.

Our RFID/EPC™ solution roadmap is illustrated below:



RFID Value Assessment Workshop Programme

This intensive 2-day workshop is designed to:

1. create awareness of the potential of RFID/EPC™ solutions among senior management;
2. provide comprehensive understanding of RFID/EPC™ solutions and international standardization initiatives;
3. reveal the potential RFID/EPC™ solutions could have on your business, highlighting a business case and ROI.

Day 1

RFID/EPC™ ENABLING TECHNOLOGY, WHERE WE ARE TODAY

- Overview of current trends and developments of RFID/EPC™ solutions
- Assessment of international EPC standardization developments
- RFID technology, how does it look and feel (demonstration)
- Examine how RFID/EPC™ could benefit your business
- RFID readiness assessment of your company
- Initial findings & conclusions

Day 2

REVEAL THE POTENTIAL OF RFID/EPC™ SOLUTIONS IN YOUR BUSINESS

- Discuss RFID/EPC™ benefits by industry sector
- Build your own business case using M&A's RFID Value model
- Calculate RFID business case and determine ROI
- Assess process, organizational and technological change requirements
- RFID/EPC™ adoption considerations
- Plan your own next steps

Enhancing your supply chain, enabled
by RFID/EPC™ solutions.

Tomorrow's Vision Delivered Now.

Mieloo & Alexander Business Integrators
can assist you in exploring, assessing and
ultimately deploying RFID/EPC™
solutions to enhance your supply chain
operations.

Mieloo & Alexander Business Integrators
Westersingel 107
3015 LD Rotterdam
the Netherlands
t +31 (0) 10 440 11 22
f +31 (0) 10 440 11 23

www.mielooandalexander.com
info@mielooandalexander.com

For more information about our
RFID Value Assessment Workshop,
please contact:

Ir. Joseph P. Owusu
m +31 6 206 194 50
e j.owusu@mielooandalexander.com

Mieloo & Alexander Business Integrators is a consulting firm specialising in technology enabled business improvement.

We have years of experience, in-depth knowledge of your business and technology and a true hands-on, get it done mentality, that has resulted in strong and lasting client relationships.

visit us at www.mielooandalexander.com or contact us at info@mielooandalexander.com