



## *Is your business ready for RFID?*

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.






*? Does your business understand RFID, complementary technologies, and RFID-based solutions?*

*? Does your organisation appreciate the benefits and risks of RFID?*

*? Do you have corporate strategy and policies relating to RFID?*

*? Are you considering trialing RFID in the next six months, or implementing RFID in the next year?*

*RFIDeas Consulting* can assist your organisation to introduce RFID by:

-  Educating management, operations and ICT in RFID.
-  Identifying and prioritising opportunities for deploying RFID.
-  Developing corporate RFID strategies and policies.
-  Identifying appropriate suppliers of RFID equipment and software.
-  Specifying and evaluating trials and pilots.

### About RFIDeas Consulting

*RFIDeas Consulting* has extensive experience in manufacturing, logistics, transport and retail operations, with involvement in significant RFID projects 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, implementations and operations.



Email: [rfideas@optusnet.com.au](mailto:rfideas@optusnet.com.au)

Phone: +61 412 724 634 ABN: 73 710 615 680

Website: [www.rfideasconsulting.com.au](http://www.rfideasconsulting.com.au)