



The Global Language of Business

# Consulting

How GS1 can help you get started with your RFID project

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# The challenge



“As retailers and fashion brands continue fighting to lure customers into their brick-and-mortar, they are faced with the reality that nowadays, you either provide a buzzworthy shopping experience or you’re out.”

– Rosanna Ryan



<https://www.launchmetrics.com/resources/blog/rfid-technology-5-ways-fashion-brands-are-using-it>

# The solution



Implement an RFID solution in stores to improve stock visibility, reduce out of stocks and most importantly improve the overall customer experience.



# What you want to avoid



# Reasons why project fail

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- The internet is full of articles and advice on what to avoid, what to do when it comes to implementing RFID.
- Many of these articles list issues with project scope, management, wrong tags, no management buy in, no staff buy in, lack of resources, unclear business objectives, etc.
- Many of the pitfalls are no different to any other implementation that involves both process and technology change.

# How can we avoid project failure?



- Determine which business processes are to be impacted by the introduction of RFID
- Ensure top management is committed and involved (and adequate funding approved)
- Get staff involved from the start and create RFID champions
- Realise the need to try new things and adapt if things don't work
- Have measurable business benefits (ROI)
- Partner with proven technology providers
- Plan to integrate your RFID into your company's existing IT architecture

# GS1's Role in your RFID implementation



- At GS1 we want your project to work and deliver the desired results e.g. great inventory accuracy, improved sales, reduced stocktaking!
- We take an independent and holistic approach to your project and provide assistance in:
  - review of "as is" processes and develop "to be" processes:
    - In store – stocktaking, POS, Fitting room, etc.
    - In the warehouse – receiving, picking, stocktaking
    - On-line – real time inventory management (and the benefits of)
  - Provide GS1 standards guidance to ensure your implementation is based on the open global standards and provides a platform for greater interoperability throughout the supply chain
- Application of the standards to meet your current and future needs
- Local and global industry implementation knowledge and direct assistance (if needed)

# How can GS1 Consulting assist?



Description	Service offering
How do I know RFID is the most appropriate data capture technology for my organisation? This requirement?	Rapid Assessment
How do I know RFID works in my environment?	Technical Assessment
How will RFID impact my business processes? What additional opportunities and benefits are possible?	Discovery Service
How do I partner with technical providers to deliver my RFID project? How does RFID form part of my overall product visibility and traceability capability?	Project Advisory Services
How do I engage my trading partners (vendors and/or customers) in my solution?	GS1 Customer Engagement and Consulting Services



# Time for a break?



- Need a coffee, let's see how Nespresso delight the customer.....



This embedded video can be accessed via the RFID Coalition website @ [www.rfidcoalition.org](http://www.rfidcoalition.org)

# Contact



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