



RFID: A Window on the Consumer Goods Enterprise

After implementing RFID in its own supply chain, HP leverages its experience to help the makers of consumer goods improve visibility throughout their operations, from product tracking to asset management.

BY WINN HARDIN, CONTRIBUTING EDITOR, *WORLD TRADE MAGAZINE*

Consumer goods (CG) manufacturers depend on special display promotions to boost sales, and regularly cut retailers price breaks in exchange for their help executing tightly choreographed promotional campaigns. One of world's largest suppliers of CG products uses RFID tags on special in-store displays to track - in real time -- when the display is placed at the front of the store, when it's picked up, and if a retailer has kept its promises.

It's not magic, it's RFID. And to make it work efficiently, companies need the right mix of RFID technology and IT expertise to turn inventory controls and asset management into a competitive edge.

RFID: More than Tags

Why the renewed interest from the CG industry in a technology that's been around since World War II? Because during the past several years thousands of consumer

goods manufacturers have used RFID technology to track inventory and assets, to reduce out-of-stock (OOS) and maximize profits, protect against counterfeits, and track assets and promotions in real time. However, efficiently monitoring products and assets across a global supply and distribution chain takes more than RFID tags and a database to realize a competitive edge. It takes know-how and proven experience.

That's where HP comes in. For the past decade, HP has been developing integrated RFID solutions for one of the largest non-military supply chains in the world — namely, its own supply chain. HP is an RFID service and market provider, an innovative user, and an active participant in setting global RFID standards. "Development of RFID technology hinges on two elements — a framework of effective standards and a technology process that can be employed globally," said Linda Dillman, board member for international RFID standards body, EPCglobal, and Wal-Mart's executive vice president and chief information officer. "HP's membership in EPCglobal will help to move these objectives forward."

Ultimately, RFID isn't about the tags or the readers, explains Frank Lanza, Director of HP's Global RFID Solutions. "It's about the data. We don't make tags or readers ourselves. HP's value is in the IT experience, the 'glue' that brings it all together. We're finding that the more we educate people on what RFID can do for them, the more they can imagine the possibilities. Our continuing relationships with the largest RFID hardware and supply chain software vendors around the globe such as Alien, BEA, Microsoft, Oracle, SAP, and Symbol mean we have the knowledge, expertise, and resources to help companies prepare for the supply chain of tomorrow."

If you have an RFID success story to share with HP, or would like to learn more about our own experiences, please contact Frank Lanza at Frank.Lanza@hp.com.



RFID: A Window on the Manufacturing Enterprise

After implementing RFID in its own supply chain, HP leverages its experience to help manufacturers improve visibility throughout their operations, from product tracking to asset management.

BY WINN HARDIN, CONTRIBUTING EDITOR, *WORLD TRADE MAGAZINE*

Korea's largest automotive manufacturer will use 20 million RFID tags to track boxes and containers of parts from five different suppliers around the world shipped to its assembly plant in Alabama.

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RFID: More than Tags

Why the renewed interest from the manufacturing sector in a technology that's been around since World War II? Because during the past several years thousands of manufacturing industries have used RFID technology to track inventory and assets, limit liability, and improve customer relationships. However, efficiently monitoring products and assets across a global supply and distribution chain takes more

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RFID: Tracking the Flow in the Oil & Gas Industry

After implementing RFID in its own supply chain, HP leverages its experience to help energy producers improve visibility throughout their operations, from product tracking to asset management.

BY WINN HARDIN, CONTRIBUTING EDITOR, *WORLD TRADE MAGAZINE*

The new Alaska Gas Pipeline will use RFID tags to make sure that 564,960 pieces of custom-made pipe are delivered and installed in the right spot, while a Texas refinery uses RFID tags to manage personnel access to sensitive areas.

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RFID: More than Tags

Why the renewed interest from the energy sector in a technology that's been around since World War II? Because during the past several years thousands of petroleum, natural gas, and coal producers have used RFID technology to track critical assets, improve security, and increase worker safety. However, efficiently monitoring products and assets across a global supply and distribution chain takes more than RFID tags

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RFID: The Cure for Pharmaceutical Supply Chains

After implementing RFID in its own supply chain, HP leverages its experience to help pharmaceutical suppliers and health care providers improve visibility throughout their operations, including inventory, customer care, and automated billing.

BY WINN HARDIN, CONTRIBUTING EDITOR, *WORLD TRADE MAGAZINE*

One of the world's largest pharmaceutical suppliers uses both high-frequency (HF) and ultra-high-frequency (UHF) RFID tags so it can track both pills and ampoules in challenging environments. Across the Atlantic Ocean, a major UK medical center installed RFID in its drug storage cabinets to improve inventory, track expiration dates, and automate patient billing.

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RFID: More than Tags

Why the renewed interest from life science companies in a technology that's been around since World War II? Because during the past

ceutical and health care companies have used RFID technology to track inventory and provide regulatory compliance, guard against counterfeiting, manage risk, and improve security. However, efficiently monitoring products and assets across a global supply and distribution chain takes more than RFID tags and a database to realize a competitive edge. It takes know-how and proven experience.

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RFID: A Window on the Retail Enterprise

After implementing RFID in its own supply chain, HP leverages its experience to help retailers improve visibility throughout their operations, from stock rooms to theft prevention.

BY WINN HARDIN, CONTRIBUTING EDITOR, *WORLD TRADE MAGAZINE*

A grocer based in Washington State uses RFID to track less-than-truckload (LTL) shipments across Canada to stores in Alaska, while an Indian retailer hands out smart cards to valued customers so that, as they enter the store, RFID readers automatically text message special promotions based on their shopping patterns to their cell phones.

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Why the renewed interest from retailers in a technology that's been around since World War II? Because during the past several years thousands of retail supply chains have used RFID technology to track inventory, reduce out of stock (OOS), prevent

theft. However, efficiently monitoring products and assets across a global supply and distribution chain takes more than RFID tags and a database to realize a competitive edge. It takes know-how and proven experience.

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