

Radio Frequency Identification (RFID) has emerged as a significant automatic identification and data capture (AIDC) technology. RFID is complex with many variations, encompassing an extensive range of technologies and standards.

Businesses seeking new ways of reducing costs, increasing sales and improving service need to appreciate that RFID can provide numerous business opportunities that are unattainable by other AIDC technologies. Prior to implementing RFID, organisations looking to benefit from RFID need to:

- Gain an understanding RFID technologies, RFID-based solutions, and the benefits provided by RFID.
- Develop strategies, guidelines and policies relating to RFID.
- In many cases, conduct trials to validate RFID performance in specific environments and operations.

RFIDeas Consulting has extensive experience in manufacturing, logistics, transport and retail operations, with involvement in significant RFID trials, pilots and installations since 1998, including *Hong Kong International Airport, Australia Post* and *Northern Herd Development*. Organisations advised by *RFID Consulting* include *TraNZRail, Boomaroo Nurseries, Chicago Freight Car Leasing Australia, Chep, and Bunnings*.

RFIDeas Consulting offers expert advice and professional services relating to RFID technologies, strategy, standards, applications, solutions, implementation and operations, as listed below.

Strategic Planning

- Corporate strategy development
- Corporate guidelines and policies
- Risk management

Education

- RFID technologies
- Myths, issues and benefits
- Complementary technologies
- Standards and compliance
- Systems architecture
- EPCglobal Network
- Applications
- Implementation strategy and tactics

Trials and Pilots

- Trial environment identification
- Trial benchmark definition
- Test script specification
- Test performance monitoring
- Test result evaluation

Systems Development & Implementation

- Environmental surveys
- Supplier identification
- RFP specification and evaluation
- Equipment specification and selection
- Edgware and middleware selection
- Functional specifications
- Systems architecture
- Return on investment modelling
- Rollout plans
- Acceptance criteria
- Test plans
- Process area re-designing
- Process re-engineering
- Tag management plans
- Process documentation
- Regulatory compliance confirmation
- Scientific licence applications
- Post implementation reviews